

Program Kit

Melbourne Community Television Consortium Ltd
C31 Melbourne and Geelong
May 2010

Welcome

Melbourne Community Television Consortium is the licence holder for C31 Melbourne and Geelong community television.

This Program Kit is a guide for new producers and program makers wishing to make programs for broadcast on C31.

In this Kit, you'll find information and tools which should assist you to develop proposals for programs. We welcome questions about programs or proposals after you've read through the Program Kit.

Our contact details are:

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Level 1, 501 Swanston St Melbourne 3000

Postal address:

Level One, 501 Swanston St Melbourne 3000

Phone: 03 96603131

Email: info@c31.org.au

Web: <http://www.c31.org.au>

Group or what?

Program auspice options

C31 programs are sourced from one of three sources:

- **Program groups—Member and Affiliate Groups**—non profit organisations incorporated as associations or companies limited by guarantee which have joined the Melbourne Community Television Consortium as community television production groups. Member and Affiliate Groups usually produce one or more weekly programs, and they are drawn from geographical, cultural or diverse special interest communities. An annual membership fee is paid by each group and no program broadcast fees are paid. The Groups welcome new proposals for programs and new program makers to work on current programs--within the areas of their specific community of interest. To make a program with a Member or Affiliate Group, you will be expected to join that Group and pay its membership fee. Sponsorship funds received for programs through Member and Affiliate Groups are returned to the Groups themselves. A list of Member and Affiliate Groups can be obtained from the C31 website.

- **Independent producers**—Independent producers, production companies or other organisations can also provide programs to C31 directly. Independent producers pay for broadcast air time and are able to seek direct sponsorship for announcements linked to their program to assist in broadcasting, production and promotion cost recovery.

Air time costs for independents depend on the identity of the independent—that is, whether they are a non-profit organisation, or for-profit company, production house or individual. Not-for-profit producers are required to supply evidence of their not-for-profit status. The cost of airtime is discussed with a producer following a detailed program proposal being prepared and before approval of a proposal and broadcast of the program. All programs must have their broadcast air time fee paid before the acceptance and broadcast of the programs.

- **The station**—A limited range of broadcast material is produced by the station itself, including station identifications and sponsorship announcements.

Making a proposal

Submitting a program proposal for C31

Three major stages

Developing a concept into a program involves three major stages.

1. Submission of a thorough program proposal

All new ideas and concepts for a program on C31 must be received in the form of a thorough, written program proposal. The following page outlines the questions/issues that must be covered in a program proposal, and it is advised that you attach any other documentation that supports your application. Upon receipt of a program proposal, C31's Programming Department will assess whether the producer is prepared to submit a pilot for consideration, or whether further development of the concept is required. At this stage, appropriate air times are considered.

2. Submission of a pilot program

After submission and approval of a program proposal, C31 Programming requires a pilot episode for consideration. Pilots should be submitted on DVD. Upon receipt of a pilot, the Programming Department assesses the content and technical execution of the program, against C31 standards and the responsibilities of community television as a whole. Please note that there are deadlines for pilot submission to ensure that the program qualifies for the next season's grid. You should speak to the Programming Team for more information.

3. Approval to commence series production

Once a pilot has been approved, the program's airing date and time is locked in, a Program Broadcast Licence is signed, and other legal and financial arrangements are confirmed. Production of the series will commence. Most importantly, producers are required to sign a Program Broadcast Licence for each Season which details the program's clearances and undertakings in relation to the program.

“Specs & Tips”

C31 accepts program proposals for varying season lengths and episode duration. C31 programs generally run in thirteen week seasons. However we do make every effort to accommodate one-off special events, short-run series, or longer series.

Our preferred episode durations are:

30 minute timeslot: 24 - 25 minutes total program duration, 3 segments.

60 minute timeslot: 48 - 50 minutes total program duration, 5 segments.

Tape Format and Technical Specifications

- C31 accepts Mini DV, DV Cam or DVD (NB: Pilots should be submitted on DVD).
- C31 broadcasts in an aspect ratio of 16:9
- C31 requires audio to be recorded at -12 db and submitted as stereo
- For more detailed technical specifications, you should refer to the C31 Program Broadcast Licence & Programming Policy once your pilot has been approved for broadcast.

Reading Checklist

The following documents are available from your Programming Team Member:

- Community Television Code of Practice
- Guidelines for the Classification of Films and Computer Games
- Music, Copyright and Channel 31
- C31 Program Broadcast Licence
- MCTC Programming Policy
- Technical Training Guides & DVDs
- Sponsorship & Advertising FAQ
- Community Broadcasting Competition Guidelines

The proposal

A written program proposal should provide the information listed below. The Programming Department may request further information or documentation to support the application.

Program Title: We need to know the Program Title to ensure it doesn't duplicate any other current C31 or other program. This should be kept to around 3 words max to allow it to be printed in TV Guides and to ensure viewers remember it.

Synopsis (200 words): We need a synopsis for the C31 web site and for the information of the Programming Department and Programming Committee.

Audience or segment of community intending to cater for: We need to know the proposed audience or segment of the community which the program is intended to cater for to ensure that it fits the requirements of our charter, our community television licence and the community television code of practice.

Episode Duration: We need to know the proposed episode duration to ensure it fits programming and scheduling requirements.

Length of Series: We need to know the proposed length of series to ensure it fits our season programming and scheduling requirements.

Experience in television or media: We need to be confident that your production and presentation team are able to produce the program as contracted.

How much crew will your show require, and where do you intend to source this crew: We need to be confident that your production team is sufficient to produce the program and whether you will need to seek other community television participants to complete the program as contracted.

Will you shoot in a studio or on location: We need to know the proposed nature of the program to ensure it's programmed and scheduled to fit the relevant season's program grid.

Do you possess or have access to camera equipment, lights, sound equipment, editing suites?

We need to be confident that your equipment is able to be used to produce the program as contracted and meeting the technical requirements of the station.

How do you intend to fund your program? We need to be confident that your program funding arrangements are within the terms of sponsorship and fundraising rules arising out of our licence, the community television code of practice and the Act.

How will you promote your program? We need to be confident that your program promotion arrangements are within the terms of programming, sponsorship and related policy arising out of our licence, the community television code of practice and the Act.

Is the material original or sourced from overseas or other television sources? We need written proof of your ability to use material in your program—original material through program broadcast clearances, music clearances and broadcast clearances and/or material sources from overseas or other television sources through legal documents proving rebroadcast rights. Special conditions relate to some footage, music and performance rights (e.g. the Olympics). Our programming policy, charter and the terms of the code of practice and the Act promotes local and diverse programming over programming material imported from overseas.

Do you have copyright clearances? We need written proof of your processes for copyright clearances for performance, music and broadcast rights.

What program classification will the program generally expect to bear? We need to know this because it affects the timeslots in which your program could be shown.

What program evaluation processes are you proposing to use? We need to be confident that your program will be regularly subject to self, group and community evaluation and improvement.

What other information about the program do you wish to provide? We are interested in diverse and different programming and welcome your original ideas and concepts.

Proposal pro forma

Program proposal pro forma for submission to C31

Producers Name:

Address:

Phone:

Email:

Website (if applicable):

Program title: (around 3 words max)

Synopsis (200 words):

Program guide synopsis (10 words):

Audience or segment of community
intending to cater for:

Episode Duration:

Length of Series:

Experience in television or media:

How much crew will your show require,
and where do you intend to source this
crew?

Will you shoot in a studio or on location?

Do you possess or have access to camera
equipment, lights, sound equipment,
editing suites?

How do you intend to fund your
program?

How will you promote your program?

Is the material original or sourced from
overseas or other television sources?

Do you have copyright clearances?

What program classification will the
program generally expect to bear?

What program evaluation processes are
you proposing to use?

What other information about the
program do you wish to provide?

This proposal should be submitted to the:
Programming Department,
C31, Level 1, 501 Swanston Street,
Melbourne, VIC 3000

Generally, program proposals must be received at least one season (13 weeks) prior to the proposed broadcast season.

The Programming Department will seek to meet requests in relation to any program but no guarantee can be made of timeslot, day/night availability.

Program proposers will be informed prior to the commencement of any season of the success or otherwise of the Program Proposal.