

KDUX-TV SAMPLE PRODUCTION PROPOSAL

Section 1: PERSONAL INFORMATION--

1. Your Name
2. Major, Minor, Current Class, Year of Graduation, GPA
3. Campus Address, Telephone, Email
4. Why do you want to be a KDUX-TV producer?

Section 2: SHOW INFORMATION--

1. Title
"People Making a Difference"
2. Synopsis
A weekly half-hour, live-to-tape, studio discussion. Ten programs, each program being a freeform examination of a different field of study by some of its local teachers and practitioners. I would like this discussion to be moderated by a professor.

Each week, professors from Richland will discuss directions in their fields. High school teachers, professional practitioners, and graduate students may appear, too. "Majors" is a subject-driven show that depends for success upon solid guest bookings and lively discussion
3. Rationale
Why should KDUX-TV produce this show? Why is this good for us?
1) The series takes advantage of an abundant natural resource in Richland ...professors. With a good mix of people the programs can engage viewer interest and be fun. Despite its scholastic connections, KDUX-TV rarely examines the academic world. There is no other program focusing on academic topics on local cable. Having a professor as moderator will further distinguish this series from other

KDUX-TV discussion shows.

2) The simplicity of preparation lends itself to KDUX-TV's limitations. Little field-shooting will be required, at most one package per program. The series can provide a good experience for student participants.

3) Advance planning will aid promotion. Our specific listings and topics can be publicized in advance of airdates. The nature of this series will bring KDUX-TV to academic departments' attention.

4) Because the content won't go out of date immediately, the programs can be repeated on KDUX-TV the following semester, and used as standby.

4. Topics (Themes)

Ten will be selected from this list:

Psychology – include working psychologist

History – include high school teacher

Mathematics – include high school teacher

Biology – include high school teacher

Human subject research - (can include deans)

Sociology

Anthropology

Physics

Political Science

Economics

English (fairly ripe for a Panel discussion)

Journalism

Computer Science

Teacher Education

5. Discussion Content

What developments are influencing these studies?

What is the subject's relevance?

How is the subject being taught?

What are the current controversies in the subject?

Who are the stars? Who's out of favor? Turf battles?

What texts are the bibles for the subject?

What do students do with these majors?

Current research?

6. Booking Guests

1. Sources

Where will you find your guests?

Primary – Referrals from department chairs and other professors to "lively" individuals

Secondary – Profiles from past editions of The Chronicle, KDUX, Richland and DCCCD news bureau releases.

2. Strategy

How will you attract guests to participate in your program? What is your overall plan?

Once I get one person committed for a program, I will ask them who else should be invited, particularly people they know to have an opposing viewpoint or different approach to the study. Some balance of faculty will be struck. I plan to overbook one to two discussants per program. Guest recruitment would go something like this:

- 1. Contact department chairs – ask for names of profs*
- 2. Contact those individuals, giving name of person who referred them.*
- 3. If yes to participation*

Ask what evenings they are NOT available

Follow up with letter, confirming and saying I'll provide production time as soon as it is scheduled

Ask for other names

If no, ask for other names

- 4. Call each "yes at beginning of the semester – give them projected tape date*

5. Follow up with letter of confirmation, including names of other guests

6. Prepare a press release for each program. Include names of participants and send copy to each participant. They will take their commitment to the program seriously.

7. Call each participant a week before taping, asking if they will be bringing any visual materials.

8. Call each participant the night before taping.

Guests will, by this time, have a vested interest in the program, reducing the chance of cancellation.

7. Production

Discuss how the show will be recorded/cablecast. Include challenges, methods for engaging crew, and studio times.

Three hours in KDUX-TV studio. A weeknight is preferred, as early as possible for guests' convenience. A studio audience is not planned. A set is not necessary; grey curtain with gel lighting for background. Guests arranged in horseshoe.

The production challenge will be to have lighting, cameras, audio, CG, director and TD cover discussions characterized by different numbers of people each week and quick conversational ball-tossing. Heavy character generator use, some lighting expertise needed, a perceptive audio person, and a flexible director who can go with the program's conversational flow. There will be few Ready cues.

*I want the production team to meet as a group with guests and moderator before each taping to create a relaxed, collaborative atmosphere. This isn't *Sixty Minutes* and no one is being put on the spot. I notice that on many KDUX-TV programs there is little contact between the guests and the production staff. So when the guests arrive they will meet with the moderator and plan out some of the half-hour's direction. Then, they will tour the control room and meet with the students. Show them how their names are typed on the CG to check spelling and in case they wish to be designated differently. Following the tapings there will be a brief meeting for questions & comments that guests can stay for.*

8. Format

Basic overview of finished show, start to finish.

Moderator introduces guests, starts with a question and off they go. No internal breaks. Any package (i.e., talking with student majors or visiting a site) may be run at beginning or at a logical place in the discussion. Roll credits at 28:00 over discussion.

9. Timetable

Provide a semester timetable of events, including all taping dates, all meetings, and any planning days. Do not give generalities, please provide actual dates.

This assumes a Thursday night studio time.

I can largely pre-plan at the tail of this semester. By mid-December, a list of subjects will be ready, a moderator will be recruited, and a list of specific guests assembled. More guests may be added or substituted.

August 24 – KDUX-TV recruitment

date– production staff assembled

date– production staff and moderator meeting

date– tape the run-through. This will be a special production to get everyone acclimated.

The guests will be IC students discuss their choice of major with the moderator.

Although results may be shaky, we plan to air this as the first program.

date– tape regular program 1

date– tape program 2

date– tape program 3

date– tape program 4

date– tape program 5

date– tape program 6

date– tape program 7

Semester Break

date– tape program 8

date– tape program 9

date– tape program 10

Section 3: TECHNICAL INFORMATION--

1. Unit Positions

List the various technical and non-technical positions you will need to fill.

Director, technical director, CG operator, audio director, lighting director doubles as camera operator, four camera people who double as lighting/production assistants. (Fourth camera is a cover shot – operator doubles as floor manager), assistant director (handles still store materials.) Any production team members may double as field shooters/editors. All crewmembers are asked to contribute on researching topics. Each will be assigned to topic, to help prepare questions and background for the moderator.

2. Pre-Selected Positions

List the technical and non-technical positions that have already been filled.

- I do not have anybody currently selected for any position*
3. Equipment Needs
List all of the technologies you will need, including Master Control Decks and Control Room.
Studio A, Studio A Control room, all Studio A VTRs (Deck 4, 5, 6), Frame Sync 1, Camera 4 - Jib, various microphones and XLR cables as needed.
 4. Set / Props
Describe your plans for your set, specifically discussing the design and props needed. 3 8-foot flats, 1 round table, 3 stools, 2 light patterns, gels

Section 4: QUALIFICATIONS TO PRODUCE--

1. KDUX-TV participation history
technical director on Panorama, writer for Solarium, shooter for NewsWatch
2. Facilities / Equipment qualifications
GY camera approved, some Final Cut Pro usage, lighting & chyron
3. Management background
Head cashier Red Lobster, ran Putnam County summer playground
4. Other
Eagle Scout