

USER STORY

Puppet Broadcasting Company Ltd

Denby Dale

Contact: Simon Kerrigan - Production Manager

Puppet Broadcasting Company Ltd (PBC), established 13 years ago, present live shows aimed at teenagers promoting awareness of Sexual Health and Relationships, Careers, Drug Education and Citizenship.

Whilst they remain a performance based company, by utilising the latest video editing technology PBC have significantly expanded their audience by delivering their work via a DVD/video download subscription service. Wakefield County Council has recently subscribed on behalf of all secondary schools in their district, allowing them to download any film, which teachers can then access through the school's network. PBC has also been commissioned by organisations such as The Environmental Agency to promote flood awareness at various northern venues and by producing a film offering practical advice on coping with flood risk in the UK; Greater Manchester Police Authority who commissioned a film on Guns and Gang Culture and the West Sussex Fire Service with a DVD called 'Five Minutes' showing the effect of hoax calls.

All these organisations believe that the appeal of the puppets works positively with young people, who can relate to the characters who they recognise as either themselves or their peers. The characters speak either via the puppeteer or using the dialogue of young people.

All the films are bespoke and created using a Matrox RT.X2 system running Adobe Premiere Pro and Encore DVD software. PBC believe that this 'high tech' system allows the charm and character of the 'low tech' puppets to be carried onto the screen, allows for more creativity and flexibility and capturing the puppets in the real world gives them an extra edge.

Simon Kerrigan, Production Manager said 'The use of video technology has enabled us to branch out and reach more people. We are very pleased with the Matrox RT.X2, it's user friendly and works great despite a lot of use over the last few years.'

With plans to expand the number of Matrox RT.X2 edit suites and introduce the use of Chroma Key, PBC hope to continue and improve on their success.

