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## **NEW FREE DIGITAL MEDIA PROGRAM KICK-OFF EVENTS** **Hands-On Media Training at Northeast Regional and** **West Oak Lane Free Library Locations**

PhillyCAM, in collaboration with the Free Library of Philadelphia, announces the kick-off of its new People's Media Collection, to be held on Wednesday, May 3 from 3:00 - 5:00 pm at the Free Library's Northeast Regional Library and on Tuesday, May 9 from 5:30 - 7:00 pm at the Free Library's West Oak Lane Library. Each kick-off event will include a hands-on media-making activity.

Over the next 6 months, PhillyCAM will place a community mediamaker in residence at Northeast Regional and West Oak Lane libraries to offer hands-on media trainings for library users. Trainings are held on a weekly basis and will focus on basic video and television production, community news gathering, digital storytelling, audio recording, and production using mobile devices such as tablets and smart phones. Each library will play host to a live television broadcast highlighting the media created during the project. The content created will be made available as part of an online archive of local media called The People's Media Collection.

The project will amplify the voices of the communities near to these libraries about the issues that matter most to them. The People's Media Collection is about supporting libraries to flourish as places where residents can access local information in new ways by creating and crowd-sourcing media created by peers in the community.

"Historically, libraries have provided access to information, developed literacy skills, and built healthy informed communities," said Free Library President and Director Siobhan Reardon. "To advance the field, libraries must adapt and grow to include digital fluency and media literacy, which are vital competencies for students and adults alike."

"Media production is what 'writing' looks like in the 21<sup>st</sup> century. Inherently collaborative, it helps develop critical thinking and requires problem solving, reasoning, analysis, interpretation, and synthesizing information," said Gretjen Clausing, PhillyCAM's Executive Director. "This program offers opportunities to engage in media making, representing a means for library customers to contribute and 'write' a new library into being."

The People's Media Collection is made possible by support from the John S. and James L. Knight Foundation. The project is a 2016 winner of the [Knight News Challenge on Libraries](#), which sought ideas on how libraries might serve 21<sup>st</sup>-century information needs.

PhillyCAM, as the non-profit designated by the City of Philadelphia to operate the public access television channel and as the license holder of a low-power FM radio station, WPPM 106.5 FM, brings together the people of Philadelphia to make and share media that promotes creative expression, democratic values, and civic participation. PhillyCAM facilitates the creation and cablecast of locally produced public access television and low-power FM radio that reflect the diverse social, political, ethnic, and artistic communities found in Philadelphia. Its programming gives a direct voice to all neighborhoods, groups, and points of view that exist in such a diverse and vibrant city.

**Join us Tuesdays at West Oak Lane Library from 2:00-5:00 pm**  
**Join us on Wednesdays at Northeast Regional Library from 2:00-5:00 pm**  
**[peoplesmediacollection@phillycam.org](mailto:peoplesmediacollection@phillycam.org)**