
BECOMING A PRODUCER AT CTV



CTV: A Producer's Guide

Prepared For Consideration to VAC

Content Includes: Ron Powell's *CTV Producer's Class*

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SUMMARY

Objective

To create an outline of the general concepts of the role of a CTV producer.

Including

1. The **video production process**; how the role of the producer changes throughout the process.
2. **Resources** required by a producer to complete a project.
3. **CTV procedures** for putting your finished show on air.

Types of shows that can be produced

1. Productions you submit produced with your own equipment.
2. Productions using CTV's field cameras or equipment.
3. Studio "Live" shows.
4. Studio recorded and uploaded shows.

The Role of a Producer at CTV

- Developing and managing a project from concept to completion.
- Working with CTV's process and procedures to arrange for production assets and distribution via station's resources.
- Being the "responsible" adult.

Stages Of The Production Process

1. Pre-Production
 5. Production
 6. Post-Production
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Frequently Asked Questions About CTV Program Development

Q: Who can submit a program for playback?

A: Any resident of Santa Cruz County.

Q: Where will the program be shown?

A: Channel 27 on Comcast and Channel 73 on Charter as well as streamed on communitytv.org. Some shows will also play on the Gilroy channel.

Q: Are you required to use CTV's equipment for your show?

A: No. You can shoot and edit with your own equipment.

Q: Are there limits or restrictions to my show's content?

A: Yes and no. Mature or potentially questionable material will be aired during "safe" hours. That is, between 11:00 PM and 5:00 AM.

Q: What does potentially objectionable content include?

A: Types of objectionable content include*;

- Excessive profane language
- Excessive nudity
- Explicit sexual activity
- Extreme physical violence
- Graphic depiction of medical procedures
- Hate speech

*CTV requires that it provides notice to cable viewers in the event that their program contains potentially objectionable content. Source: CTV Rules and Procedures, February 2017

Understanding Potentially Objectionable Program Content

1. If any program includes any of the aforementioned elements, a viewer advisory must be included immediately prior to the beginning of the program stating:
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*"The following program contains material that some viewers may find objectionable or inappropriate."**

2. The viewer advisory must be read aloud and displayed on screen for 15 seconds.
3. Responsibility for including the viewer advisory rests with the program's producer or local sponsor.*

*Source: CTV Rules and Procedures, February 2017

Requirements for a CTV Program

1. Programs produced with CTV equipment at USER rates must be for non-commercial purposes only and must be submitted to the public access channel for air.
2. All programs, in any form, produced with CTV equipment and facilities must clearly acknowledge the provision of the equipment and facilities.
3. By requesting access to equipment, facilities, and playback, access USERS agree that CTV may use portions of their programs for non-commercial, promotional purposes or for purposes of entering in community programming festivals.

Paths to Producing a CTV Show

Either path leads to online submission for airing;

If You...Shoot and edit with your own equipment you can submit online to start the CTV process.

If You...Use CTV's equipment and/or facilities you can use CTV's field camera and editing equipment or use the CTV studio for a live or recorded shoot.

CTV is a place where you can create a video program. You will need others in the CTV community to help produce your program. If you are seeking someone to produce a program for you for a fee you can contact a professional media services company that works with the CTV process and procedures.

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The Producer's Process: Short Version

Plan it.

Shoot it.

Edit it (if necessary).

Upload it.

Repeat.

Elements to Consider in Pre-Production

- It takes a community.
- You will need to develop a network with other CTV members.
- Take CTV classes, volunteer to work on other CTV programs.
- Elements of Pre-Production include; planning, organizing, coordinating and scheduling
- First—The Idea: Have knowledge of your topic or subject for your show.
- Consider a show that is in support of a local group or organization.

Deciding on the Format of the Show

What show format will you use?

- Interview, lecture, band performance, skit, roll-in videos.....?
- Single show or a series?
- Half-hour or hour?
- Studio live or recorded?

Bringing the Show to Completion

The more complex or sophisticated the show the more pre-production planning is needed.

Field Camera Show

1. Typically CTV field equipment check-outs are for 3 to 5 days, with exceptions for higher-priced items.
 2. Failure to return any CTV equipment within a maximum period of one week from the time of check-out will result not only in imposition of sanctions outlined in Section VI
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of CTV Rules and Procedures (February 2017) but may also result in filing of criminal charges at the discretion of the Executive Director or designee.

Where Do I Find CTV Rules & Procedures

Go to:

http://www.communitytv.org/wp-content/uploads/2017/07/RulesB_2017.pdf

The Rules & Regulations is a 19 page document. The sooner you become familiar with the studio's Rules & Regulations the better your association with CTV will be.

Field Camera Show

- **Equipment:** Camera, tripod, microphones, field light kits
- **Budget:** Includes time, money, and other assets
- **Payment:** volunteer points, money
- **Schedule:** equipment pick-up, return times, and dates

How To Reserve Equipment for a Field Camera Show

1. Go to CTV's website:
Field/Facility A/V Equipment—Availability and Reservations
2. Choose the equipment you wish to reserve.*
3. Reserved equipment can be picked up any weekday. The front desk staff is there between 8AM and 5PM.
4. On the reservation page, enter data into the form, select items to reserve.
5. On the next page choose payment option.
6. Pick up equipment at CTV studio.
7. Return the equipment to the front desk person on the appointed weekday, between 8AM to 5PM.

* You **must** be certified for the equipment you are checking out. Contact CTV for certification classes.

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Field Camera Show Planning

Planning Includes

- Script with description of shots
- Shot list
- "B-roll" (cut aways and inserts)
- Audio such as voice overs, background sounds, music

Reserve Editing Time

- You must be CTV certified by taking the editing class
- CTV has a semi-private editing room
- Adobe Premiere Pro
- Do you have all needed media assets for editing?
- Edit your show

Upload Show to "Connect telvue.com"

- Export edited timeline to acceptable format such as MPEG2, MPEG4, MOV
- Resolution: 1920×1080
- Frame Rate: 29.97
- Bit Rate: 3-5 Mbps or greater

CTV Studio Supervisor For Every Show: Live or Recorded

You will need a Studio Supervisor for every show you produce in the studio.

Q: What is a Studio Supervisor?

A: A studio supervisor is a certified position and is responsible to make sure a production (including producer, crew, talent, and guests) follows the studio's policies for appropriate use of the facility. He/she is the enforcer! If she/he says "no" to something, it is the producer's responsibility to follow the studio supervisor's instruction.

Q: What is the role of a Studio Supervisor?

A: The studio supervisor opens the studio to allow entrance for you, your cast, and crew. He/she will have all the equipment powered up and ready when you enter. The studio supervisor is also responsible for “painting” the cameras, i.e., adjusting color balance and exposure. It is still your responsibility to adjust the studio lights and the audio person will power up the audio board and set-up microphones and adjust the sound levels as needed.

At the end of the shoot the studio supervisor is responsible to make sure all equipment, as well as the studio, are turned off and back to their “neutral” condition or configuration. Studio supervisors are prohibited from acting as a crewmember except for operating a studio camera during a shoot.

Q: How do I get a Studio Supervisor to work on my show?

A: Personal contacts usually work best.

Contacting a studio supervisor is another reason why you need to volunteer to work as a crew member on as many shows as possible. In addition to gaining experience, it also allows you to meet people, including studio supervisors, thus building your network.

As you get nearer to being ready to shoot your show, approach a studio supervisor and ask if they are available to supervise your show. It’s a good idea to have a block of time in mind since arranging a shoot date/time is a negotiation of studio availability, on-camera talent's availability, potential crew members availability, and your availability.

Q: How much does a Studio Supervisor cost?

A: There is no fee for the studio supervisor.

Reserving Studio Time

Q: When is the studio available for member productions?

A: The studio is available any day of the week pending the time block you want is open and not previously scheduled. Second condition, you are able to arrange to have a studio supervisor for your show at the desired date/time.

Normal time block for public access shows:

1:00 PM to 5:00 PM

5:00 PM to 9:00 PM

Q: How do I reserve studio time for live or recorded shows?

A: You call the studio (831-531-2300) and speak with the person at the front desk to reserve time, or send an email to santacruz@thesatelliteinc.com, or come by the studio during normal business hours to speak with the person at the front desk. At the time you make the studio reservation you must provide the name of the studio supervisor who has agreed to supervise your show.

Q: What is the cost of renting the studio?

A: You will need to confirm the cost each time you rent the studio but, at the time of writing this, a 4-hour block (times described above) costs \$64 or 64 volunteer credits. Remember, the studio rental cost is subject to change so check the price before you commit.

Q: How do I cancel a studio reservation?

A: A cancellation must be made 24 hours before the scheduled time or producer forfeits credits or cash. To book or cancel, access your reservation page on the Satellite reservation site. See the Rules & Regulations document referenced above, page 5, section 5, "Canceling a Reservation," paragraph 3 for more details.

Q: How do I pay for the studio?

A: You can pay for your studio rental with money or 64 volunteer units per 4-hour block.

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Reimbursement of Sponsorship Funds

If studio or field equipment is paid for with CERTIFIED VOLUNTEER hours, and if there is any sponsorship agreement, CTV shall receive fifteen percent (15%) of only those sponsorship funds totaling over one hundred dollars (\$100) per production (exclusive of goods and services). The show must be aired at least one time on CTV's channels.

However, if the shoot is paid for 100% as a commercial production, there there is no need to pay the studio a percentage or air it on the station's channels.

Summary of steps when producing a Studio Recorded Production

- Reserve your studio date and time
- Organize and confirm your studio supervisor for your approved studio date and time
- Organize and schedule your crew
- Shoot your show in the studio
- Download copy of your program file off TriCaster
- Edit show file if needed
- Submit show and upload file

Studio Time Requirements of a Studio Live Production

- Your show can be a half-hour long (28:30) or an hour long (58:30)
- Studio time typically starts at either 1:00 PM or 5:00 PM for set-up, depending on your reserved time block
- Productions can be Thursdays through Sundays

Scheduling Studio Production Time

- Call the studio at **831-531-2300**
- Contact the studio at least a week before your desired shoot date. Usually there is a 90 day limit on advance reservations.

The Crew

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You need a crew for a studio production. You will also need a Studio Supervisor for every studio production. A Studio Supervisor is NOT a member of your crew. She/he may choose to pitch in and help if you need another camera person, but they are not required to perform this task.

A Crew Consists Of:

- **Director:** operates the TriCaster video switcher. Instructs the camera operators to achieve the desirable shots.
- **Audio:** places microphones, adjusts levels during production, plays music cues.
- **Graphics:** sometimes called "CG". Creates on-screen graphics in LiveText and operates the graphic side of the TriCaster during production.
- **Camera:** positions and adjusts camera during production. Three camera operators are needed for most productions.
- **Floor Manager:** communications link between the director and on-screen talent. The Floor Manager will help start the show on time, control the flow of the show, and end the show on time.

Finding a Crew

It is your job as the show producer to organize a crew... Not the Studio Supervisor's.

How to find a crew:

- Contact members of a CTV class you have taken and ask if they are interested.
- Volunteer to work on other shows, get to know the crew and ask if they are interested in working on your show.

What else will you need to produce a CTV studio show?

Depends on the show you are producing. You may also need:

- Props, sets, musical instruments, on-screen talent, set furniture, etc...
- Remember you have four hours to set-up, shoot, break down, clean-up, and leave the studio.

Important Planning Take-Aways

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- The more complex your show, the more planning needed.
- The more complex your show, the more time needed to set-up and break down.
- Have your media assets available at the time of the shoot, e.g., roll-ins, graphics, music/audio cues.

Arriving and Leaving the Studio on the Day of your Studio Shoot

- The Studio Supervisor will open the studio so you and your crew have access.
- A Studio Supervisor is **not** a member of your crew.
- The studio will be in a “neutral” condition when you arrive and must be returned to that condition when you leave.
- You will need a **door monitor** to let in your crew and guests as you may be busy in the studio and not aware of who needs access into the CTV entrance door.
- When you finish your shoot, you have to clean up the studio and kitchen.
- Cleaning the studio also includes making sure all props and sets are removed from the studio.
- You must return the studio to the neutral condition and be out of the building at the end of your time block.
- The crew and the condition of the studio is the **responsibility** of the Producer... NOT the Studio Supervisor.

Other Considerations for Your Studio Shoot

- Communicate with your crew. If you want special shots...Tell your Director and camera operators.
- Have the Director, camera operators, graphics person, and audio person practice before you start shooting.

Production: Studio—Recorded

- Account for the time you and your crew will be in the studio setting up, shooting, and breaking down the studio before you leave.
 - This is where pre-production preparation pays off.
 - Shoot your show. Edit later if necessary.
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- Give your crew clear and specific instructions.
 - This helps reduce everyone's stress
 - Allows for an easier set-up
 - More time for the shoot

Production: Studio—Live

- This is live TV folks! No redos. No fixing it in post-production.
- A live studio production is more pressure, more stress, and more excitement!
- You'll use the same reservation process for studio time and you'll have the same crew requirements.
- You will need your set, crew, and on-screen talent in place at the scheduled time before your show starts.

When you request a 7:00 PM start time for your live show, the scheduling/broadcasting software will switch from recorded programming to the output from the TriCaster. Your show will go out live for the half-hour or hour you have scheduled.

Station Disclaimer Requirements

The following two statements must appear at the end of each production produced at CTV. They are available as still images (PNG) that can be keyed over background video or as videos (MP4) with black backgrounds.

Station Disclaimer Statement 1

THE VIEWS AND OPINIONS EXPRESSED ON THE PROGRAMS ON THIS CHANNEL ARE THOSE OF THE PRODUCERS AND/OR THE PERSONS APPEARING ON THE PROGRAM AND DO NOT NECESSARILY REFLECT THE VIEWS AND OPINIONS OF THIS STATION. SOME PROGRAMS CABLECAST ON THIS CHANNEL MIGHT INCLUDE STRONG IMAGES AND LANGUAGE AND MAY NOT BE SUITABLE FOR ALL AUDIENCES.

VIEWER DISCRETION IS ADVISED.

Station Disclaimer Statement 2

THIS PROGRAM WAS PRODUCED UTILIZING THE RESOURCES AND FACILITIES OF COMMUNITY TELEVISION OF SANTA CRUZ COUNTY.

CTV LOGO

To Request Copies of the Disclaimers

Contact:

Victor Herman, Media Services Coordinator

victor@communitytv.org

Adding Station Disclaimers to a Recorded Productions

These statements can be recorded during your studio shoot or added later through editing.

Adding Station Disclaimers to a Live Productions

Added at the end of the program during live productions. Factor in the time this will require.

Post-Production

- Upload the file
 - CTV no longer accepts DVDs.
 - Follow the instructions for the Connect service.
 - The link to the Connect Service is on the programming page.
 - Request a copy of "*Uploading Your Non-Series Show Online for Playback*"
 - **Request a mentor to help you through the process.**
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