

Introduction

For regional activation in our city Uwajima

1 Utilize existing local companies

U-CAT (Uwajima Cable TV) is a local media in our city which broadcasts the local information. It was established in 1999.

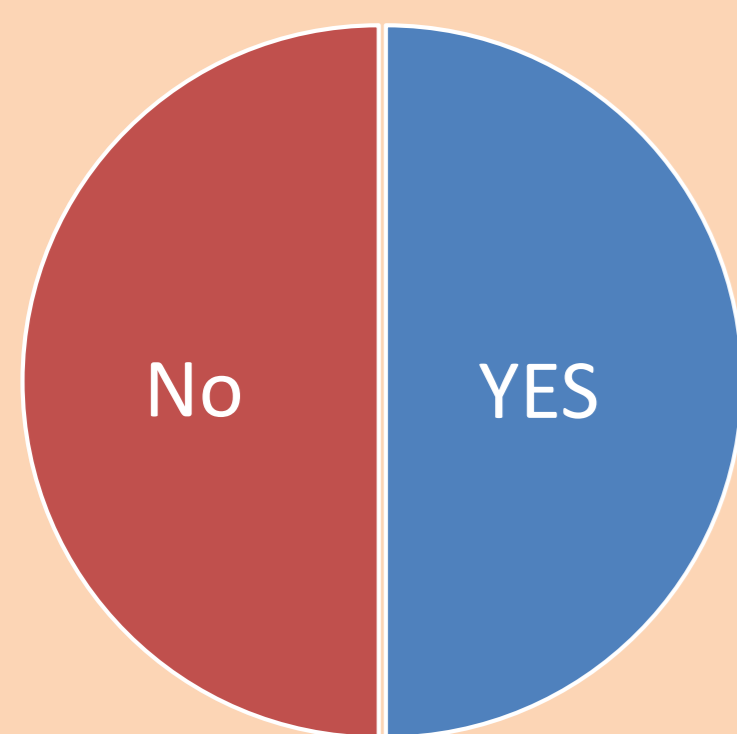
2 Accept people from different countries

At present, about 350 people from different countries live in Uwajima. It seems that the locals don't know them well because of few opportunities to meet them.

Methods and Results

Questionnaire

Do you subscribe to U-CAT?



The locals want more exciting local topics.

What program do you want to see?



Interview with U-CAT staff

- Low number of viewers
- Important roles in emergency
- Limited staff numbers

U-CAT wants the locals to watch their programs more.

Joining the events with people from different countries



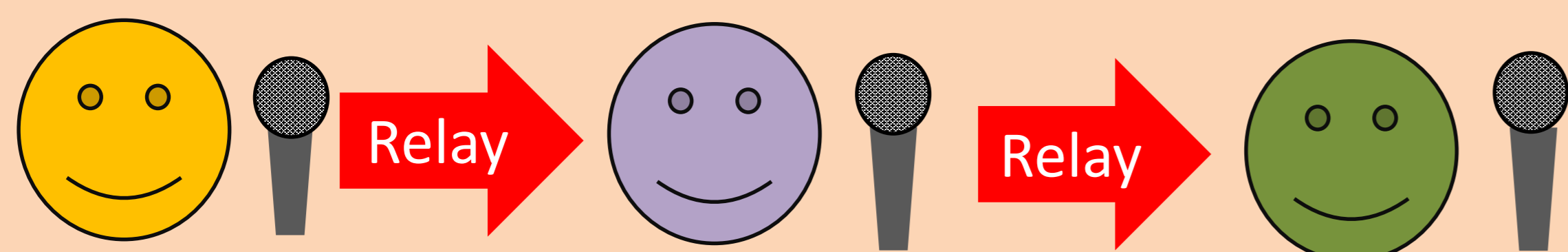
People from different countries want to communicate and interact with the locals.

Proposal

Create a new TV program to meet the needs of the locals, people from different countries and the tourists from abroad in order to inform them of **fresh and unknown information!**

Act

"Who is Your Neighbor?"

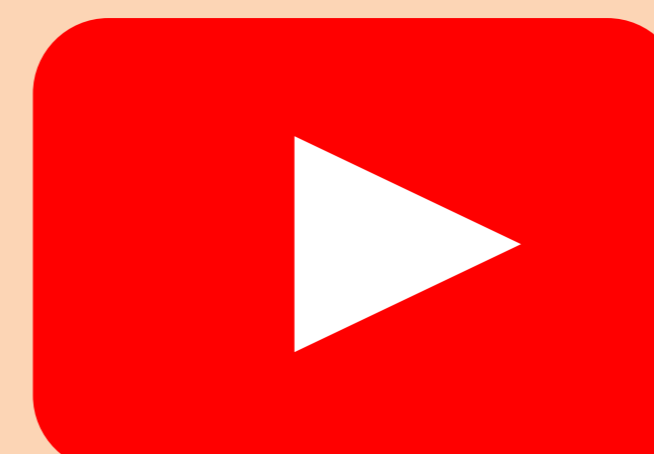


- ① Interview with a person from the different country.
- ② Ask some questions. Avoid too personal things.
- ③ After the interview, the interviewee introduce the next interviewee.

Interview and shoot

We started from our ALT.
We asked:
Where are you from?
What is a good/ bad point of Uwajima?

Interview and shoot with the second guest



Edit the video

Meeting with U-CAT staff

- They advised us about :
- The speed to ask questions
 - The angle of the camera
 - The speed of the subtitles
 - The location for shooting etc.

Conclusion

It is very important and encouraging for the local people to hold the community based media not only for daily life but also for emergencies. Moreover, the future will come soon when we will have more frequent contact with people from different countries. We will realize this plan to share what happens to Uwajima with the local people, acting from the locals to the world.