

NEWEYE Initiative and BCCG

Brown County Community Gardens will be working under the NEWEYE Initiative and with local television stations to present a few short videos promoting some aspects of BCCG. One of the video scripts that needs to be produced is called “How to Start a Community Garden”.

Understanding the purpose of the NEWEYE Initiative and the format of the material shown on Channel 4, either Green Bay Public Television or De Pere TV, will provide information and guidelines as to what values need to be adhered to in the creation of the video script project. It is also important to know what the NEWEYE initiative is trying to encompass and how this video script will further those goals as well as the goals of BCCG. It is necessary to conduct research to incorporate the language of the script into the purpose and goals of the NEWEYE initiative.

It is part of the NEWEYE Initiative to unite Brown County and the community through local broadcasting. This matches the values of BCCG with promoting and encouraging community ties and community involvement. “The NEWEYE initiative takes existing localized frameworks for communication known as Public, Education, and Government (P.E.G) television and maximizes their potential in the community,” (Leuth, 2016, p.1). NEWEYE will promote local involvement through community television programs and NEWEYE will assist communities as “a media and marketing resource”. Participating in the NEWEYE Initiative will also showcase BCCG in a positive light. It will encourage members of the community to work together to create a new community garden or to start a personal garden within the Brown County community garden plots.

The NEWEYE Initiative will be able to produce affordable and high quality instructional/developmental videos through, “a contribution by municipalities from the Cable Franchise Revenues,” according to the NEWEYE Initiative report. These videos will showcase to Brown County the importance and the value of community gardening.

The two television networks on Channel 4 that would be able to air the two to three minute videos regarding BCCG are the Green Bay Public Television and De Pere TV Time Warner. The goal of these channels is to inform the public about government projects and to broadcast public meetings (About De Pere TV, n.d.). Anything appropriate for a public news or television station would be appropriate to include in the video scripts although, the risk of producing a script that contained inappropriate content was not a great concern to begin with regarding these video scripts.

Bibliography:

Leuth, B. *NEWEYE Executive Summary* [PDF document]. Retrieved from:
<http://www.villageofhoward.com/DocumentCenter/View/2025>

Green Bay Public Television

<http://greenbaywi.gov/GBPT>

De Pere TV

<http://www.depere.tv/about.html>