

## Pre-Production Guide #4 – An Alternate Look At The Process

### The Program Proposal

1. An idea for a program is proposed. The idea is usually derived from one or several people. **Example:** We propose to produce a total of twenty fifteen-minute programs on a biweekly basis about our school with five different segments per show.

2. Objective/Goals: The program should have a goal or objective. **Example:** The series will give both the school and the community general information on school activities, important issues, as well as to entertain the viewer.

3. Format: Determine your program format. What are the look, feel and content of your program?

**Example:** The focus of the program will be on having the students deliver relevant information about school activities to their peers. The format will be like a news show where two people will introduce the news story and then we go to video footage of a reporter telling the story. We intend to have a total of five regular segments per show. The segments include school news, sports news, lunch menus, math trivia and a health beat.

The show should have a fresh hip-hop type of feel to it with a constant flow. To accomplish this the camera will always be on the move with different angles. We will also have different music underneath each segment giving it a unique feeling.

The primary set location for the anchors is the principal's office since all the news flows in and out at this point. Other segment locations include the lunchroom, library, the athletic field and outside on the park bench.

### The Treatment

Once the idea and format of the program is decided, we must now write a treatment. A treatment is essentially a synopsis of what will take place in a segment for that particular episode.

**Example 1:** In sports news we talk with Coach Thomas about the winning streak of The Wolves and how this will affect the rest of the season. (Included in the interview will be football footage B-Roll from the game.)

We will then go back to the anchors where they will give other sport scores.

**Example 2:** In the lunch menu segment we investigate what foods students dislike the most, and why. The results will surprise you. (This report will have an inside edition feel to it. We will conceal a camera to give it an undercover look. Spy music may play underneath the video or no music at all.)

Once ideas for the program segments for the week are developed and approved by the Producer, the production can begin.

### The Production Process

It is the **Producer's responsibility to assign crew positions** and make a rundown script for all production personal. The responsibilities of each crew person may alternate from week to week, but this gives each person the chance to focus on one area of the job at a time.

The rundown is basically a scripted outline of what will happen and the time it will happen.

## Example:

CHS TV

Production Date: 1/5/98

Air Date: 1/16/98

Producer: CHS Schools

<b>Time</b>	<b>Video</b>	<b>Audio</b>
00:00	Opening	SOT (Sound on Tape)
00:30	Dissolve to Anchors Intro Anchors, announcements & toss to 1 <sup>st</sup> package	Hello & Welcome to
02:28	(out) CU. Anchor smiling	(out) "Let's take a look"
1 <sup>st</sup> Segment		
02:30	(Sports Package) W.S. football field	SOT under Coach: "Hut, Hut, Hut!"
07:25	Shaking hands of Anchor	Coach: "Thanks for having me."
07:30	MS Anchor and zoom out to wide shot	Anchor: "Next up, Carol and John explore math, the old fashion way

<b>Time</b>	<b>Video</b>	<b>Audio</b>
2 <sup>nd</sup> Package		
08:15	Video intro of chalk formulas	SOT
3 <sup>rd</sup> Package		
10:00	Dissolve to intro of Movie review	Movie Fanfare
15:00	WS Anchors/Goodbye	Anchors: "That's all for this edition of CHS TV."

Total running time=15:00

When the production is complete, tapes are edited if necessary, timed, labeled and turned in.

### Production Tips

1. Determining how much material you have for a program can help decide your time slot. If you have only five minutes worth of material, you may just need a fifteen to thirty minute time slot. It's better to have a thirty-minute slot if you may fill it with programming eventually.
2. If you produce a thirty-minute program and have five segments per program, have each person make their segment approximately five minutes each.
3. Just having a presence on cable at a regular time each week or each month will help build an audience.
- Educational Access is programming for the surrounding community. It may not be broadcast material; meaning the video produced may never look as good as a network or local station, but this does not mean that content is any less important. Programming produced will always have an intended target audience, the Community, students or even educators.