



To: Members Interested in Using the “Green Studio”  
From: Programming Committee and Ron Cooper, Executive Director  
Re: Guidelines for Use of “Green-Studio” and Production Staff Time

The equipment purchasing, installation, and training necessary for use of the small “green-studio” in the Production Office is completed. It permits recording and “live” broadcasting of small studio television productions. It will compliment our larger studio providing another venue for smaller, simpler, studio style productions.

However, for the pilot use of the space, it will require a single operator with special training and skills for operation. This person must be extensively trained because only one person will be required for all studio operations. He/She will operate as the switcher, audio, character generator, cameraperson, and floor manager – accomplishing the tasks requiring 4-8 people in the larger studio. This small but powerful new technology is called the “NewTek Tricaster”.

The extensive training required to operate the “NewTek Tricaster” will require more time than our standard volunteer training workshops permit. The ideal “Tricaster” operator must be experienced in all phases of studio production. An Access Sacramento staff person will, therefore, be required to directly operate the “Green-Studio” Tricaster equipment similar to how staff are currently assigned and paid to work on Hometown-TV community television events.

The hours of use for the “Green-Studio” will be a budgetary concern for Access Sacramento Board and management staff. Initially, the “Green Studio” will be scheduled for one evening block (6-9 PM) and one morning block (9 AM-Noon) per week. In these two blocks we would expect to produce as many as four to six, 30-minute programs per week. However, to sustain and expand this level of production, (1) additional funding must be found or created; (2) many new innovative and creative producers will need to be identified; (3) a use fee of \$75 per hour shall be charged (2 hour minimum) to cover costs of equipment and operator.

**“Green Studio” Guidelines:** Therefore, at the November 19, 2009 meeting, the Board of Directors established the following guidelines, to be managed by the Programming Committee of the Board of Directors and facilitated by appropriately trained, paid, staff. These guidelines are intended to maximize the number of quality programs produced by our community producers but within budgetary limits set by the Board.

- All uses of the “Green Studio” shall be approved by the Executive Director, within the limits of the approved Board of Directors budget for production expenses. During the “pilot period” of January-June, 2010, six-hours of production time per week will be permitted in the “Green Studio”.
- Staff will research other communities with similar production studios and offer these examples to the Board and to our volunteer producers and staff. Our goal will be to learn from the best of these examples and model our success upon theirs.

- To facilitate a wide-diversity of program content in the “Green Studio”, specific time periods shall be established for “one-time” uses of the “Green Studio” by members of Access Sacramento under the direction and approval of the Executive Director and within the Board approved budget. During the initial six-months of the “Pilot Project” the Green Studio will be one evening block (6-9 PM) and one morning block (9 AM-Noon) per week. In these two blocks we would expect to produce as many as four to six, 30-minute programs per week.
- Each Green Studio producer must arrange for a pre-production meeting with designated Access Sacramento staff to discuss and demonstrate the elements planned for the production by thoroughly completing the application attached. Staff has the authority to postpone Green Studio use until adequate pre-production preparation is demonstrated by the producer.
- Community producers are required to provide advanced pre-production planning and production execution skills, including but not limited to: providing or creating chroma-key background artwork, produce programming with more than one speaker (host and guest), pre-produce video content “roll-ins” to illustrate the discussion, pre-record “person-in-the-street” interviews, and other uses of the Green Studio in unique and innovative ways, etc. Single person, “talking-head” uses of the “Green Studio” will not be scheduled or permitted.
- Use of the Green Studio will be considered “live-on-tape” with limited starts and re-starts. If, for any reason, staff assigned determines the recording session to be over, excessively complicated, lacking in necessary pre-production planning and preparation, etc., the Green Studio producer must comply within limits as set by the staff assigned.
- A minimum of two successful “one-time” uses of the “Green Studio” are required prior to Programming Committee consideration of a Series Use application for the Green Studio. The staff person(s) supervising the shoots must verify the shoots were successful.
- Series Use of the “Green Studio” by a single programming organization or individual, shall be approved by the Programming Committee of the Board through an application process similar to approving series television contracts and Hometown-TV applications. At least two “one-time”, successful, uses of “Green Studio” will be submitted for Committee Review as part of the Green Studio Series Use application process.
- In determining the use of the “Green Studio” the Programming Committee and the Executive Director shall evaluate applications based upon Community Use programming content guidelines for Channel 17, the Sacramento Channel, as set by the Board of Directors. Current Channel 17 guidelines include: (1) only “family friendly” content, (2) topics and speakers of particular interest to Sacramento County residents, (3) content that does not advocate any particular religious beliefs, and (4) other content guidelines as determined by the Board.
- Decisions of the Programming Committee and their designees regarding Green Studio use shall be considered final but may be reviewed at a later date if circumstances of the request have changed. These reviews shall be held during scheduled Programming Committee meetings. The \$75 per hour charge for use of the “Green Studio (2 hour minimum, includes operator) may be waived by the Committee if special circumstances warrant a waiver.

**Advantages of “Green Studio” Production and Access Sacramento Distribution:** Here are several distinct advantages for your consideration.

- **Simple to Use:** Does not require extensive training of volunteer crew-members – single, skilled operator is provided by Access Sacramento.
- **Easy to Schedule:** Does not require coordination of many different work and family schedules for studio, crew, guests, etc.
- **Improved Quality:** Permits focused energy on content of program - guests, graphics, roll-ins, etc. Invest your time in “Producing”, not coordinating.
- **World-wide Distribution** includes:
  - (a) Channel 17 cable channel 17 to 250K Sacramento County Comcast, SureWest and AT&T households,
  - (b) All Channel 17 programs are “streamed” around the world on both [www.AccessSacramento.org](http://www.AccessSacramento.org) and [www.SacBee.com](http://www.SacBee.com), to non-cable HH,
  - (c) Provided to Comcast On-Demand for “anytime” viewing throughout Comcast Northern California systems, and
  - (d) Video may be added to your web site for “on-demand” viewing for your web audience (additional fee required for video hosting).
- **Excellent Gear at Low Cost:** Using state-of-art NewTek Tricaster, the “Green Studio” offers inexpensive local television production.

### **Further Questions?**

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**“Green Studio”**

## APPLICATION PROPOSAL

Name of Green Studio Program: \_\_\_\_\_

Contact info for the person responsible for program:

Name: \_\_\_\_\_ Membership number: \_\_\_\_\_

Address : \_\_\_\_\_

Phone: (        ) \_\_\_\_\_ e-mail: \_\_\_\_\_

Staff Person Authorizing completion of two Green Studio productions: \_\_\_\_\_

Describe the programming to be created in the Green Studio (at least 100 words – (use back if needed)

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Why is the Program Important to the Community? (at least 100 words – (use back if needed)

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Identify the various “elements” to be included in a single episode of the program? (at least 50 words).

Host Name and Contact info:

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- Describe Chroma-key background and “source”: \_\_\_\_\_
  - Identify text and graphics needed for program and “source” \_\_\_\_\_
  - Do you have any video or pictures to add to program? Source? \_\_\_\_\_
  - Do you have any content from a laptop? Power Point? \_\_\_\_\_
  - Are you using any content from social network sites? Facebook? Twitter? \_\_\_\_\_
- Other Points to Consider? \_\_\_\_\_

NOTE: This application will be considered carefully but there is no guarantee it will be selected for use of the “green studio”. If rejected by the supervising staff person, the application may be revised, new data offered and may be re-considered by staff or at a Programming Committee meeting. Please use space on reverse page to thoroughly answer the above questions.