

How to Get Coverage For Your Organization's Events

There are a few necessary steps that you need to know about in order to get coverage of the events that your organization puts on. This workshop is designed to help you in that process to ensure that you get the kind of coverage that you want if it is possible. We are hoping that by participating in this workshop it will make the process to go more smoothly for your organization and ours. The following are the steps that are taken in order to get you event covered, the advertising options that our organization offers as well as the editing and dubbing process time:

A. THE PRODUCTION PROCESS

1. In order for the production coordinator to be aware that you would like your event taped you need to fill out a **production proposal form**. This form indicates the date, time and place of the event as well as the contact person. A contact person is very important. This person stays in constant communication with our station so that we are updated on any changes or other necessities for the event. You will find this form attached in this packet. What you need to do is fill out the form with the necessary information and either hand it to the Production Coordinator or put it in their mailbox located in our office.

2. One of the most important parts of this process is **notification**. In order to ensure that we have enough time to get a crew together and have all of our bases covered we need to be notified as early as possible of the event. The earlier the notification the better but we need at least two weeks advanced noticed at the latest. We cannot guarantee that someone will be available to cover your event but there is an even lesser chance if we do not have enough notice.

3. Attached to this packet you will find a **production crew sheet**. This sheet is helpful in two ways. One way is that if your organization has any members who are also members of UVC-TV 19 they can sign up on this sheet to volunteer to help on the shoot itself. The second way in which it is helpful is more to see how advertised your show is within UVC-TV 19. We cannot always talk to every member of our station. Therefore it is good to look at this sheet where it is posted in our station in order to know whether you could possibly help in getting out the word to other members to recruit more volunteers.

4. Also attached to this packet you will find two equipment request forms. The first form is for a **single camera shoot** and the second form is for a **multi-camera shoot**. For instance if you have members who are members of UVC-TV 19 and are accessed to our equipment and you have an event that we can not cover and your member wants to cover it, they simply request and sign out a camcorder to tape the event themselves. If you have many members who are accessed to our equipment and they want to do a multi-camera shoot they can request the set-up and cover the show.

5. One of the most IMPERATIVE points that we must stress is about your performers. Anyone and everyone who is either speaking or performing at your event must sign a waiver. Attached to this packet you will find a **production release form for talent/performers**. This is a waiver stating that performers and speakers at this event have given us permission to tape and air the event with them in it. With this form signed it makes it easier for us to know whom we should tape and whom we should not. It also makes less work for us in the editing process seeing as how it is illegal to air people without written consent. This is a necessary part of your event and we must have that written permission in hand BEFORE we begin taping.

B. PSAs AND ADVERTISING

1. Through our station we also offer a form of advertising. When you plan your event and you need to get the word out all that you need to do is bring one of your designed flyers or a sheet with the necessary information to our graphics engineer. At that point the graphics engineer will design an advertisement for your event and then post it on our cable channel (channel 19). This advertisement will air during our off hours of 10:00pm-3:00pm. Those that watch our station or even pass by it will see that advertisement. You should also have this advertisement to us within an appropriate amount of time so that your event can be given as much attention as possible.

2. Another form of advertisement is through a PSA (or Public Service Announcement). We can simply take a representative or representatives from your organization and make a short commercial of one minute or less and air it during our peak hours of 3:30pm-10:00pm. This will also ensure that your event gets well advertised and puts the word out. However it is imperative that you begin to advertise the event as soon as possible.

C. EDITING AND DUBBING PROCESS

1. We need you to understand that after your event has been taped there is a certain amount of turn around time that we need to edit the event so that we may begin to make dubs upon request. Depending upon the details of the event we may need a little more time to finish certain events. We need a minimum amount of time of two weeks for editing. We request that you respect this time frame and that you also understand that we are students too. Sometimes our schedules do not allow us the time to get everything done that we would like in the time frame that we set. We will try our best to ensure that you receive the best quality that we have to offer.

2. After we have finished editing your event you may then request copies of the event. If you are requesting a dub through your organization you may pay for it with an IAR (or Inter-Activity Recharge). These forms are given to the Treasurer as well as all other forms of payment. We have a time frame of a week in order to process the dubs that you request and get them back to you. Again we request that you respect that we are

students and might need more time to process your requests. Attached to this packet you will also find a **dub request form**. This form explains the rates by which we charge. Depending upon the length of the event and whether you are a member of UVC-TV 19, a non-member of UVC-TV 19 and/or a member of an RSO (or Registered Student Organization) the rates that you will be charged will vary.

We hope that we have been able to explain the process and state it clearly enough for you. Our purpose is to make sure that you understand that we try and make everything run as smoothly as possible but that there is also some work that needs to be done on your end. We are always willing to help whenever we can and hopefully make things less stressful. If you have any questions someone here can always try and answer them. You can either call us at **545-1336** or stop by the office **UVC-TV 19 located next to the hatch in the Student Union Basement**.