

“Our Town Markham”

WNED – Channel 17
Buffalo/Toronto Production



“Our Town Markham”

- PBS mandates programming of special interest to communities in a channel’s viewing area.
- “Our Town” series
 - Developed to focus on communities surrounding Toronto and Buffalo
 - Hour-long “video scrapbook” of people, places & happenings as seen through the eyes of residents
 - Residents use personal camcorders; WNED provides 1-hour long blank video
 - No age restrictions or experience requirements
 - No cost to participate



“Our Town Markham”

- Markham 8th in the series
 - Jamestown, NY Dec. '03
 - Lockport, NY June '04
 - Niagara-on-the-Lake, ON Sept. '04
 - East Aurora, NY Dec. '04
 - Welland, ON June '05
 - Oakville, ON Sept. '05
 - Ellicottville, NY April '06
 - Markham, ON Sept. '06



Production Schedule

- Initial planning meeting, April 18
- Volunteer recruitment, May 1 – June 21
 - Broadcast E-mail & flyer to community organizations
 - Town Page notices
 - Personal contact
- Volunteer meetings, June 20 & June 21
 - Volunteers submit story ideas & select top 25
- Videotaping, June 22 – July 7
- “Our Town Markham” premiere event - TBD
- One-hour program aired, September (date tbd)



“Our Town Markham”

Benefits

- Positive prime-time coverage of Markham across Western NY & Southern Ontario
- Community engagement
- No cost
- Videotape available for follow-up use

