

Government Production Services: A breakdown of productions

In 1999, Miami Valley Cable Council's government production department produced 262 videos totaling 152 hours of production (this excludes city council meetings). This took 3250 hours of staff time.

To help foster further video production, this is a breakdown of the types of video we make; of note is how little or how much involvement is necessary from a city's contact person (the person requesting a video).

Documentations

Taping of a city event, function, press conference, training seminar, guest speaker, holiday service (Memorial/Veterans Day), dedication, workshop, DARE function, etc. Includes internal training sessions not for cablecast.

This requires the least involvement from city personnel; often a time and location will suffice.

This is our most requested service.

For our part, these are simple to do (requiring little set-up or editing), and can be completed and given to the client or turned in for cablecast in days.

Newsmagazine Shows

Series show with a host and/or co-host, covering timely services, interviews, and stories. Currently we produce Centerville Reports, West Carrollton: Take a Closer Look, All About Kettering, Take 5 with Kettering, and Germantown on Patrol. Program times are 5, 15, and 30 minutes.

This requires a reasonable amount of time from a city staffer (4-10 hours); duties include hosting, interviews, contacting and arranging show guests, and determining stories to cover.

On our part, this involves 1-2 staff to videotape; a 15 minute show typically uses about 10 shooting hours and 15 editing hours.

Talk Shows

A 30 or 60 minute interviewer / guest(s) format discussion show done in our studio. Additional features may include pre-produced video packages, supporting video, graphic pages, or live call-in.

This requires a city contact to be on air for the taping, and to arrange the topic and questions with the guest.

MVCC staff direct the show, with help from volunteers. Staff time is the show's length plus 2-3 hours.

<u>More examples of programs we produce</u>	<u>City staff commitment</u>	<u>MVCC production hours</u>
• Annual State of the City Addresses	scripting, plus 1/2 day of studio time	15
• Building or other dedications	call us with date/time/location	2-3
• Police / fire department internal training session	call us with date/time/location	2-3
• Speaker forums	call us with date/time/location	2-3
• Volunteer recognition events	call us with date/time/location	2-3
• Community concerts and plays	event info, 1/2 day of on-location help	8-15
• Video for historical purposes (Rike implosion)	call us with date/time/location	2-3
• Promotional videos	scripting, arranging hosts, editorial input	40+
• Holiday events	call us with date/time/location	4-6
• Videos highlighting city services or facilities	scripting, arranging hosts, editorial input	40+

The Government Production department tries to accommodate all requests for videos received from our member cities. Because staff time is limited, here are some guidelines to help you, and us, determine the feasibility of taping an event:

A production can *more likely* be accommodated, if:

It is on a weekday, vs a council meeting night or weekend evening.

It is a one-camera recording of an event, or requires little editing, VS an elaborate, scripted video

There are two or more weeks of advanced notice.

The production occurs in the 3rd week (ideally) or 4th week of the month.

The video can possibly be produced by the Community Production Department, or by volunteers.

The request is from a city that currently receives a lesser amount of video services

Requires little or no final approval/client input on graphics, editing decisions, production concepts.

Producing the video doesn't outweigh the Opportunity costs (production time) for other cities' videos.

- With these guidelines in mind, producing the video still depends on whether we have the staff, time, and equipment to do it.
- The government production department still has the ability to say no.

One last note: even when MVCC is not able to produce a video, alternative options (such as private video companies) can be facilitated.