



MEDIA RELEASE

Digital Seminars to Close Skills Gap in the Territory

The present and future use of digital technology is set to be the highlight of Australian Film Television and Radio School seminars in Darwin next week.

NT Film Office director Penelope McDonald said Monday's seminar would be given at the Holiday Inn 122 The Esplanade by Keren Flavell, one of Australia's leading interactive media producers.

"All around the world people are getting more and more of their entertainment, vision and sound through iPods, mobile phones and computers," Ms McDonald said.

"The seminar will largely focus on the creation of content and opportunities for the latest digital communication mediums.

"You only have to look at the number of hits to websites like You Tube to see that such content is in huge demand.

"The world is moving forward fast in embracing new technologies and we want to ensure the Northern Territory isn't left behind."

Ms McDonald said a second AFTRS seminar would be held at the Holiday Inn on Tuesday morning, with its focus on viral marketing.

"This is about creating a buzz for whatever you are trying to sell through digital technologies and the World Wide Web," Ms McDonald said.

"The Blair Witch project is an example of this, where the reputation preceded the film.

"Territorians love a good Territory yarn, and they'll be looking for these on their mobile phones, and the web in the future.

"The Territory's screen industry future will stand or fall on its ability to tell good stories on these new formats."

Ms McDonald said a seminar on mobile phone content and podcasting was also planned for Alice Springs on 28th November, although this was dependent upon a sufficient number of registrations.

The one day seminars cost \$125 and interested people are urged to call the NT Film Office on 8951 1162 to register their interest.

Ends

Media Note – For more information contact Penelope McDonald on 8951 1163

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