

# American Footy Access Media Initiative

## INTRODUCTION:

My name is Bill Robert, and I am the Operations Manager at Wilmington Community Television in Wilmington, MA. I am also the host of "Stateside Footy", which is a show which features the sport of Australian Rules Football as it is played in the United States.

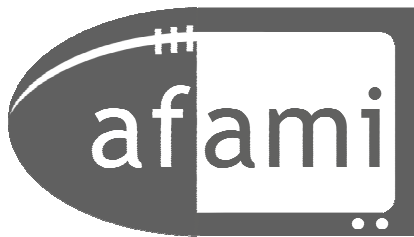
There has been an Aussie Rules team operating out of Boston since 1997. I just found about them last year (just out of the blue as I was doing a Google search for something else) and started covering the games this summer. I should have known something was up because when I went to shoot the first games, people from both teams came over like this was something new and novel.

Once the program went online, I started getting responses from all over the country (including the main offices of the United States Australian Football League - USAFL), and was continually asked by people as far away as Seattle about whether or not I was covering certain national events.

Judging from the responses I have gotten on this, I believe I am the only person doing American-based Aussie Rules Football on American Public Access television. Considering there are 40-50 teams in the USAFL, and hundreds upon hundreds of Access Centers in this country, this surprises me greatly.

So I have decided to start the American Footy Access Media Initiative (AFAMI) to act as kind of a liaison between the USAFL and the Alliance for Community Media (ACM) to basically get these two entities on each other's radar. The two goals of the AFAMI are as follows, to get the USAFL and its teams more visibility (which would be vital in its efforts to boost attendance and perhaps even player recruitment and development) and to increase awareness and usage of the very important resource that is American Public Access Television.

If you would like to help in this effort, please send an email to me at [billrobert@afami.net](mailto:billrobert@afami.net). Any and all help is greatly appreciated.



# American Footy Access Media Initiative

## 1. MISSION STATEMENT:

The mission of the American Footy Access Media Initiative (AFAMI) is to increase the visibility of Australian Rules Football in the United States through the use of local Public Access Media Centers. This effort would primarily focus on the game as it is played in the United States and would feature the teams in the United States Australian Football League (USAFL).

Additionally, the AFAMI, through the involvement of USAFL members and followers, would increase the visibility and usage of the important resource that is Public Access Television and New Media. In this effort, the AFAMI would act as a liaison between the USAFL and the Alliance for Community Media (ACM).

## 2. AFAMI GOALS:

The goals of the American Footy Access Media Initiative are as follows:

- To use American Public Access Television as a means of introducing the game and the USAFL to television viewers across the United States.
- To encourage the teams of the USAFL to increase their visibility through video coverage and feature programming generated through the use of Public Access Media Centers in the teams' home cities.
- To educate producers volunteering at Public Access Media Centers about Aussie Rules and encourage them to produce programs featuring USAFL teams in their area.
- To provide a liaison between the United States Australian Football League and the Alliance for Community Media (AMC), through which awareness and information can be shared for the mutual benefit of all organizations involved.
- To set up a video on-demand web channel, to which producers and teams can upload their finished programs and from which Footy fans and those looking to learn more about the game can view games and other Aussie Rules Football-related content.

### 3. METHODOLOGY:

The American Footy Access Media Initiative will look to increase the amount of Footy-related programming on Public Access Television and New Media in the following ways:

- Creation and distribution of databases between USAFL teams and their local and adjacently-based Public Access Media Centers.
- Creation and distribution of training materials to any USAFL team members interested in video production.
- Distribution of rulebooks and game-related training materials to interested Access Center volunteers.
- Establish a distribution network consisting of the players on a given team, who would act as local sponsors to bring the program from its production hub (flagship station) to the local access centers in their respective communities of reference.
- Establishment of a schedule of regular online workshops to discuss items such as:
  - =Distribution of game telecasts between cities so that a team that has its home games covered can also receive programs of them playing road games to show to the local fans.
  - =Establishment of a content exchange in which producers can exchange production items or services (highlight reels, voice-overs, production elements such as logos or animation)
  - =Production methodology (live-switched multi-cam versus single cam or edited multiple cameras, usage of a jib versus usage of a man lift for high angle shots, play-by-play and color commentary tips)
- Creation of web video channels to allow American Footy fans to be able to watch complete USAFL games on demand.