

Planning Your Production -

Pre-Production Planning Worksheet

What will your program be about?

Start with a strong message; A compelling idea will always make good television, but no amount of technical razzle-dazzle can save a weak one.

What are your objectives? What do you want to accomplish in this program? (i.e., “I want everyone who watches the program to help stop crime in East County”.)

Keep your objectives realistic and narrowly defined.

What can you use as a motivating force for your audience? Why should people care about this? “What is in it for me?”

Although your program may lack the technical polish of shows on other channels, it will have a local flavor that they can't match. You and your audience are neighbors, and share many of the same interests and concerns; Use this to your advantage.

Who is your audience? What age are they? (Kids need different motivators than senior citizens do to watch a program.)

Decide (realistically) who will be interested in the subject of your program. Then, design your show so that the format, pacing, language, music, graphics, etc. will appeal to that group. Trying to create a show that reaches everyone will only result in a show which is “watered down” in its impact.

How could you tell your message?

Some examples of formats that are available:

- a) Interview program
- b) Magazine/News show
- c) Game Show
- d) Performances
- e) Documentary
- f) Video art
- g) Teleplay

Ways to get people to watch your program from the start.

- 1) Use Teasers, “Next on Crime Watch, we’ll see..”
- 2) Snappy but short opening.
- 3) Promise them a solution they will get if they watch the program. “What is in it for me?”

After you decide on the format, write out an outline. What do you want to say? In what order?

Imagine someone who knows nothing about the topic. How can you tell them your story?

How long should the program be?

MetroEast will play programs of nearly any length; They don’t need to fill 30 or 60 minute blocks. The length of your show should be based on the strength of the material. Don’t pad a program that deserves to be short. Don’t delete material that begs to be seen.

What are your equipment needs?

Is the EFP camera best for your project, or would a mini-mobile be more effective? What type of microphone will work best? Will you need lights? MetroEast staff are available to discuss your equipment needs by appointment, or daily during Equipment Room hours below:

Monday, Thursday - 2:00 pm to 10:00 pm

Saturday - 11:00 am to 9:00 pm

Friday - 3:00 pm to 9:00 pm

Sunday - 11:00 am to 7:00 pm

What are your crew needs? Do you have enough people to help you, and if not where can you get them?

MetroEast lists certified volunteers in the VOLUNTEER DIRECTORY, available in the equipment room and lobby. Also, if you are a producer looking for crew, or a volunteer looking for experience, tack up your name and phone number on the bulletin board by the front entrance.

Do you need to make arrangements for outside shoots? Do you need to get special permission to shoot on location from the owner and who is responsible for this?

List props that you will need and who is responsible for getting them.

Can't find that Studebaker hubcap that's vital to your show? Post a note on the MetroEast bulletin board. Ask around in workshops. Find out whether your local hubcap boutique might lend it to you in return for a "special thanks..." note in the shows credits.

Do you need release forms for the talent, and did you get parental permission for talent under 18 years old?

MetroEast has blank talent release forms available in the lobby.

Do you have budget needs and if so how will you meet them?

MetroEast permits certain types of underwriting or grants to assist producers in meeting expenses. Please consult your MetroEast handbook for more information. Also, the MetroEast library contains books and VHS videotapes with information about how to secure such funding.

Contact your talent and guests well in advance (at least a month) and then CONFIRM the day before your shoot. Also CONFIRM your crew's attendance the day before.

Remember that talent and crew on your shoots are volunteering their time; Treat them accordingly.

How will you publicize your program, and how will you develop your audience?

No matter how interesting, informative, or entertaining a program may be, it is ultimately a failure if nobody watches. Once you've finished your project, take a little more time to make sure it's seen.

1) Write a Press Release

The EAST METRO section of the OREGONIAN, and the GRESHAM OUTLOOK are two good places to begin.

2) Newsletters

MetroEast publishes a monthly Program Guide and newsletter. Contact the Volunteer Coordinator for information about submissions. Whatever your target audience, there is probably a newsletter designed to reach them that would welcome a brief article about your project. Trying to reach senior citizens? Check with senior centers or retirement homes. Is your program directed at students? Call your local school district office.

3) MetroEast

Produce a short promo to be played between MetroEast's regularly scheduled programs. Post a sign on the lobby bulletin board, and encourage your crew and talent to tell family and friends. When possible, schedule playback dates before your shoot, and announce them at the event.

Planning Your Production: "Split-Page Script"

Pg. 4

Production: Public Service Announcement: Rockwood Library

Producer: Joe Smith

VISUAL

FADE IN: B&W Video, H/A, O/S, MS Librarian speaking to boy

CUT: L/A, MS, Librarian

CUT: E/L, MS, Boys smile changes to sad expression.

CUT: L/A, W/A, CU, Distorted view of Librarian

CUT: L/A, O/S, MLS, Boy looking toward Librarian

Boy turns to camera.

CUT: Color Video, H/A, LS, Pan Library

CUT: MLS, Children during story time

CUT: MS, CU, pans, tilts, maps and newspapers

CUT: MLS, Librarian answering phone

CUT: O/S, MLS, boy to Librarian, boy checking out books turns toward camera...

AUDIO

BOY: (shyly) Excuse me 'mam, can you please help me find some information on proper social behavior?

LIB: First you need to go up to the card catalogue, and look up the information by subject or author...

You then need to take the index number, and cross reference it with the shelf list...

If the cross reference checks, you then take the new number and attempt to locate it in the 36,000 square foot library...

of course, this method only applies if you are looking for the proper social behavior of the Tasmanian Mocking Bird.

BOY: (Emphatically) There's got to be a better way!

FADE UP: Upbeat Announcer over Music

VO: There is a better way. Rockwood Library is a contemporary facility offering both traditional and unique new services...

Let your children experience the magic of Story Time at Rockwood Library...

Explore your holiday paradise before you leave, with maps and newspapers of the land...

or perhaps you need some questions answered about grammar, quotations, or geography... call "Ready Reference"...

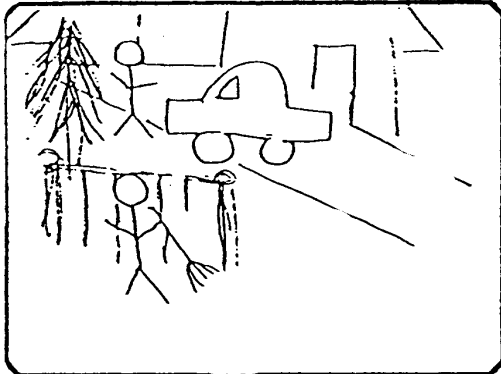
BOY: (now happy) Rockwood Library... With additional Sunday hours... 1 to 5 pm... to better serve you.

Planning Your Production: "Storyboard Script"

Production: "When You Vote, Be Informed"

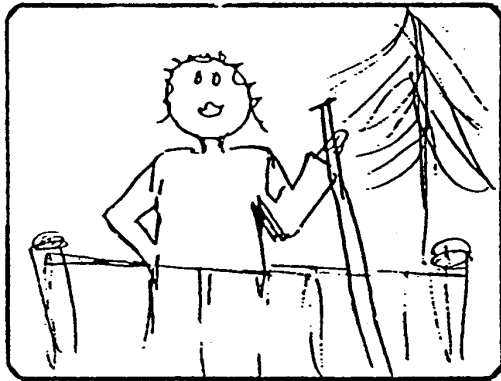
Page: 1 of 3

Producer: League of Women Voters



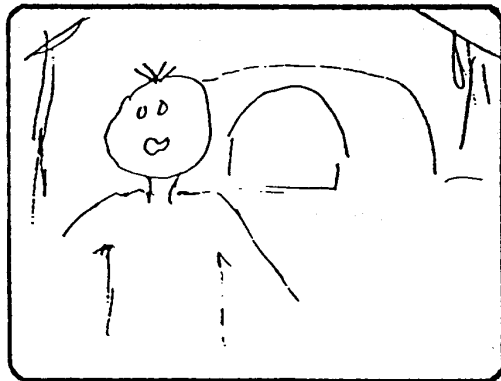
Natural Sound:

Lawnmowers, birds, etc.



Maxine:

"Where are you going, Joe?"



Joe:

"I'm going to Vote!"



Maxine:

"Why Bother?"

Producing a Program: Step-by-Step

Starting a New Project:

- 1) **Get a “Program Number.”** Each program produced at MetroEast is assigned a number which is used for tracking equipment usage and playback scheduling. Before you can reserve or check-out equipment, you must get a new Program Number.

Call 503-667-8848, Extension 307, or stop-by the Equipment Room to have a number assigned during **Equipment Room Hours:**

Monday, Thursday 2pm - 10pm
Saturday 11am - 9pm

Friday 3pm - 9pm
Saturday 11am - 9pm

- 2) **Reserve Equipment.** Call or stop by the Equipment Room during the hours listed above to reserve cameras and related equipment, or editing time.

You may reserve equipment up to 3-months in advance. Equipment is scheduled on a “first-come, first-served” basis only.

You must pay the \$50.00 Annual Producer Activity Fee before reserving equipment.

Equipment Room staff will fill-out the top portion of the form shown at right, and mark your name in an Equipment Reservation book

- 3) **Check-Out Equipment.** Check-out and check-in of equipment is by appointment, during the hours listed above.

Please call the Equipment Room as soon as possible if you will be late for an appointment. If you are more than 30 minutes late for an equipment reservation, and have not notified the Equipment Room, the reservation will be considered cancelled.


Equipment Room staff will list all items checked-out to you on the back of the form.

Examine the Equipment list for accuracy, and look over the equipment for any signs of damage. Once you sign the equipment check-out form, you are responsible for damage to or loss of equipment.

An average check-out takes 10 to 15 minutes.

Please confirm the date and time for return of the equipment with Equipment Room staff before you leave MetroEast.

If you experience problems with equipment, please notify MetroEast as soon as possible.

	<h3>EFP Request</h3>
Client (print) : _____	Staff : _____
Production Name : _____	Prog. # : _____
Check-out Date : / /	Time from : : AM to : : PM
Date of Request : / /	Return Date : / /
Equipment Requested	
<input type="checkbox"/> DSR-200 Camcorder <input type="checkbox"/> Other _____	
<input type="checkbox"/> Staff Camcorder (Circle one): DSR-300 PD-1	
Check all needed equipment on back of request	
Comments : _____	
Equipment Usage Agreement	
<small>The borrower has inspected the equipment and has found it to be in proper working order except as noted. The borrower will reimburse Multnomah Community Television for the reasonable cost of repairs, parts and replacement arising because of damage or loss of equipment occurring while it is in the borrower's possession. If any piece of equipment is damaged beyond repair while in the borrower's possession the borrower will reimburse Multnomah Community Television in an amount equal to the replacement cost of the equipment. Borrower will cooperate in filing and processing appropriate insurance claims with either owner's insurance or borrower's insurers. The borrower understands that the equipment cannot be used in violation of the law and cannot be used in violation of Multnomah Community Television policies. The borrower is responsible for damages and claims that may arise from violation of Multnomah Community Television policies. The equipment shall be returned to Multnomah Community Television in as good condition as when received except for normal wear and tear.</small>	
All programs made using Multnomah Community Television equipment or facilities must be shown first by Multnomah Community Television.	
Check Out	
Staff (Sign after all equipment is checked out) : _____	Time : _____
Client (Sign after reading the Equipment Usage Agreement) : _____	
Check In	
Staff (Sign after all equipment is checked in) : _____	Time : _____
Client (Sign after staff member has signed check in) : _____	
	Estimated total volunteer hours: _____

Planning Your Production: Media

MetroEast will provide memory cards for use in recording on the field cameras. Upon returning the camera, Equipment Room staff will copy the footage you recorded during your camera check-out from the memory cards, and then erase the cards to make space for the next user.

Please allow up to 30 minutes for this transfer if you have completely filled the storage cards on the field camera.

Editing at MetroEast:

The SAN. If you wish to edit your program using MetroEast's Edit Rooms, you can use the large hard-drive storage system call a "SAN" to store your raw footage. This storage is connected via a network to each of the 4 MetroEast Edit Rooms.

To use the SAN, you should:

- 1) **Complete the "Basic Editing - Final Cut Pro X" class.** This class is 2 parts, each 3 hours long. The class is offered every month, either on 2 evenings, or a Saturday and Sunday afternoon.
- 2) **"Activity Fee."** Each producer must fill-out a Producer Activity Registration form, and pay the \$50.00 annual fee before using the SAN or Edit Rooms.

You may also make arrangements with the MetroEast Volunteer Coordinator to "work off" the fee. You will be assigned to fill one or more shifts as a crew member on a program produced by MetroEast staff in lieu of payment.

- 3) **Storage.** Staff will assist you in setting-up a folder and password-protected log-in to access your footage on the SAN. Please do not share this password with others.

You should try to manage your storage, periodically removing footage you no longer need to free up space. Staff will assist you in this process.

Editing at Home:

Your Equipment. If you wish to edit your projects on your own editing system outside of MetroEast, you will need to provide a portable hard drive to transfer the video from the camera memory cards to your equipment.

- 1) **Drive Specifications.** Please consult with MetroEast staff regarding what kind of drive you'll need to bring for taking home your footage. We can suggest what types of connections, drive capacity, and drive format you'll need.

