

Programmer's Guidebook

SO YOU WANT TO PRODUCE A SHOW....

Here's what you do!

Presented by Derry Community Television

Submitting a Program for Cablecasting:

In order to get your ideas onto TV, they must be first be transformed into a program/show. Producing a show requires a team of several trained people. Derry Community Television gives you the vehicle to air your finished product, but is not required to provide you with the people/volunteers to complete your program.

Derry Community Television maintains a list of volunteers who 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. If you have your own group of people that want to 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 volunteers need to be trained. The basic training course is six (6) weeks, and advanced training is needed for Post Production (editing your show).

Program Proposal:

The first step towards the production of a Community Television Program is translating your program idea into a **Program Proposal**. The Program Proposal form asks basic questions 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 may schedule a meeting with the Station Coordinator to discuss their 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 and 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 Coordinator.
 - 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 may 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 by a Derry resident with 10 signatures (names, addresses and telephone numbers) from residents of Derry, indicating that they want the program to be cablecast on Derry Community Television.
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 any program listings: **“This program contains mature subject matter, viewer discretion 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 Derry Community Television, 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 cablecasting for the rest of the program. Violations may also result in termination of future programming.

Channel Time:

Application for channel time on Derry Community Television, C23 is open to any community member who submits **“Program Proposal”**, **“Request for Cablecast”**, **“Talent Release”** (if applicable) and **“Statement of Compliance”** forms at least two (2) weeks before the program. 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 cablecasting equipment and channel time.

Requests 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 guest appearing (if it is an interview), are submitted to the Station Coordinator at least two (2) weeks in advance of the scheduled time. Once this 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.

The Station Coordinator 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:

Whether the program is live or taped, it still must be submitted for cablecasting.

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 "Bulletin Board." All program ads should be aired for a minimum of one (1) week before the program is to be aired. In addition, it takes around 5 to 7 working days before you 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 needs 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 the airing time to set up and test the equipment, construct the set, and perform 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 operator (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 production date. Graphics consist of any disclaimers needed, the titling of the show, all guest that will be on the show, and the credits (the names of all the production crew).
4. If any "tape rolls" are used, they must be given to the director 48 hours before the production date. Tape rolls are animations, graphics, music or sequences that introduce a show or demonstrate a principle.
5. At the conclusion of the program, all crew members will tear down the equipment and clean up.

If any of the above conditions are not met, the Station Coordinator 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 DVD's should be submitted to the Station Coordinator at least one (1) week in advance of the cablecast to determine technical quality and if any pre-production is needed.

3. All DVD's must be clearly labeled with the name of the program, program # (if part of a series), Producer's name, and length of the program.
4. All DVD's must have at least 5 seconds of standard black at the beginning and end of the program.
5. All DVD's submitted must be of the complete program, and should include:
 - a. a disclaimer (if needed),
 - b. who the program is produced or sponsored by,
 - c. the title of the program,
 - d. the appropriate credits,
 - e. and end with the statement: "This program was made possible through the efforts of Derry Community Television, the Town of Derry and The Cable Company."
6. If the DVD is submitted incomplete, editing time will have to be scheduled by the Producer or Director to add the appropriate titling the program.
7. DVD's owned by the user must be picked up within ten (10) days of the last cablecast. After 10 days, Derry Community Television assumes no responsibility.

Programs that are produced outside of Derry's facilities will not be cablecast without full disclosure of content and an opportunity to pre-screen.

The Station Coordinator reserves the right to withhold cablecasting of the programs which do not meet adequate technical standards.

Equipment Scheduling:

The privilege of using Derry Community Television's facilities will be given to those persons with the following qualifications:

1. Must be a resident of Derry, or a 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 Coordinator.
3. User must have taken the appropriate equipment training course and have passed the evaluation test given at the conclusion of the course.
4. User must have submitted ALL program proposals needed for cablecasting.
5. Use of equipment is for the sole purpose of producing programs for Derry Community Television.

Reservations for studio time, use of editing and production equipment, and cablecasting time should be submitted with the **Program Proposal**. Reservations for equipment use (production and/or editing) can be made up to six (6) weeks in advance. All requests will be handled on a fair and equitable basis. The first come, first served principal will generally apply. Cancellations must be at least 48 hours in advance.