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# Truetube – think, talk, act

TrueTube ([www.truetube.co.uk](http://www.truetube.co.uk)) is a free online space for young people to watch film and upload all kinds of other media to debate the issues that affect them on a day to day basis. The site covers a diverse range of ethical, political, religious and cultural issues; from youth action, HIV AIDS and the death penalty to relationships, gangs and eating disorders – its all there.

Truetube has been developed by CTVC – which is the programme-making and media arm of the Rank Foundation.

TrueTube invites you to:

- **THINK** about social issues using video and other media
- **TALK** about them with fellow TrueTubers
- **ACT** when you're ready to change the world

It means, TrueTube has a strong application in informal education - each issue is covered using real-life stories and personal experiences, a combination which young people can find fascinating and which has the potential to start a discussion or debate and give an output that is young person friendly.

In a nutshell, TrueTube offers youth-workers and young people 5 key benefits:-

**Recognition.** The media heavily portrays young people as out-of-control, hoodie-wearing, knife-wielding anarchists. TrueTube shows the world young people are more likely to be; thoughtful, engaged, motivated, interested and ambitious.

**Credibility and an outlet for work already done – and yet to do.** TrueTube asks young people to upload media which offers an opinion. Be it film, photography, music, poetry, rap... It's a forum for debate on the issues that matter.

All too often youth projects actively engage young people in artistic and media related projects, the outcomes from which are run off onto a DVD and end up on a dusty shelf in a cupboard never to see the light of day again. TrueTube offers a place to host that media so that it can reach its full potential and be seen by other young people all over the world.

**Valuable transferable skills.** By making media together, and actively engaging in thinking about issues, young people learn a range of skills which they can take on into adult life – teamwork, the importance of hierarchy, communication, patience and technical skills are just a few of these.

**A different way to communicate.** In a world where communication is key advertisers, governments and the media use sound-bytes to communicate their messages. TrueTube invites young people to make the most of visual and audio media and a place to make their voice heard by their peers, and those in positions of power.

**A network for support and inspiration.** Youth workers and young people can see through TrueTube that they are not alone in the problems they face on a day to day basis. Whilst TrueTube is not an advice site per se, the facts and figures, real life stories and links for further research will really help young people to feel supported and inspired and should help them put their own problems into perspective.



TrueTube has already been accepted by the formal education network winning the Education Resources Award for Innovation in March 08.

with the site

## Get involved

So, how do you as an informal educator get involved? Here's three ideas for you...

### ***Run a media project.***

Ask the young people in your youth group to brainstorm ideas and opinions surrounding one of the issues which interest them most on the site, then...

**Run a film project.** Ask them to think about the type of film they would like to make – drama, vox-pops, one-to-one interview, talk show, animation...

- Plan the film – if it's an interview, write questions or for a drama, write a script.
- Find a video camera from somewhere – cameras are easy to come by, many mobile phones have them as standard and often digital cameras include video capability.
- Film the raw components – rushes -of the film – tip, it is often more interesting if a film includes cut-away shots which are relevant to the topic. I.e. an interview with a rock climber could include shots of them going to climb a rock, climbing a rock and getting to the top.
- When filming make sure the subjects give their consent and approval for any copyright material you may ask them to include.
- Handy hints on filming can be found in the Masterclass section of the site
- Upload the rushes to your edit suite – if you don't have an edit suite, you can use the one which comes free within TrueTube – and edit the film. You will also find a library of around 100 short clips which you can use to make the film more interesting. Remember don't use any commercial music – you may have bought and paid for a track, but that doesn't mean you own the rights to include it in your film, its much better to make your own soundtrack or even leave music out all together.

### **Run a photography project**

- Ask the young people to use cameras on their mobiles, digital cameras or even film cameras to capture images which tell a story or highlight the issue they have chosen.
- Use Photoshop, or any other digital image software package to alter the images as required and then combine them into one document. Alternatively upload them to the TrueTube Edit Suite, put them onto a timeline, and if you like add a voice over or a music track (making sure you own the rights, as above)

### **Run a music project**

- Suggest that the young people write a song or a rap inspired by a topic on the site.
- Perhaps they could combine this with another group's photography or film project.
- Many mobile phones have voice recording capability, so why not use them to record the rap or song or even a Random Rant that they have written.
- Again you must own the rights to any music or samples that are used within this.

### **Run a radio project**

- Suggest recording a Podcast, this could involve interviews, or a debate, or even live performance of songs written by the young people themselves.
- Again they could use their mobile phones to record the audio for the Podcast.
- There are many pieces of free software available to enable them to edit the audio alternatively use the TrueTube Edit suite

### ***Upload the project to TrueTube***

Once their project is complete, the young people can upload the final pieces to TrueTube using the upload interface – just click upload on the top menu bar, choose the kind of media you want to upload and follow the onscreen instructions. We will then moderate the submissions and put them up on the site. Once they are live they will be seen by other young people from around the corner... and around world. Young people from 116 countries have logged on to TrueTube so they may even spark an international debate.

It is our hope that by using TrueTube as a platform to help develop your projects and put them on the web, we are helping you to inspire young people and helping them to inspire others, to inspire others, to inspire others...

### ***Become a Rank Gapper and work for TrueTube***

The Gapper is a training position within TrueTube. Over the training period, the Gapper will contribute to the content of TrueTube and related digital products. He or she will work closely with the Editor in Chief to learn how to assist in the origination and development of ideas, the research into contributors and locations for shoots, the filming of shoots and editing of footage into final content for uploading to the TrueTube site. He or she will work closely with the Editor in Chief to learn how to assist in implementing the TrueTube strategy with the aim of maximising the reach and impact of TrueTube and related digital products across as broad an audience as possible. He or she will also work closely with the Education Producer to develop relationships with the third sector, including young people, youth-workers, youth-groups and youth focused charities. Contact us directly on [contact@truetube.co.uk](mailto:contact@truetube.co.uk) or 020 7940 8480 if this opportunity interests you.