COMM 263 Radio/TV Production
TV Field Production Notes

PSA Writing Review

Split Column- NonDramatic

<table>
<thead>
<tr>
<th>Video</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Instructions</td>
<td>Dialogue</td>
</tr>
<tr>
<td>Primary Camera Shots</td>
<td>Music</td>
</tr>
<tr>
<td>Camera Movements</td>
<td>Sounds</td>
</tr>
</tbody>
</table>

The Storyboard- Another Script

Mechanics of Scriptwriting
- Writing to Video
- Important to convey message in visuals
- Watch TV with mute on and see if you still understand content and context
- Simplicity is key

Six Rules for TV Scripting
- Assume conversational tone
- Avoid complex sentences
- Provide adequate logical structure
- After make important point expound and illustrate
- Pace it
- Don’t pack too many facts into one message

Writing Techniques
- 3 C’s- Correct, Concise and Catchy
- Keep eye on what sell and how clearly you sell it
- True Test- If you can’t remember the product the commercial failed
- Don’t make the commercial interesting, make the product interesting.

Scripting Guidelines
- Who is the Audience?
What is your Product?
What Appeal to use?
Ethical
Emotional
Logical
K.I.S.S.
Realize who it is for...

Commercial Organization
- Audience attention - humor, quest, conflict
- Hold interest - construct min-drama, conflict
- Create impression of problem existing
- Plant idea problem solved by product
- Finish story with appeal or motivation to action
- Monroe's Motivated Sequence

Viewing P.S.A. Examples

Legal and Ethical Concerns

Intrusion
- Accessible to the average person
- Given permission to enter private property
- Illegally acquired when legal means open
- Newsworthy and public concern
- Prying (beyond basic curiosity)
- Private nature
- Objectionable to a reasonable person

Defamation
- Communicate to 3rd party false and injurious ideas that tend to lower the community’s estimation of the person, expose to ridicule or contempt, or injure then in their personal, professional, or financial dealings.
- Communicate to 3rd party false and injurious ideas that tend to lower the community’s estimation of the person, expose to ridicule or contempt, or injure then in their personal, professional, or financial dealings.
- Libel vs. Slander
- Negligence - careless disregard
- Actual Malice

Copyrighted Materials
- Copyright held for life of artist plus 70 years
- $25,000 fine and one year in prison for first offense
- Fair Use Act
- Public Domain
Talent Releases
Available at this link: http://department.monm.edu/cata/Goble/pdf/PERFORMANCE%20RELEASE.pdf

Obscenity Laws
- What is considered obscene? 7 words
- Local area decides
- Family Hours vs. Safe Zone
- Pay Cable/Basic Cable/Broadcast TV

TV Field Production (EFP)

EFP vs. ENG
- EFP- Electronic Field Production
- ENG- Electronic News Gathering
- As tech got smaller and portable, more productions in the field

15 Step Production Sequence
- Identify Goals
- Analyze Target Aud.
- Review Similar Prod.
- Value/Marketability
- Treatment to Script
- Production Schedule
- Key Personnel
- Locations
- Talent/ Sets/ Wardrobe
- Remaining Prod Personnel
- Permits/ Clearances ..\PERFORMANCE RELEASE.doc
- Support Elements
- Production
Composition Guidelines
- Can we see what you want us to see?
- Does it go together?
- Is it balanced?
- How do we see things in the order you want us to see them?
- Do we have too much on the screen?
- Does anything look weird?

Composition Guidelines
- Clearly Delineate Objectives
- Strive for Scenic Unity
- Compose Around a Single Center of Interest
  - Selective Focus
  - Film Look – Rack Focus
  - Lighting to Focus
  - Sound Centering
- Proper Subject Placement
- Proper Balance (Mass and Color/Tone)
- Use Leading Lines
- Use Visual Perspective
- Convey Meaning in Color and Tone
- Avoid Mergers
Utilize Meaning in Movement
More Composition Examples at this link: http://www.cybercollege.com/tvp023.htm

TV Field Production (Editing)

*On-line vs Off-line Editing*
- On- final  Off- working copy
- Logging scenes
- Paper and Pencil edit
- Edit Decision List
- Working Copy Edit

*Editing Styles*
- Make motivated cuts
- Cut to subject matter
- Time Management
- Insert Shots & Cutaway
- 10:1 Shooting Ratio
- Jump Cuts
- 123 Formula
- Angle Consideration
Cross the Line

**Technical Continuity Problems**
- **Audio**
  - shot to shot
  - background sound
  - record sounds
- **Video**
  - color
  - light
  - optics

**Editing Guidelines**
- Employ principle of parsimony

**Linear Editing Procedures**
- A-roll (1st)… B-roll (2nd)
- Place audio/video for story
- Fill in gaps with b-roll
- Add cutaways and insert shots
- Add room tone
- Audio sweetening

**Time Code Editing**
- 8 digit numerical code - accurate to 1/30 of a second
- easily replicate edits
- logging and searching easier
- Longitudinal, Vertical Interval, RC

**Non-Linear Editing**
- Digitizing Footage (Capturing)
Video Connectors

- Firewire (IEEE-1394) connector
- F-type connector for RF cable
- S-Video
- BNC connector for video
- RCA plug for audio and video

Time line

Media Audience Analysis

Composition of the American Audience-Trends

- Ethnic and Cultural Diversity
- Moving society
- Most immigrants from Europe
- Growing trend of immigrants from Mexico, Latin America and Asia
- Family unit smaller and organized differently
- Divorce rates higher

Audience Feedback

- Simultaneous
- Delayed
- Systematic audience research

Broadcast Audience Assessment

- How do you measure a broadcasting audience?
- Penetration (saturation)
- Households using Television
- Rating
- Share

**Radio-Average Quarter Hour and Cume**

**Arbitron Radio Ratings Sheet**

**TABLE 11.1**

<table>
<thead>
<tr>
<th>Target Audions (growing 15-49) (demographic group targeted or sought by these stations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATIONS</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>KOMA</td>
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<td>KLCS</td>
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<td>KZOL</td>
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</table>

**Nielsen TV ratings sheet**

**FIGURE 11.7**

Sample of a Nielsen report
**HUT**

\[
HUT = \frac{\text{Households with TV set on}}{\text{Total households with TV sets}} \times 100
\]

**Rating**

\[
\text{Rating} = \frac{\text{Households watching a program}}{\text{Total households with TV sets}} \times 100
\]

**Share**

\[
\text{Share} = \frac{\text{Households watching a program}}{\text{Total households with TV sets on}} \times 100
\]

**Obtaining Ratings**

- Markets
  - TV- Nielsen- Designated Market Area
  - Radio- Arbitron- Area of Dominant Influence

- Techniques
  - Phone
  - In-person interviews
  - Diaries

- Receiver Meter (TV-Audiometer or Radio-Portable People Meter)
**Why are ratings so important?**
- Main way to set advertising rates
- Main way advertisers decide on which station to advertise with.

**So for the future?**
- Movement of Content Delivery/Audience
  - Newspapers, estimates down nearly 16% in 2009, 16.4% decline in 2008, according to eMarketer.
  - 2009, with most researchers predicting a 5% or greater decline in TV spending. Radio between 5% and 8%,
  - eMarketer projects online ad spending will rise 8.9% in 2009, after an already ratcheted-down rate of 11.3% in 2008.
- Business is becoming Data Movement

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**Media Content Analysis**

- Media is everywhere and its influence can be great.
- Can you think of an instance media changed the world?

   The study of its content can make us better media consumers and creators

   **HOW TO BE A CRITICAL MEDIA VIEWER**

   - 1. Remember that all media images and messages are constructions. Media messages have been carefully crafted with the intent to send a very specific message.
   - 2. Question why certain messages are consistently present in mainstream media and why others are absent.
   - 3. Look closely at the appearance of media images: the colors, the editing, the camera angles, the appearance of the people (*are they young and happy?*), the location, and the sound or type of text.
   - 4. Compare media images and portrayals of your surrounding environment with your reality. Make a list of the differences so that you are more aware of them.
   - 5. Investigate the source of the media images you encounter. Who owns the network that your favorite television show is on? What else does that corporation own? How does the ownership structure of media affect the news and entertainment we receive? ([Media Ownership Chart](http://www.thenation.com/special/bigten.html))
   - 6. What other stories about the world exist than those you see in the media? ([About relationships, health, peace & war, materialism, gender, finances, violence, globalization, sex, love, etc.](http://www.thenation.com/special/bigten.html))
News Media Analysis
- In pairs, go to a major news outlet’s (CNN, MSNBC, NY Times) website.
- Look at the top 5 news stories and run them through critical viewer pointers on the previous slide.
- Then, we will discuss your analysis of the day’s news media content.

Advertising Media Analysis
- Using the handout “Deconstructing a Video Advertisement”, watch and analyze this advertisement.

All Bran Challenge Ad

Uses and Gratifications Theory
- 1. We do not passively wait for media messages.
- 2. We actively make decisions in selecting and consuming specific forms of media content.
- 3. We choose them on the basis of individual differences in interests, needs, values, and motives that are shaped by our learning and socialization.
- 4. Those psychological factors predispose us to have interest in certain media content forms for diversion, entertainment and respite.
- 5. Therefore, members of an audience will actively select and attend to specific forms of media content while ignoring or rejecting others in order to fulfill their needs and to provide gratifications of their interests and motives.

So why do you select the media items you consume?
- What drives your choices?

Entertainment Media Analysis
- Using what we have discussed about being a critical media viewer, we are going to analyze some different types of entertainment programming.
- Apply both Uses and Gratification Theory and “How to be a critical media viewer” to each program and assess its worth as a piece of media content.