



Producer's Handbook

Last modified August 2014

Table of Contents

Overview	3
Show Pitching Guidelines	4
Producer Expectations	5
Producer Checklist	6
Budgeting & Purchasing Guidelines	7
Releases	8
Clearing Campus Locations	9
Production Workflows	10
Content Guidelines	11
Quality Guidelines	12
Content Delivery	13
Promotions	15
Copyright	18
Violations and Consequences	19

Titan TV forms can be found at titan-tv.org under the resources tab. Production forms can be found at www.uwosh.edu/rtf under the facilities tab.

Overview

All original programming on Titan TV is created and produced by the students of the University of Wisconsin Oshkosh. Any student in good standing with the university may create and produce programming regardless of academic major.

Pitch Process

Students wishing to create content for Titan TV, must submit their idea to Titan TV. Titan TV holds two pitch sessions a year where content is approved for the following semester.

Fall Programming Pitches -- March/April Spring Programming Pitches -- November/December

Shows which have been approved for production will work with the Titan TV executive staff to revise scripts, schedules, budgets, etc. and identify producers and production crew.

Producers

Producers are responsible for the development, creation, and delivery of approved shows for Titan TV under the guidance of the Titan TV executive staff.

Executive Producer - Usually the show's creator, the executive producer is the individual primarily responsible for executing the creation of a show overseeing the show's budget, staff, and schedule. The EP is the primary liaison between the production and the Titan TV executive staff.

Producer - General producers will work underneath the executive producer in various areas of the production. Depending on the style and demands of a production, producers may be responsible for: show segments, promotions, equipment, camera department, post-production, etc.

The EP should work with the operations manager to determine the number of producers and create a detailed list of responsibilities.

Show Production

Approved productions receive access to Titan TV facility and resources as determined by the Titan TV executive staff. This includes:

- Approved equipment and facilities.
- Approved budget amount and items.
- Support of faculty and staff.
- Access to Titan TV office for meetings and storage of production paperwork.
- Access to award submissions.

Only active Titan TV and UW Oshkosh students may participate in Titan TV productions.

Only Titan TV and RTF equipment may be used on Titan TV productions for insurance purposes.

Show Pitching Guidelines

Students wishing to pitch content to Titan TV should submit a pitch application and required supporting documents by the deadline set each semester.

Pitch Application

All producers associated with a show pitch, must fill out an application. The application can be found on titan-tv.org or through Titan Link.

Supporting Documents

Treatment: A one- to two-page narrative synopsis of the season (including title, audience targeted, why should we approve, typical episode situations, length of show, and number of episodes.)

Character Descriptions/Talent List: Include a description of your main characters of your show and how they influence the storyline overall OR tell us how many talent you will have and what roles they will play.

Tentative Production Schedule: Include every shoot time (to the day), whether the production is in or out of studio, and any pre-production deadlines.

Equipment Desired: What equipment you wish to use. Final decisions about the camera and other equipment a show may use are up to the TTV Executive Board and are subject to availability.

Facilities Desired: What studio(s) your production desires (if any), which edit system use desired (if any), what sort of locations will you need?

Floor Plan: How do you plan on setting up the studio for your show? Required for all studio shows.

Rundown: A chronological list of the segments of the show with segment times and total run time of the show. Required for studio shows only.

Pilot Script: Required for narrative shows only.

Crew Positions: A list of all crew positions that will need to be filled. Include any crew members you have already secured on this list.

Tentative Budget: A list (including prices) of what you want to spend money on for this show. Should include everything for the set, props, costumes, and promotional costs.

Presentation & Interview

Following the submission of materials, show creators will be given the opportunity to give a 10 min presentation to the Titan TV executive staff.

Producer Expectations

Abide by all laws, university regulations, and the expectations in the Producers' Handbook and RTF P&P Manual, including maintaining academic good standing.

Represent Titan TV to the campus and community with a professional demeanor.

Submit quality content that meets the ethical and professional standards of Titan TV, the Radio/TV/Film program, and the university as a whole.

Attend all required producer and station meetings or send a replacement to do so.

Learn all the steps of the production process, including editing systems and master control.

Schedule and attend a training session with an engineer and/or programming director to review proper Master Control operations and closing procedures prior to the first in-studio shoot. (Studio Producers)

Schedule and attend a training session with an engineer and/or operations manager to review proper usage of field equipment. (Field Producers)

Prepare and submit a revised budget and schedule to Station Manager. Produce the show within the allotted budget, and manage the budget accordingly.

Prepare and submit the agreed-upon number of shows on time to the Programming Director.

If a field show producer, schedule a time for the Station Manager to watch a rough cut of all episodes in order to receive approval at least two days before the submission date.

Fill out and submit the appropriate metadata forms to accompany each item entered into the Titan TV Dropbox, including both promos and episodes. Email those forms to the Programming Director at ttvprogramming@uwosh.edu.

Create any and all promotional materials and/or events for the show and submit all promotional materials to the Promotions Director for final approval.

Fill out a Post-Show Report after each shoot and submit to the Director of Television Services.

Use the equipment that is provided by the University in order to film any and all parts of the show.

Treat any and all gear belonging to the University with respect, and return it in good condition and on time. File a discrepancy report if gear becomes broken or missing, whether due to regular wear and tear, an accident, or any other reason.

Contact the Station Manager, Director of Television Services, any co-producers, and any relevant Executive Board member if there are any concerns of not making a specific deadline.

General Producer Checklist

Pre-Production (In no particular order)

- Fill out Student Agreement Form (if necessary)
- Fill out an Advanced Project Form
- Sign contract
- Approve/confirm budget, schedule, and equipment
- Production Training for both producers and crew
- Make sure all cast/crew has filled out and handed in a Student Agreement Form
- Put together a full crew list (of core crew members)
- Fill out all Talent Release/Music/Location Release forms and turn in to folder in TTV office
- Create graphics package
- Create show open
- Find music
- Secure locations
- Write scripts
- Create set
- Hold auditions
- Acquire/buy props and costumes
- Send list of producers with contact information to TTV Executive Staff
- Fill out Metadata forms and email them to Programming Director

Production

- Create Call for Crew Sheets at least one week before each shoot
- Schedule and/or reserve equipment and studio time at least one week before each shoot
- Promotions
- Fill out discrepancy reports if equipment breaks or isn't working properly
- Fill out post show reports and turn in to the Director of TV Services after each shoot

Post-Production

- Show rough-cut to station manager (field)
- Create on-air promotions
- Confirm cablecast recording (studio productions)
- Deliver Show to TTV Dropbox (field productions)
- Fill out Metadata forms (for episode specific information) and email them to Programming Director

Budget Guidelines

Titan TV provides each show with a production budget to go towards sets, props, and costumes. When developing a budget please keep in mind the following:

Are there old sets and props in the workroom that can be repurposed for my show?

Can I borrow props/costumes from friends and family?

What is necessary for the show to be successful and what can be changed to save money?

Unless your show has a regular cooking segment, Titan TV cannot purchase food for shows.

Titan TV recommends visiting the following stores:

Costumes/Props - St. Vincent, Fox Valley Thrift, Atomic Katz

General Props - WalMart

Set Supplies - Menards

Do not purchase any items prior to receiving budget approval. Titan TV is university funded and must follow strict purchasing guidelines.

Purchasing Guidelines

All purchases must be pre-approved by the Station Manager and be previously budgeted and the cost researched.

General purchases should be made through Titan TV's credit card. To make a purchase, set up a time with the Station Manager. He/she is the only student who can make a purchase with the card, and the Director of Television Services will only use the card in an emergency.

Under the circumstance that a purchase is not made using the credit card, reimbursements will be handled on a case-by-case basis. Contact the station manager to discuss a reimbursement. *Do not assume you will be reimbursed.* If you are reimbursed, you will not receive reimbursement for the tax on the item(s).

Items that may not be purchased on the card or be reimbursed for:

- Food/beverages
- Flowers/gifts/awards
- Furniture
- Gas/fuel
- Lodging
- Printing/Duplicating
- Registration Fees
- Appliances

For information on purchasing food through on- and off-campus vendors, please see the program assistant.

Releases

All productions must fill out the appropriate releases for their productions. These forms can be found online (<http://www.titan-tv.org/resources/>) or on the computers in the Titan TV office. All paperwork should be stored in a show's folder in the Titan TV office. Always obtain releases prior to use.

Talent Releases

Talent releases should be signed for productions including promotional events that are recorded for usage later. Minors require signature of a guardian. Exceptions: News and informational programming do not require releases.

Music Releases

Music releases are required for original music used in Titan TV productions. Titan TV discourages the use of "popular" music as the UW System ASCAP/BMI license does not cover online usage.

Graphic Permissions

When graphic and photographic images in productions be mindful of obtaining permission from the holder of the copyright. Titan TV uses mgnonline.com for stock images and logos. This site provides a useful guide for best practices:

<http://thevisualcommunicationguy.com/2014/07/14/can-i-use-that-picture/>.

Off-Campus Location Releases

Location releases are required for all off-campus locations. Releases must be obtained from the owner of the property.

Clearing On-Campus Locations

While location releases do not need to be signed for on-campus shoots, you do need to receive approval. When scouting locations keep the following information in mind:

- Guns may not be used on any exterior campus location and only with approval for interior locations.
- Check the events schedule to ensure there isn't a conflicting event happening. (Don't shoot in the main AC lobby during a music event.)
- A room belonging to faculty or staff will not be opened by campus police without the consent of the person who uses that space.
- The following areas are off-limits for productions: rooftops, Health Services, Nursing Department, heating plant, and Counseling Center.

News Coverage - If recording an event, obtain permission from event organizers to cover the event. If you are conducting interviews, obtaining verbal permission will serve as a release. If you are recording in public areas (library, Reeve, etc) obtain permission from someone of authority in the space. Always be very open that you are representing Titan TV.

Sports Coverage - If recording an event, obtain the necessary permissions from the athletics department or NAIA.

Narrative Productions - It is recommended you gain informal approval from the area you wish to shoot in. However, you must formally request locations two weeks in advance using the fill in form on the RTF website: <http://www.uwosh.edu/rtf/rtf-location-shooting-request-form>. You will need to provide the following information:

- Name and student IDs of main producer and director
- List of students participating in the filming.
- Description of project and the scene being filmed.
- Space being requested and what modifications will be made.
- Specific dates and times the space will be used.
- Backup location if necessary.

Filming in AC West - Permission must be granted to film narrative productions in the rooms and hallways of Radio-TV-Film. Productions cannot use theatre facilities under any circumstances without first gaining permission from Theatre faculty and staff. Speak with an advisor or the RTF program assistant before filming in the AC.

Filming in Residence Halls - If you plan on filming in a dorm room, you must gain permission from those living in the spaces and the residence hall directors.

Production Workflows

Below is basic information about the various types of productions at Titan TV. This is merely a guide to help new producer's get started with planning.

Studio Productions

Crew - Director, Technical Director, Audio, Graphics, Master Control, Floor Director, Camera Operators

Schedule - Weekly production. Studios can be reserved in two-hour slots (1 hour setup, 30 minute production, 30 minute teardown)

Equipment - video switcher, audio board, prompter, master control racks and camera control units

Specialized Knowledge - Inception, Avid, Compix, Cablecast, Photoshop

Narrative Productions

Crew - Director, Cinematographer, Gaffer, Assistant Director, Sound/Boom Operator

Schedule - Weekend shoots with two weeks of post-production. Do not shoot more than two weekends in a row.

Equipment - Sony EX1/PMW-200, light kits, audio recording gear, gaff crates, c-stands

Specialized Knowledge - Final Draft, MovieMagic Budgeting/Scheduling, Avid, Photoshop

News Productions

Crew - Reporters, Editors, Videographers, studio production crew

Schedule - Friday studio broadcasts followed by assignment meetings. Filming/editing throughout week.

Equipment - Sony EX1/PMW-200, stick and lav mics, basic lighting

Specialized Knowledge & Training - Inception, Avid, AJA Ki Pro

Sports Productions

Crew - Field Director, Technical Director, Announcers, Camera Operators (4)

Schedule - Scheduled determined in conjunction with athletics department. Schedule plenty of time for setups and teardowns.

Equipment - Remote system, master control

Specialized Knowledge & Training - Inception, XPression, remote signal workflow

Content Guidelines

Titan TV follows a set of guidelines to protect quality of content being produced. We at Titan TV uphold a set of values and professionalism not because we are forced to, but because we choose to. The following lays out general guidelines to follow, but are not the end all be all. All content will be reviewed by the Titan TV Station Manager but if you are questioning the content ask yourself, "what grandma would think if she was watching?"

Profanity

The words "f*ck," "sh*t," and "a**hole," "p*ss," "c*nt," or any variations thereof, are not allowed on Titan TV. "B*tch," "a**," "slut," "d*ck," and "damn" are allowed, though moderation is key. Jesus Christ, Goddamn it and Goddamn must be bleeped. I.e. "Bleep - Dammnit."

Sexual acts

Sexual acts can be depicted in the most modest of ways. i.e. people kissing, people in bed covered but fully covered. Nudity is not tolerated.

Bodily fluids

Urine and feces and vomit are not to be shown in any circumstance. Blood can be shown but should not eer on the side of gore. Any other bodily fluids are prohibited.

Violence

Due to the realities of violence on student campuses, guns should be avoided at all costs. Although previous shows have used guns and weapons on campus in the past, any use should be asked ahead of production and can be denied. Rape scenes are prohibited, as well as any other sexual assault. Fighting is allowed, but any extreme violence or brutality can be denied.

Because Titan TV cannot prepare for every possible scenario, these are basic guidelines. The Station Manager and the Director of TV Services can apply standards and practices at anytime, written down or otherwise. All content created under Titan TV is subject to examination.

Quality Guidelines

Titan TV productions should follow the producers checklist and its genre's section of the handbook (Studio, Narrative, Sports, News).

Shows should be creating high quality 16:9 content originally, and should not be pillar or letter boxed.

News and non-narrative content should be accurate, fully scripted in E-Z News/Inception, have a complete graphics package with accurate information.

Graphics should be aesthetically pleasing and properly formatted for the viewers. Both narrative and non-narrative shows should be using title safe and action safe.

Shows should have appropriate and aesthetically pleasing sets and locations. Use the Operations Manager as a resource if this is a question.

Productions in studio and in the field should have proper lighting for the setting and genre.

Producers should be mindful of continuity on set and within the production. Producers should plan reshoots if this becomes an issue.

Depending on the type of production, there are different show orders and episode lengths.

Studio productions must be a full 30 minutes including breaks.

Narrative productions should be 22 minutes without breaks.

Narrative productions that pitch for a mini-series should be under 15 minutes.

Event programming and remotes will vary in time.

Content Delivery

All material must be delivered on time and to professional standards. All material should be edited in house using RTF facilities following strict post-production workflows.

All files delivered to Titan TV should use the proper showcode. The show code will include an abbreviation for the show (NT is Night Terrors), the semester, and episode number. EX: NT_S13_01.

Live Studio Productions

Producers should work with Programming Director to ensure the cablecast schedule is set to record the live program for the correct times.

Live productions **must begin and end** at their assigned times - to the second.

Producers should ensure the proper signals are routed and equipment is set correctly to make three recordings: live cablecast feed, AJA Ki Pro recording, and DVD archive recording.

Live-To-Tape Studio Productions

If recording the show live directly into Cablecast follow the live studio production steps. However, instead of the programming director setting the recording, a producer will have to manual record the cablecast file (this will require advanced training.)

If filming segments to be edited later, producers should ensure proper signals are routed to the AJA Ki Pro for the primary recording, with a backup recording to a beta deck. The AJA recording may be downloaded and transferred to EditShare for editing.

Live Remote Productions

Producers should work with Programming Director to ensure the cablecast schedule is set to record the live program for the correct times.

Live productions **must begin** at the assigned times - to the second. Often remotes do not have a set ending. If an event ends early, producers should switch to Carousel until the next program begins. If an event will run over, producers should remove the next program from the schedule, to ensure the live event will not be cut off.

Producers should ensure the proper signals are routed and equipment is set correctly to make three recordings: live cablecast feed, live web feed, and DVD archive recording.

Narrative Productions

Narrative programs should deliver content with no commercial breaks with a frame of black at the beginning and end of the episode. Make sure audio levels have been equalized and the video signals are correct. Use the Titan TV setting in Compressor to create the delivery file using the correct showcode for the episode.

Titan TV Drop Box

Digital files to be delivered for air, should be placed in the show's folder in the EditShare drive called "Titan TV Dropbox".

Metadata Forms

When an episode is delivered, producers should IMMEDIATELY fill out a metadata form for the production and submit it to the Programming Director by email. The form may be found on the Titan TV website.

VOD

Digital content is automatically added to Titan TV's VOD page which can be accessed from the Titan TV website or directly at <http://141.233.227.83/Cablecast/Public/Search.aspx?ChannelID=2>.

Further online video delivery is explained in the Promotions section.

Promotions

Promotions Strategy

Show Producers should meet early in the preproduction process with the Promotions Director to establish a strategy for promoting the show both internally to gain cast and crew and externally to gain viewership.

Graphics Package

All shows should develop a graphics package. This includes a typeface, color scheme, fullscreen, lower third, and show logo. Studio shows should have a slate that matches said graphics package. The graphics package will form the base of promotional campaigns. Logos should be added to the EditShare graphics bank at the beginning of each semester.

Titan TV Logo

Use the current "TitanTV" logo. DO NOT use of the "Titan57" logo. Put logo on all posters, promos, and other promotional content. Must be readable. Please do not change the color of the logo.

You can find the logo in the EditShare Graphics Bank.

Posters

Shows must have a minimum of one poster. The Promotions Director may require more posters depending on the strategy developed.

One general poster is due two weeks before the first air date and then posted one week before airing.

Posters must be approved by Promotions Director and/or Station Manager before being printed. Printing can be done at IRC, in the basement of Polk or Copy This. Copy This is more expensive than IRC so be aware of show budget before printing posters. You will need the Titan TV code from the Director of TV Services in order to print.

Distribute posters around campus. Print 30 posters; six should go to Reeve (For Blackhawk, Reeve, etc..), 10 go to ResLife for the residence halls and the rest go around campus. Focus on A/C building and by pit rooms.

Promotional Materials

Shows wishing to purchase other promotional materials (buttons, swag, etc.) will need to make requests as part of their general show budgets.

Promos

Shows must have a minimum of two general promos due to Dropbox two weeks before the show premiere.

Promos must be exactly :30 seconds in length. Shows are encouraged to submit alternate lengths (:15, :20, 1:00). Promos should not include airing date and time as it allows us to air these when show hits syndication.

Shows should have a minimum of one promo for every episode due to Dropbox one week before air date of episode and can include a date and time if desired.

News should pre-produce at least one promo to be filmed right after the newscast. These should include highlights of that week's episode, and the air times of the broadcast.

Sports should produce at least three promos every semester and if possible one for every sport, male and female.

Show Codes

Please code everything appropriately, show contracts should include all episode show codes.

All promotions follow this layout:

P_(showcode)_(semester)_(show number)_(promo number)

Works in Progress, Spring 2013, Episode 2, Promo 1

P_WIP_S13_02_001

Social Media

An official Facebook page required for every Titan TV show. This page can be created earlier than the semester and be made live later if desired. The page must be live two weeks before first air date with a minimum of two postings per week. The following is optional to post:

- Pictures
- Behind the Scenes
- Links to Vimeo with full episodes
- Links to YouTube with promos/other videos
- Links to other Titan TV pages

Please let us know what social media outlets you plan to use. Twitter and Instagram are optional.

Posting Material On the Internet

Content should not be independently posted online before it has aired on Titan TV. All Titan TV programming is available online on Titan TV's VOD service.

Content should only be posted online through Titan TV's YouTube and Vimeo pages, which are at the discretion of the Station Manager and Promotions Director. The exception to this rule is the Titan TV VOD, which is done in Cablecast by the Programming Director.

Vimeo Content

Vimeo is used for two types of content: narrative shows and award submissions. All content is put online by the Station Manager or Promotions Director and must be compressed using the Vimeo setting in compressor. Shows are not to be uploaded until a week after the original air date. Upload full episodes to appropriate Dropbox.

YouTube Content

YouTube is used for promos and packages for news and sports. This content is not to be uploaded online until after it has already aired on Titan TV. News and sports stories should have a brief story attached and should not be posted on one's personal YouTube. Stories are, however, encouraged to be shared. Upload all videos to appropriate Dropbox.

Campus Outlets

There are outlets available on campus to promote your show for both production and viewers. If you are looking for crew, talent or an audience utilize the "RTF This Week" email. Campus Events and Announcements email also works for this. CampusVision and table tents should be used strictly for promotional purposes. Email Reeve Marketing for more information.

Copyright

Titan TV holds copyright on all programming produced for Titan TV. Each Titan TV program should feature the Titan TV copyright slate at the very end of its productions. This can be found on Editshare in the Graphics Bank.

Members are free to copy Titan TV programming for their personal and professional use. Producers and members found in violation of these copyrights will be asked to correct the misuse of copyrighted content or may lose their privileges to participate in Titan TV.

Titan TV has a YouTube channel for promotional purposes, news and sports content. Titan TV's Vimeo channel is reserved for long-form programming and awards submissions. Any items that are uploaded to these sites must mention titan-tv.org and provide the link in the description.

The UW System has blanket agreements for the access channels to use music licensed by BMI and ASCAP.

Titan TV has the permission to broadcast footage obtained through CNN Newsource and MgnOnline.

Titan TV does not allow the broadcast of materials not copyrighted by Titan TV unless the producer receives permission from the owner of the copyrighted material or the material qualifies as [fair use](#).

Violations and Consequences

Producers who violate their Producer's Contract, this handbook, Titan TV rules and bylaws, the Titan TV Constitution, UW Oshkosh policies, or the law while producing a Titan TV show may be subject to:

1. Partial or full equipment, budget, and/or air-time restrictions
2. Loss of show pitching and/or producing privileges for a semester (though participation is still allowed).