INTRODUCING ITRAINONLINE MMTK

"MAKE ICT TRAINING WORK FOR YOU"

BY

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SCENE 1 – ORIGINS AND PARTNERS

TITLE TEXT: ITRAINONLINE MMTK BRANDING + INTRODUCING MMTK - "MAKE ICT TRAINING WORK FOR YOU"

Illustrations and photos of people working in various ICT and media production environments (eg. Telecentres, radio station, video...).

> VOICE OVER
> (Lively, enthusiastic pace)
> Community media makers and telecentres, civil society organisations and other development groups like yours, have at your disposal a new modular training kit designed with your unique needs in mind.
>
> An online partnership of seven organisations developed the MMTK to improve your technical skills, content production techniques, organisational development and insights to legal and ethical issues.

Scene resolves with iTrainOnline logo in centre with logos of the 7 principal organisations appearing in sequence with VOICE OVER.

> VOICE OVER
> (Continues over logo sequence)
> The Association for Progressive Communications, Bellanet, FAO, IICD, INASP, AMARC, Radio for Development, Search for Common Ground, Oneworld and UNESCO are committed to helping you to better understand and make strategic use of ICTs...

Text of next voice over in sequence with it.

> The MMTK is designed to make training work for you...

> CROSSFADE FROM SCENE 1 TO SCENE 2

SCENE 2 – BUILDING THE MMTK

TITLE TEXT: MMTK/ITRAIN BRANDING + BUILDING THE MMTK

Illustration of people assembling the letters "MMTK".

> VOICE OVER
> (In time with
> illustrations)
> The MMTK is an ever-expanding
> training kit drawing from the
> expertise and experiences of
> authors from organisations much
> like yours.

Illustration of people conceiving of and writing training materials, scattered across the planet. On their desks are the early stages of the shapes that will form individual "components" that make up a single training "unit", that collectively form a training "module" or mix-n-matched course.

> VOICE OVER
> They wrote a suite of training
> units and modules, each based on a
> standard set of templates...

Illustration of "components" (trainers notes, exercises, slides) shaped into a single "unit".

> VOICE OVER
> (Continue over
> illustrations)
> ...the bricks and mortar that grew,
> and continues to grow into a
> flexible, easily re-packaged
> training kit to suit your
> specialised needs.

Illustration of "units" being shaped into "modules" being shaped into the MMTK mosaic.

> VOICE OVER
> We have designed this kit with a
> new set of creative skills in mind,
> skills that will, for instance,
> help you to utilise the multimedia
> capabilities of the internet...

> So, if you have a radio or video
> production background, or you are
> interested in having one, you will
> find the MMTK can help prepare you
> for entirely new ways of producing
> and delivering content.

Illustration of people with microphones, with cameras and laptops,
with antennas sticking out of their backpacks, in refugee camps,
interviewing construction workers, etc.

<div align="right">
CROSSFADE FROM
SCENE 2 TO SCENE 3:
</div>

SCENE 3 — USING THE MMTK

MMTK/ITRAIN BRANDING + USING THE MMTK

                    Now we know who is behind the MMTK,
                    let's look at how you can use it.

                    A Philippines based theatre group
                    has been invited to produce a radio
                    documentary about their work with
                    indigenous peoples.

Image of a theatre group

                    Their audience will be community
                    radio listeners. The commissioning
                    radio station has requested they
                    add information about theatre
                    groups in other countries that work
                    from a social justice perspective.

Community radio listeners/broadcast towers.

                    They have never produced anything
                    other than plays before and their
                    experience of the internet has been
                    limited to email and basic web
                    surfing.

Sitting around a table, or floor of rehearsal space discussing the
project.

                    Rather than hire a community media
                    company, they decide to produce it
                    themselves, but not without a
                    little training.

                    Being a theatre group, they can
                    organise a workshop quickly, so
                    they assign the task of training to
                    their technical director, Lea.

Training assigned to technical director, Lea.

                    Lea goes direct to ItrainOnline and
                    assembles a 2 day workshop from the
                    MMTK.

MMTK website.

> Addressing her organisations
> training objectives she chooses 3
> individual units: Digital Audio
> Production, Producing Content for
> Radio and Searching the Internet.

In sequence the modules are pulled from the mosaic, each unit reassembled into a single module.

> In MMTK language, Lea has assembled
> 3 units into a single training
> module.

The mosaic module is presented to the group.

> Now everyone within the theatre
> company will have the skills to
> create more content for radio, and
> know better how to brief community
> media makers...

> ...And they will have learnt how to
> use the internet far more
> effectively.

The mosaic module appears brighter to indicate that it has been changed, customised for use by the theatre group.

> VOICE OVER
> With the training completed, Lea
> encourages her trainees to fill out
> an MMTK evaluation which she uses
> to customise the course materials.
> Now she can train others in the
> theatre company as well as members
> of the various communities they
> work with.

Kids with audio recording equipment.

> Where to next for Lea and her
> colleagues. They have decided to
> produce radio plays that they will
> make available on the internet.
> This has revitalised the entire
> company and all the people
> involved.

Listening to radio, people listening via iPods.

> VOICE OVER

This is just the beginning... from
a 2 day workshop, custom assembled
from the MMTK, our theatre company
has found other ways to use their
skills, from the stage to the
radio, from radio to the internet,
their projects remain local, their
audience global.

The planet with radio, stage, computer, iPod...

Their experience strengthens the
MMTK. With the MMTK's ongoing
development groups like Lea's will
benefit from a broader range of
courses and improved tools with
which to collate training materials
in to.

ItrainOnline logo + MMTK.

ItrainOnline's MMTK is making
training work for you AND your
audiences.

CROSSFADE FROM
SCENE 3 TO SCENE 4:

SCENE 4 — COPYRIGHT PROVISIONS

FADE IN TITLE TEXT: COPYRIGHT PROVISIONS

Extracts from Creative Commons animation.

                        VOICE OVER
                All MMTK materials are released
                under a Creative Commons license
                which allows their free use and
                distribution for non-commercial
                purposes. However, the exact
                provisions of the license vary from
                module to module - while most
                permit modification of the
                materials, a few do not.

                Be sure you read the copyright
                statement included with each
                module. It sets out specific
                provisions which apply to them.

                                FADE OUT SCENE 4 TO
                                CREDITS

Credits 1.
        Illustrations
        Grace Garton

        Voice Over
        Sam Bond
        Andrew Garton

        Music
        Andrew Garton

Credits 1.1
        Project Manager
        Ann Tothill, APC

Credits 1.2
        Producer/Director
        Andrew Garton

Credits 2.
        Creative Commons Artwork
        from "Reticulum Rex" the movie
        Creative Commons Attribution-ShareAlike 1.0

        Photos courtesy of Labour Media Production,
        Jinbonet, Sean Hawkey, Toy Satellite.

Credits 3.
        Produced by Toy Satellite in association with
        the Australian Centre for the Moving Image.

Credits 4.
        Produced for ItrainOnline MMTK and the
        Association for Progressive Communications

        http://itrainonline.org/

        The MMTK is supported by ItrainOnline partner
        UNESCO.

Credits 5.
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                        THE END