

**SO, YOU
WANT TO
PRODUCE
A SHOW...**

Here's what you do!

Presented by: Derry Cable Television

SUBMITTING A PROGRAM FOR CABLECASTING:

In order to have a program, your ideas must be transformed in to a program that eventually has to be put on video tape. This requires, in come case, several people or volunteers to do this. C17, Derry Cable Television, gives you the vehicle to air your finished product, but it is NOT required to provide you with the people or volunteers to complete your program.

However, C17 has a list of volunteers that have been trained in certain areas of video production. This list is available to you to call these volunteers to see if they would help you produce your program, or if you have a group of people that will help you, we will train them in using the equipment needed to produce your show.

Keep in mind that it takes time to produce a show, especially if you have to train the volunteers. The basic training course is six (6) weeks. Advanced training is needed for those volunteers who need training in Post Production.

PROGRAM PROPOSAL:

A program idea translated into a program proposal is the first step towards production of a Community Television Program. The program proposal form asks the basic information about the program: Who, What, When, Where, type of program (studio or location, live or taped) format, (interview, talk show, entertainment, etc.) projected dates, etc.

After the Program Proposal is completed, any Community Producer not certified for equipment use and/or unfamiliar with studio facilities may schedule a conference with the Station Administrator to discuss a program idea. This initial conference will include an orientation to television production facilities and review of program proposals and production guidelines.

PROGRAM CONTENT REQUIREMENTS:

Community Producers or Organizations are liable for the content of All program material.

1. A Program may NOT contain the following:
 - a. Obscene or indecent matter.
 - b. Any lottery, or any advertisement or information concerning any lottery or raffle information.
 - c. Any advertising or promotional material concerning products of any value, unless previously approved by the Station Administrator and the Cable Television Advisory Committee.
 - d. Any material which constitutes libel, slander, invasion of privacy or public rights, unfair competition, violation of trademark or copyright laws or any material which might violate local, state or federal law.
2. If a program contains political information of any kind about a certain candidate during his or her campaign, all contenders must be allowed reasonable programming opportunity.
3. If a program is NOT produced by a Local Producer, or is “Bicycled” from another community, it must be submitted to the Station Administrator by a Derry resident with 10 signatures (Names, Addresses and Telephone Numbers) from residents of Derry, indication that they want the program to be cable cast on C17.
4. If a program may be offensive to some audiences or may be of a mature nature, an appropriate warning shall be edited onto the beginning of the program and in any program listings: “This program contains mature subject matter, viewer discession is advised.”
5. If a program is of a controversial nature, a disclaimer shall be added to the beginning of the program: “The views and opinions expressed in the following program reflect those of the participants, and do not reflect those of C17, The Town of Derry or the Cable Company.”

Failure to comply with these program content guidelines, may result in the program not being aired, or, in the case of a “Live” show, the termination of cable casting the rest of the program. A videotape can be refused and a “Live” cablecast terminated if program guidelines are violated.

CHANNEL TIME:

Application for channel time on C17 is open to any community member who submits a "Program Proposal", "Request For Cablecast", "Talent Release" and a Statement of Compliance" form at least two (2) weeks before the program, or no one will know the program is being aired. Scheduling requests for channel time shall be processed on a first come, first served, fair and equitable, non-discriminatory basis subject to the availability of cable casting equipment and channel time.

Request for consistent time slots (a program series) will be honored if the following conditions are met:

1. The material is produced locally by community volunteers.
2. Titles and descriptions of the programs, or guests appearing if it is an interview type program, are submitted to the Station Administrator at least two (2) weeks in advance of the scheduled time. Once his information is submitted, no last minute changes will be allowed in the program content, or guests appearing. Such changes will result in the program not being aired.
3. Program Producer has new material on a consistent basis.
4. A complete trained crew is present for each program to be taped, or "Live" airing. If it is determined that a full crew is not present to adequately tape or air the program, that program will not be taped or aired.
5. All programs are cablecast no more than once within the 3 program blocks within a given week. First run programs have priority over reruns in slot scheduling. Programs previously cablecast on the system may be rerun, upon request, no more than four (4) times in each program block in a given year.

The Station Administrator reserves the right to deviate from these procedures in instances of unscheduled, spontaneous "news" events, or where otherwise warranted by extraordinary circumstances.

SUBMITTING THE PROGRAM FOR CABLECASTING:

It doesn't matter whether the program is of a live or taped format, you still have to submit the program for cable casting.

The most important rule is that if nobody knows your program is being aired, nobody will watch it! Every program producer is responsible for advertising their program on the "Video Bulletin Board". All program ads should be aired for a minimum of one (1) week before the program is to be aired, and it takes around 5 to 7 working days before your ad is aired on the channel. Make sure you allow enough time to advertise your program.

GUIDELINES FOR A "LIVE" CABLECAST:

1. The following paperwork should be completed and signed by the producer two (2) weeks prior to the "LIVE" airing of the program. "Program Proposal", "Request For Cablecast", "Talent Release", and a "Statement Of Compliance".
2. On the day of the "LIVE" cablecast, the fully trained "crew" is needed to be at the site where the program is to be aired at least 2 hours (if it is a first production) or 1 ½ hours (for an on-going production) before airing time to set up and test the equipment, construct the set and any other tasks needed to air the program. The "crew" will consist of the Producer, Director, Graphics person, Camera people (one person for each camera to be operated) Sound person, and Telephone answering person (if the program is to have a "call-in" segment).
3. All graphics and titles needed for the program will be given to the Director or graphics person 48 hours before the airing date. Graphics consist of any disclaimers needed, the titling of the show, all guests that will be on the show, the "credits" (the names of all of the production crew).
4. If any "tape rolls" are used, they must be given to the director 48 hours before the airing date.
5. At the conclusion of the program, all crew members will tear down the equipment.

If any of the above conditions are not met, the Station Administrator reserves the right to cancel the cablecast.

GUIDELINES FOR A “TAPED” CABLECAST:

1. The following paperwork should be completed and signed by the producer two (2) weeks prior to the “taped” program is to be cablecast. “Program Proposal”, “Request For Cablecast”, “Talent Release”, and a “Statement Of Compliance”.
2. All tapes should be submitted to the Station Administrator at least one (1) week in advance of cablecast to determine technical quality and if any pre-production is needed.
3. All videotapes must be clearly labeled with the Name of the Program, program # (if a series program), producer’s name, and length of program.
4. All video tapes must have at least 10 seconds of standard black, and at the end of the program, there must be “snow” so our automated equipment will switch off the program.
5. All video tapes submitted must be of the “complete program” including a disclaimer (if needed), who the program is produced by or sponsored by, the title of the program, the appropriate credits, and ending with the statement: “This program was made possible through the efforts of Derry Cable Television, the Town of Derry and The Cable Company”. If the tape is submitted incomplete, editing time will have to be scheduled to the producer or director of the program to add the appropriate titling to the tape.
6. Videotapes owned by the user must be picked up within ten (10) days of the last cablecast. After 10 days, C17 assumes no responsibility.
7. The Station Administrator reserves the right to withhold cable casting of programs which do not meet adequate technical standards.
8. Videotaped programs that are produced outside of Derry’s facilities will not be cablecast without full disclosure of content and an opportunity to pre-screen.

EQUIPMENT SCHEDULING:

The privilege of using C17 Facilities will be given to those persons with the following qualifications:

1. Must be a resident of Derry, member or employee of agencies or organizations that serve the Derry Community.
2. If not a resident, the person must serve in an “internship program” for equipment access privileges. All internship programs must be of community interest and approved by the Station Administrator.
3. User must have taken the appropriate equipment training course and passed the evaluation test given at the conclusion of that course.
4. User must have submitted All program proposals needed for cable casting.
5. Use of equipment is for the sole purpose of producing programs for C17, Derry Cable Television.

Reservations for studio time, use of editing and production equipment and cable casting time will be made at the time when the written program proposal is filled out. Reservations for equipment use (production and/or editing) and filling out the program proposal can be made up to six (6) weeks in advance. All requests will be handled on a fair and equitable basis; first come, first served principal will generally apply. Cancellations must be at least 48 hours in advance.