

# CHANNEL 19

A Global Social Media Network



## NEWSLETTER



### Introducing Channel 19

Happy New Year, and welcome to the first **Channel 19 Newsletter** that keeps you connected to the impact the Community Video Units (CVU's) are making in India. We are a Social Media Network of 13 NGO's and 75 Community Video Producers. In the last 16 months we've produced 45 video magazines reaching 130,000 people living in 200 slums and villages. Our goal is to accelerate social change by empowering local people to take action through an impact-oriented model of community video developed by [Drishti](#) and [Video Volunteers](#). To start the New Year we're launching **Channel 19**, the first online channel dedicated entirely to community-produced content.

This month Video Volunteers is featured on the website of America's best-selling magazine, [PARADE Magazine](#), and is competing in [America's Giving Challenge](#). Participation is by invitation only, so we have a good chance of winning. The four organizations that get the largest number of unique donations from their friends and supporters **each win \$50,000**. Please help us win by **DONATING TODAY!**

**America's Giving Challenge** YOUR \$10 WILL HELP US WIN \$50,000!  
DONATE by 31st Jan.  
All money goes to Community Video Producers' salaries



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This newsletter is written and produced by Video Volunteers on behalf of the Social Media Network



### Impact of Community Video

**Spotlight on Manyam Praja Video:** A Community Video Unit creates impact in four main ways: it encourages local people to take action, it encourages government to take action, it expands the scale and reach of social programs, and it develops leadership...



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### Producer Spotlight

**Jayasheela Chauhan, Mumbai:** One of [Yuva's](#) Community Producers, from the slums of Mumbai, has been selected by the international youth media organization [Listen Up!](#) to produce a video on her community media work that will be broadcast on U.S. television in late 2008...



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### Get Networked!

There's a number of ways for you to keep in touch with this dynamic movement.



[Forward to a friend](#)



[Sign up for Newsletter](#)



[Support](#)



[Start a CVU](#)



[Watch Channel 19](#)



[Meet the Producers](#)



[Ch19 on Flickr](#)



## 2007 Highlights from Video Volunteers and Drishti

In 2007 we took our first steps into the world of mainstream distribution, when we launched a new website, [Channel 19](#). Why the name Channel 19? It's in reference to the **19th Article** of the Declaration of Human Rights, the right to free expression...

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## 2008 and the Year Ahead

2008 promises to be an even better year, in which we grow the Network of Community Video Producers and NGOs, distribute the content regionally and globally, pursue sustainability of the CVUs through earned income, and take the Producers' skills to new levels of intellectual development...

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 Hind Swaraj Mandal

 Laya



Navsarjan

Saath

 Sahyog

## Stories in Full

### Introducing Channel 19

It's not about the amount that you give, but the fact that you contributed to the cause - each unique contribution gets us one step closer! The challenge **closes January 31st at 3PM so please [donate today](#)**. Funds raised through **Parade Magazine's Giving Challenge** will go directly to paying the Producers' salaries who are out in the field everyday providing critical information to poor communities!

### Impact of Community Video

Community video is visibly empowering local people to take action at **Manyam Praja Video**, the CVU of Network partner **Laya**, which works in a very remote Tribal area with intermittent electricity and roads that keep people apart for weeks at a time. As news spreads of the screenings, people walk great distances to view and discuss them.

*Says Community Producer Vishwama, who only studied to fifth standard and used to work as an agricultural laborer, "The people here don't even know how to read the newspaper. Even those who can read don't have access to newspapers. Through the CVU they have their own issues addressed & solutions discussed." [Watch one of Vishwama's videos](#).*

**The Community Video Unit provides these tribal villagers critical information with which they take action to improve life in their community.** Some examples of recent accomplishments at Laya include:

- **CORRUPTION:** Through one film, villagers discovered the official



[Awards](#)



[Press](#)

## Network Partners

These are the organizations that are promoting Community Video Units in India.



[Video Volunteers](#)



[Drishti](#)



[Akshara](#)



[Hind Swaraj Mandal](#)



[Laya](#)

[Navsarjan](#)



[Saath](#)

[Sahyog](#)



[Udaan](#)



[Yuva](#)



[Yuvshakti](#)

running the ration shop was over-charging them. The government suspended the official at the villagers' demand. He now charges the correct prices. Villagers also refused to pay a local moneylender the rates he was demanding after they learned in a film what the correct interest rates should be

- **HEALTH:** After watching a film on malaria, villagers questioned the local doctors about how they were misdiagnosing people. They report that the doctor has been much more responsible since then
- **WATER AND ELECTRICITY:** A village received a greater supply of drinking water after they learned in a film the appropriate depth for water wells and demanded the government dig them to that depth. In a nearby village, the government also repaired the electricity supply at villagers' demand

The films empower local people to take actions that result in concrete improvements. They create a new mindset where villagers know that they themselves can create change.

## Producer Spotlight

The **Listen Up!** project will be the first international co-production for any Community Video Unit. The video follows Jayasheela as she learns to be an activist tackling the major international issue of water. We watch the CVU and Network partner **Yuva**, the NGO Jayasheela works with, rallying thousands of slum dwellers to fight for their right to clean and reliable water. Jayasheela and her fellow Producers captured footage of a near riot situation that broke out at a massive community meeting when the government and private corporations told the slum dwellers of their plans to privatize water. On a personal note, through her income working at the CVU, Jayasheela (who has no father and whose mother works as a housemaid), has been able to buy her family a new home. [Watch Yuva's video on the water campaign.](#)

## 2007 Highlights from Video Volunteers and Drishti

**Channel 19** features shortened versions of the CVUs' Video Magazines along with impact stories. It also has 'video profiles' of the Producers where they speak of their personal transformations. In future, it will have an online store to purchase the videos and info on hiring the CVUs' production services.

In 2007, we also launched "**Videoshala**," a new program of "Education Community Video Units" with our partner **Udaan**. Community Producers are producing educational films with themes of Citizenship, Diversity, and Democracy for 200 village and slum schools that were affected by the Gujarat riots of 2002. In launching Videoshala, we welcome four new NGOs into the Network--Medghdanush, Sahyog, Hindh Swaraj Mandal, and Udaan--and 24 more Producers.

Drishti's Director was made Convenor of India's **Community Radio Forum**, a network of over 40 NGOs, academics and individuals who spent ten years fighting for the rights of community members and NGOs to run their own radio stations. The Forum recently won this legislative victory, when the government finally made 'Community Radio Stations' legal. Read about Drishti's Community Radio work on the [BBC World Service website](#).

Video Volunteers' Director was made a Fellow of [Echoing Green](#), an organization supporting social entrepreneurs that takes 2% of applicants.

We received requests to partner with more than 250 NGOs in India who are interested to start Community Media Units, a real recognition of the value of our Model.

We secured mainstream media coverage for the Network on [Nickelodeon](#) and on the front page of the [Times of India](#).

Video Volunteers won NYU Stern Business School's [Business Plan Competition](#), receiving \$60,000 as well as year-long mentoring and services from business executives in developing the organization.

In 2007 we also conducted research and initiated plans for international expansion in Brazil where we connected with 40 NGOs.

## 2008 and the Year Ahead

Our work is an investment in the ability of the disadvantaged to **articulate** their issues--to give them a voice. Without the ability to communicate, inspire and structure an argument, poor communities cannot tackle their huge

challenges. The journalism skills the Producers have acquired--skills in public speaking, research, debate, and talking to government officials--create the critical leadership poor communities require to solve their own problems.

Please support the Community Producers and their efforts to democratize the global media from the ground up. [Donate to the Fellowship Fund for Community Producers](#) by **Jan 31**. All monies raised via Parade Magazine's Giving Challenge will go directly to paying Producers' salaries, and could enable us win \$50,000.

Also watch [Channel 19](#), our first step in international distribution of Community Media. We are one of the larger production companies in India now--yet one that is ¼ Muslim, ¼ 'Untouchable,' ¼ Tribal, and 60% women, and therefore represents the silenced and voiceless.

Thanks for watching and reading, stay tuned for our next Newsletter in the springtime.

Udaan

Yuva

Yuvshakti

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