



## Producer's Step-By-Step Guide

Hello!

You are about to embark on the journey of your college career! Creating or producing a show for Titan TV is a long but rewarding process that you will look back on as one of the best parts of your college education. This workbook has been developed to help you through this process by guiding you from having an idea to being able to pitch that idea to Titan TV's executive board.

All original programming airing 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.

## Step 1: What is your idea?

By this time you probably already have an idea in your head. It doesn't matter what it is: a drama, comedy, documentary, instructional show, etc., Titan TV is interested!

It is now time to get that idea out of your head so we can see it too. We want you to write a synopsis of your show's season; this is called a treatment. In your treatment you should include: the title of your show, even if it is just a working title, a logline, which is a one sentence summary of the show, what type of show you want to make (live-to-tape studio or field narrative), who your target audience is, how many episodes you want to make (narratives have 4 episode seasons while studio shows have 8 episode seasons, if you're making 30-minute episodes or an hour-long special (narratives and studio shows tend to be 30 minutes), and what typically happens in an episode.

Fill in the blanks below to help you get started:

Title: \_\_\_\_\_

Logline: \_\_\_\_\_

Who is your target audience?

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How many episodes in the season?

8 Live-to-Tape Episodes

4 Narrative Episodes

1 Special Episode

Other (please explain below)

How long are your episodes?

30 minutes

1 hour

What happens in an episode?

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## **Step 2: Who is making this show?**

So most of the time you already know the answer to this question: “Who’s making the show? Well me, obviously!” Unfortunately, it goes a little deeper than that. You need to think about what you need for your show and then determine who can help you. As much as you may want to, you can’t make this show by yourself.

When it comes to finding producers to help you, you need to keep a few things in mind: Will you work well together? Does this person have skills that can help me? Can I trust this person to do what they say they will? etc. Your best friend may be very interested in helping you, but you also need to consider people who you may not know very well, but who have experience in areas you lack.

Producers are responsible for the development, creation and delivery of approved shows for Titan TV under the guidance of the Titan TV executive staff. Below is some information about the executive producer and general producers.

*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.

You can work with Titan TV’s Operations Manager to determine the number of producers you need and create a detailed list of their responsibilities. Use the next page to record what you decide on.

Executive Producer: \_\_\_\_\_  
(Name)

Producers:

Name:

Responsibility:

\_\_\_\_\_

\_\_\_\_\_

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**Step 3: Who is in the show?**

Next, Titan TV wants to know who else will be involved with the show. Well, not specifically who, we're talking about the characters! Every show has different needs as far as cast, perhaps you only need a single host or maybe you need a large cast of characters. What Titan TV wants to know is who the characters are and how you would describe them. If you already have the characters cast, you can tell us who's playing the part.

Below you can list your characters and write down their descriptions. If your show doesn't have characters, but rather has hosts, don't worry about names, just list what each host's purpose is in the description:

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(Name)

Description:

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(Name)

Description:

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(Name)

Description:

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(Name)

Description:

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(Name)

Description:

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(Name)

Description:

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(Name)

Description:

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**Step 4: Filming your show: What is your semester schedule?**

Get your calendars out! By the time you pitch your show, you and your producers should know your class schedule. The executive staff will determine your filming time in consideration of studio, equipment, and your availability.

*Studio Shows*

Check what times everyone is available to film your show within your semester schedule.

Studios shows should pick a two hour block during the weekday.

HOUR	MON	TUES	WED	THURS	FRI
9-10 AM					
10-11 AM					
11 AM-12 PM					
12-1 PM					
1-2 PM					
2-3 PM					
3-4 PM					
4-5 PM					
5-6 PM					
6-7 PM					

*Field Shows*

*Please pick 4 weekends (Friday-Sunday) you wish to film your episodes. Do not pick holiday weekends (Thanksgiving) or Spring Break.*

Weekend 1 \_\_\_\_\_

Weekend 2 \_\_\_\_\_

Weekend 3 \_\_\_\_\_

Weekend 4 \_\_\_\_\_



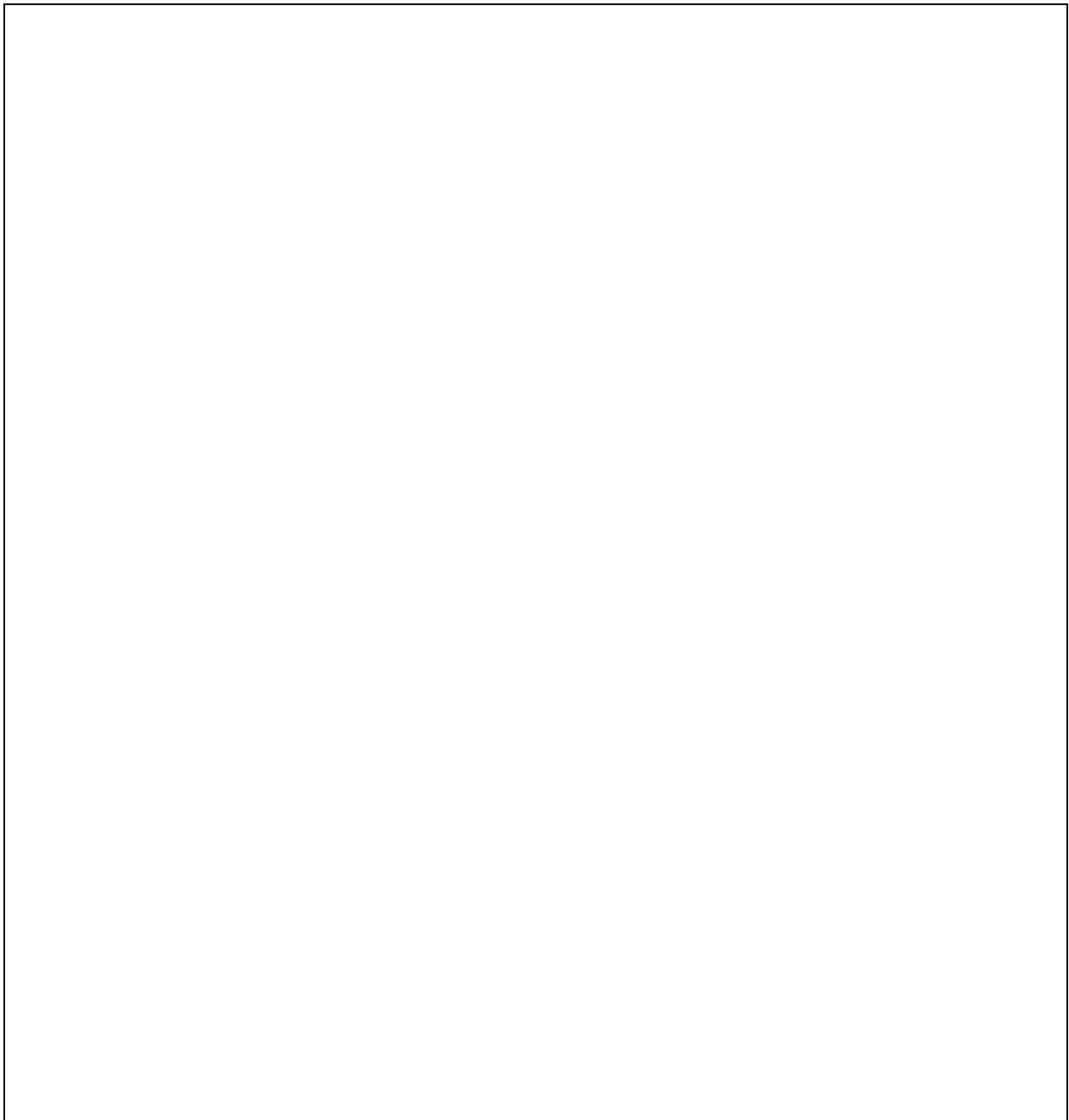




### **Step 7: Your show's floor plan**

Does your show have a set? How do you plan on setting up the studio for your show? The easiest way to tell us this is to sketch a layout as if you were looking at the set from above. You need to include where the cameras will be, where furniture is, where your host sits, etc. If you are making a field narrative this isn't required, but for studio shows this is essential.

Upload an image of your floor plan below:









## **Step 11: Submit your materials**

Congratulations! It is now time to package everything you've put together in this workbook and submit your show!

You will submit everything on the Titan TV website at <http://titan-tv.org/pitching/>.

- First you will fill out the Producers Application Google Form which will ask for your name, what your pitching, and other basic information, along with your resume.
- After submitting the Producers Application you will submit the entire step guide that you just completed!
- After submitting the Step Guide document use the link to schedule a time to present your pitch!

## **Step 12: Presenting your show pitch**

And now for the moment of truth, everything we've been through in this workbook has prepared you for this, it's time to present your pitch!

This workbook has already given you all the answers Titan TV is looking for all you need to do is get your group together and tell us about your show. While it isn't required, we suggest putting together a visual aid to help with your presentation. During your pitch tell us why you want to make this show and walk us through your thought process going over each step.

Good luck with your pitch, and thank you for pitching your show to Titan TV!



## **Need some help?**

Check out these resources!

Producers Handbook -

<https://drive.google.com/open?id=1nR4CcJJZqOlXSUiUq-3-6gYD0ktx81j>

Titan TV Constitution - <http://titan-tv.org/wp-content/uploads/2018/02/TTVConstitution2018.pdf>

Titan TV Executive Board:

Station Manager - [titantv@uwosh.edu](mailto:titantv@uwosh.edu)

Operations Manager - [ttvops@uwosh.edu](mailto:ttvops@uwosh.edu)

Programming Director - [ttvprogramming@uwosh.edu](mailto:ttvprogramming@uwosh.edu)

Promotions Director - [ttvpromotions@uwosh.edu](mailto:ttvpromotions@uwosh.edu)

News Director - [ttvnews@uwosh.edu](mailto:ttvnews@uwosh.edu)

Sports Director - [ttvsports@uwosh.edu](mailto:ttvsports@uwosh.edu)

Titan TV Advisor - Justine Stokes - [stokesj@uwosh.edu](mailto:stokesj@uwosh.edu)