



nine Academy

Who We Are and What We Do

Since June 2009, the Nine Network of Public Media has offered digital storytelling classes to members of the community. Over 450 individuals have participated in a Nine Academy class. While initially classes focused solely on editing, Nine Academy has transformed and expanded to include pitching and storytelling, shooting with small-format digital handheld cameras, digital editing, and dissemination techniques. Participants leave the 30-hour class having completed a 2-3 minute video; they also leave with skills that will allow them to continue to create videos and share the important stories of our community.

Landscape—Why Is Nine Academy Necessary?

You see it everywhere. Smart phones with not only still cameras, but video cameras. Small



Source: ViralBlog (May 2010)

digital handheld cameras being toted in purses, diaper bags, briefcases... Windows Movie Maker and iMovie are standardly installed on almost every computer sold. More video is uploaded to YouTube in 60 days than all 3 major US networks created in 60 years (source: ViralBlog, May 2010). In fact, 24 hours of video are uploaded to YouTube every minute (source: YouTube). In 2010 14% of internet users uploaded a video to the internet so others could watch or download it, a figure almost double the 8% of internet

users who were uploading video in 2007 (Pew Research Center). These changes aren't just a trend; they're not a 'fad' and they're not going away. The world is changing, and traditional media consumers are becoming producers.

As these changes become more prevalent literacy is no longer simply defined as being able to read and write, but now includes media literacy—the ability to be both an (informed) consumer and a producer of media. Those who are not media literate will be unable to fully participate in the 21st Century, and opportunities to connect, engage, inform, and educate will be lost.

In addition to the issue of literacy, there is a desire for our voice to be heard and our stories to be shared—and not through trained media representatives or from one voice speaking on our behalf, but from each of us as individuals. There is a desire to play an active role in the information age and to tell our own stories.

Instead of resisting these systematic changes—instead of trying to keep the audience in the role of 'consumer'—Nine has the opportunity to share its strengths and experience as a media organization. Nine has the ability to teach people to not only share their voice, but to do it in an engaging and compelling way that can actually move the needle on issues stalled in our community. The Nine Network of Public Media's Nine Academy presents the perfect opportunity to meet the changing needs of the media world, as well as the needs of our community.

What Are Participants Saying?

OMG!!! My video for Homeland is on YouTube. Thank you. I never would have done this. My son now thinks I rock. Thank you! Thank you! Thank you!

-Mary Konroy, community member

This class was not quite what I expected. It really turned out to be a class on composing the key elements of a story or a message with an orientation on how to use the editing software. The mechanics of managing the editing process, did not come easily to me, however, understanding how to tell a story is invaluable!

*-Kelly Weber, vice president of marketing
Grand Center, Inc.*

I just wanted to personally thank...Channel 9 for such a wonderful opportunity. I learned so much and had a great time...I can't wait to receive my DVD so that I can show off what I've learned to my co-workers.

*-Vickie Robinson, office coordinator
St. Louis For Kids*

[Nine Academy] has meant a great deal to me on several different levels to be able to participate and interview all the people I've had the privilege of interviewing. To be able to learn video-editing using Final Cut Express, practice interviewing using professional techniques, as well as acquire the sound and lighting fundamentals that goes into all of this is nothing short of stupendous, outstanding, over-the-top! What a gift to our community!

-Claire Anderson, community member

Nine Academy has been instrumental in helping me achieve both professional and personal goals in my life. Learning the ins and outs of Final Cut Express in a hands-on environment from accomplished professionals who know it and use it was a fantastic experience, and the small class size made it easy to get one-on-one assistance when needed. Rarely a day goes by when I don't use the skills I learned from my Nine Academy class, whether it's editing video for our organization's YouTube page or brainstorming about the most effective way to tell a story through video... I can't wait to enroll in another class and further enhance what I've learned so far. I highly recommend anyone with an interest in digital storytelling and video editing to enroll in a Nine Academy class.

*- Scott Beck, electronic media coordinator
Missouri Foundation for Health*