

# BERKELEY COMMUNITY MEDIA



## PROGRAM PROPOSAL

A program proposal must be submitted and approved by an authorized staff person before you can reserve equipment

**FIRST TIME PRODUCER?** Yes  (PLEASE FILL ATTACHED PRE-PRODUCTION INFORMATION) No

**BERKELEY RESIDENT**  Yes  No

**NAME OF PRODUCER/SPONSOR** \_\_\_\_\_ **HOME PHONE** \_\_\_\_\_

**NAME OF PROGRAM** \_\_\_\_\_

**BRIEF DESCRIPTION (FOR BCM NEWSLETTER):** \_\_\_\_\_

**FACILITIES NEEDED:** NON-LINEAR EDITING    FIELD CAMERAS    LARGE STUDIO    EXPRESS STUDIO

**LENGTH OF SHOW:** 28 minutes    58 minutes    1 hour 28 minutes    Other \_\_\_\_\_

**ADULT PROGRAMMING** (Only check if program contains adult content)

**DATE TO COMPLETE PROGRAM** (Must be TWO months or less from today's date): \_\_\_\_\_

**PLEASE INITIAL TO INDICATE YOU HAVE READ THE FOLLOWING:** If approved, you will be permitted to reserve:

\_\_\_\_ FOUR cameras during this two-month period (Two days per check-out, reserved in person at front desk)

\_\_\_\_ THIRTY hours of editing time for the duration of the project (No more than 5 hours per session and 10 hours per week reserved ahead of time)

\_\_\_\_ ONE 30 GB allotment on an external drive for non linear editing (It is your responsibility to make sure you do not go over this allotment and that you erase your data when finished. If you save anywhere other than on your folder, your media may be deleted)

Producers may only submit and work on one program proposal at a time. This project must be completed and tape submitted for playback before a new program proposal may be submitted. Please complete your program in a timely manner. You must call and let staff know about the status of the project when the deadline arrives and ask for an extension to continue making reservations.

I, the undersigned, have read, understand and agree to comply with the rules and regulations outlined in the BCM Rules and Procedures handbook. I understand that I am responsible for any theft of or damage to the equipment or facilities while in my possession or in the possession of crew/guests. This may include the cost of repair or replacement. **I also understand that any program I produce using BCM facilities must be submitted for cablecast as soon as it is completed.**

**SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**FOR STAFF USE ONLY:** Approved by \_\_\_\_\_  Put on Hold  Declined

Project tracking notes \_\_\_\_\_

Completed on \_\_\_\_\_  Incomplete    Action taken \_\_\_\_\_

**PRE-PRODUCTION FOR COMMUNITY MEDIA PROGRAM** (Mandatory for first-time producers)

NAME: \_\_\_\_\_ PHONE # \_\_\_\_\_

PROGRAM NAME: \_\_\_\_\_

**PRODUCER HISTORY:**

What production/video experience, if any, have you had? \_\_\_\_\_

\_\_\_\_\_

What production learning goals, if any, do you have with this project?

\_\_\_\_\_

**PROGRAM OBJECTIVES:**

Recap the purpose in one sentence:

Please explain in detail what specific skills, perceptions or attitudes you hope the audience will gain? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Through what method will the program achieve these goals?

Inform \_\_\_\_\_

Motivate \_\_\_\_\_

Teach/Train \_\_\_\_\_

Entertain \_\_\_\_\_

Explain a specific special interest topic \_\_\_\_\_

**PROJECT AUDIENCE:**

Who is the primary audience viewing the proposed show?

Age range \_\_\_\_\_

Gender \_\_\_\_\_

Educational level \_\_\_\_\_

Economic level \_\_\_\_\_

Ethnic group \_\_\_\_\_

How familiar is your audience with the subject?

\_\_\_\_\_

\_\_\_\_\_

What community based links or resources will be provided?

\_\_\_\_\_

\_\_\_\_\_

How is this information pertinent and important to our Berkeley community?

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PRODUCTION CONSIDERATIONS:

What style do you envision for the presentation?

Businesslike\_\_\_\_\_

Entertaining\_\_\_\_\_

Documentary\_\_\_\_\_

Flashy\_\_\_\_\_

Talk show\_\_\_\_\_

Are there any special considerations concerning the presentation style or format?

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Are there any special considerations concerning the props, the set or the materials?

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What resources are available for the production? (human resources, funding and research materials)

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What assistance would you like from BCM staff or from your assigned mentor?

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Please explain your production timeline in the next 2 months?

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By what date do you plan to have this program completed?

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Thank you!