

How to Produce a TV Show that Works for YOU or An Offer You Can't Refuse

Television has long been a great tool in sharing information with the public. Doing a television show can be daunting, not only in the cost but from the technical aspect.

Carson City has a public access station to help you and your organization to realize the potential of television. Access Carson City (ACC-TV) is offering your organization a chance to produce a television show without any production costs to your organization. This is a service being provided to you through the City's funding of public access television.

ACC-TV is located in the basement of the Brewery Arts Center's Performance Hall, 511 West King Street in Carson City. Our studio is ready to produce programs with state of the art equipment. We have staff ready to film you and place your program on cable Channel 10.

We also have learning opportunities for all of Carson City's residents with digital cameras and computers to edit on (but that is a separate story).

So... what's the idea here? One monthly episode of half hour length. Many different organizations will contribute material to each episode unless one organization can guarantee they can fill an entire half hour (in which case we may extend to an hourly show). Your spokes people come and talk to our cameras while we do the technical stuff: we film you, edit you and get it on TV. The program title will be " People Helping People ".

We are hoping that by starting small we can get more spin off programs in the works. Picture your OWN half hour program, focusing on just YOUR organization, airing at a regular time every week. But for now we'll share time.

What do you do to take advantage of this? The following page has an outline with a checklist for you to follow to help simplify the process.

If you have ANY questions, call Darla Bayer at 830-7939 or 882-8900.

Making a TV show in 10 EASY Steps

1) Figure out what your organizations goals are in respect to the general public. What service do you provide that more people would be able to benefit from if they knew it existed? How can you relate the information to them?

We have allotted a half hour program a month, so far. We can combine different organizations in the same half hour episode. You can do a 10 minute or less segment for every episode we do if that works for you. Let us know what you wish to do so we can coordinate the material and other organizations.

2) Make an appointment with ACC-TV by emailing Darla Bayer at dbayer@bactv.org or calling 830-7939 or 882-8900.

We are somewhat flexible as far as taping times go at the moment, however that may change. We understand that most of you will probably want to film during a weekday between 10am and 5 pm. Get your appointment made now, we are offering this program to many organizations.

3) Line up your "talent". Who will be spokesperson/host for you? Are you going to do your show in an interview format? Do you need only 10 minutes to convey your idea? Or will it take 20 minutes, 30? We do not have a "host" for this show, it's all up to you to keep the ball rolling.

4) Back up material, or shall we say "show and tell". What do you want to use? Pictures? Video footage? Actual people? Actual books or physical materials? A sample of a wheelchair? Back packs for kids? What do you need to use to achieve your goal? Locate and gather these items so that they are ready to come in when you are.

If you wish to use pictures or actual footage from your "parent" organization, get them to send it now. Bring it in ASAP so we can make sure the format will work for us or we can convert it. Generally stills will work in ".jpg" format (tiff, too) and video footage is best in "mpeg2", but an actual DVD will do. Also if your organization has a logo we should use bring that on a CD too.

5) Write out an outline. Who will speak first and about what? Write an actual script if you need too, but really just general phrases that will help you

and your guests in your discussion are better, we want to remain as natural as possible.

6) Time your intended piece. 10 minutes can be a very long time in front of a camera if you are not accustomed to it. Then again, if you are a good "talker" half an hour can go by real quick, just make sure you are not repeating yourself and that what you are saying is information filled.

7) On the day of your taping arrive on time, we will have given you an hour time slot (for a half hour episode) to do all prep and filming in. If your guests are not to be first we still prefer they arrive at the beginning so they get a feel for the entire procedure.

Remind your guests to **exclude** from their clothing any of the following:

Lime Green (we may be using green screen)

Stripes or large geometrics (they tend to zebra)

Solid Black, red or white

DO wear something we can attach a lavalier mic to.

8) Have fun. We'll seat you and attach a mic to your collar area. Our director will fill you in on what camera to look at and any other technical stuff. But mostly, relax and talk.

9) Before you leave, make sure we have complete names of the talent for the credits and your website address or email and phone numbers that you want shown on the TV screen.

10) Once the episode is edited, and about to air, we will let you know, by email, what time you will be "on". If you or our organization wants a copy on DVD we will have to charge \$15 for each copy made, but you could record it off your own TV as well for free.

So... it's that simple!

Call Darla 830-7939 or 882-8900

Come and film at 511 W. King St, Carson City