



Student. Community. Television.

**a:** Room 24, Level 4,  
Building 57, RMIT  
**p:** 03 9225 3416  
**e:** info@rmitv.org  
**w:** www.rmitv.org

Dear Producer,

Thank you for expressing an interest in producing your next project with RMITV. If you are new to producing, the television production process can be an enormous and daunting task, however the good news is RMITV and our Management Team are here to help! From pre-production to production, to finding crew and hosts and putting your final show together, there are resources and people at RMITV that can help you achieve your television goals.

The first step in the production process is to pitch your idea or show to the RMITV Content and Development Manager, who will decide the level of support RMITV can provide your production. This is done through a program proposal. The attached guidelines will help you prepare a proposal document that must be completed in as much detail as possible. Some producers may not have all the information requested in the guidelines, however it is good to note that the more information you are able to supply at this stage the faster the rest of the process will move.

RMITV decides on the amount of support we can provide a show based on a great variety of factors, however the two biggest factors RMITV consider are:

- How will this show support RMITV and its volunteers? (For instance, will you train up volunteers? Are there a lot of positions open on the crew for volunteers? Is it the sort of production our members will be interested in working on?)
- How does this show support and educate RMIT students? (For instance, are you an RMIT student yourself? Are your key cast and crew students?)

When writing your proposal and thinking about what you are asking of RMITV, these are all important factors to consider, and the more thought you put into them, the more likely you are to be approved for a pilot! If you have any problems when completing your proposal document please email me with specific questions and I will respond accordingly.

You will be asked to provide a link to your previous media work to accompany your proposal. Video material can be submitted via an online link (YouTube, Vimeo etc). It is rare for producers to be granted permission for a complete season of television without evidence of a successful pilot episode, so this is another element to take into account when considering whether to pitch for a pilot (i.e. one episode), or an entire season.

Producing TV is labor intensive but an extremely rewarding process, but the only way to learn is by doing – so get on board and make your television dreams a reality by sending your completed proposal to [content@rmitv.org](mailto:content@rmitv.org).

Kind regards,

**RMITV/SCT Inc Content and Development Manager**  
**content@rmitv.org**  
**9925 3416**  
**RMITV Office (Building 57, Level 4, Room 24)**  
**RMIT University (City Campus)**



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## General Information For Producers

All material found in your program must be either originally produced by yourself or released by its copyright owners. This includes video material, music and scoring, images/photos, performances etc. Submission of your final program must be accompanied by the relevant release documents.

**A standard RMITV policy is that 100% of producers and crew working on this program (should it be approved for production by RMITV) must be financial members of RMITV. It is up to YOU as a producer to ensure that any cast and crew members are financial RMITV members. Not ensuring this may void your program commencement agreement.**

All producers should read and familiarize themselves with the RMITV/SCT Inc Constitution and Programming policies, as well as all other current policies, available on the RMITV website, [www.rmitv.org](http://www.rmitv.org).

Once you complete your program proposal and send it to the Content and Development Manager at RMITV, it will be looked over and they will get in contact with you shortly with suggestions on how to improve your proposal so that you have the best possible chance of achieving your goal for it, be it a season on C31 Melbourne or elsewhere.

Once both you and the Content and Development Manager are happy with the proposal, the Content and Development Manager will then decide whether or not to approve you for a pilot episode. The decision making process usually takes about 2-3 weeks.

If your program is aimed for C31 Melbourne, once your pilot is made, the next stage is for the Content and Development Manager to determine if RMITV would like to offer you a full season, subject to C31 Melbourne offering you a Program Broadcast Licence (PBL).

If you are offered a full season by RMITV, the Content and Development Manager and yourself then take your proposal & your pilot episode to the Programming Team at C31 in the hope of being approved for broadcast.

If your proposal is approved by C31 then a PBL must be signed by yourself as Executive Producer of the program, which represents an agreement that they will put your program to air and you will provide them with the program. From here it's all systems go, so if you're getting cold feet it's best to pull out before now!

Cases where RMITV approves a full season but C31 does not offer a PBL are quite rare and are dealt with on a case-by-case basis. Generally, if you are not offered a PBL RMITV will no longer be able to offer you the full season – as resources are limited we cannot afford to have content made that never sees the light of day! If C31 provide feedback on the program and you are still really keen to go ahead, we look at ways the pilot can be improved and resubmitted with you, in the hopes of getting approved on the second try.

Please avoid contacting C31 directly as it is best for both organizations to keep all contact with C31 and RMITV through our established channels.



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## RMITV Program Proposal Guidelines

**Please complete a program proposal document for your program idea detailing information including the below fields.**

**Save as a single document in .pdf format and send to [content@rmitv.org](mailto:content@rmitv.org)**

### Program Title

Please ensure that this does not duplicate any other current C31, Melbourne or Victorian television program title. For legal reasons, we advise you do not use a name that is already registered with another organisation (even in an unrelated industry). A Google search is the best resource to ascertain this.

### Synopsis

A short summary of the show's content.

### Program guide synopsis

A ten word synopsis for use in online program guides, newspapers, websites and magazine program guides. Also known as a 'one-liner'.

### Blurb

A paragraph about the program to be used on the RMITV website, in newsletters etc. Detail what the show is about, who is involved, when you intend to shoot and who interested volunteers should contact, etc.

### Program logo/Main title

Please provide a high resolution image for use on the RMITV website and other station & program purposes.

### Audience

Give a description of the intended audience or section of the community you are catering for. Outline who will watch this program and why they will watch this program.

If you are producing a program intended for C31 please refer to the C31 charter, their broadcast license agreement conditions and the community television code of practice to ensure that you are complying with these. These documents and more can be found at the C31 website ([www.c31.org.au](http://www.c31.org.au)) and the C31 Make TV page (<https://www.c31.org.au/get-involved/make-tv/>).

### Community Television Codes of Practice and Classifications

Please refer to the below publication for important content and broadcasting guidelines:  
<https://drive.google.com/drive/folders/1cyDrve3ZV51V6PbHJlq2Xq14Z8T4-ZCp?ogsrc=32>

### Episode Duration

Please indicate what the length of each episode is i.e. TV half hour, TV hour, 5 minute short etc. A standard C31 half hour show runs for 26 minutes in three sections. An hour show runs for 50 minutes in five ten-minute sections.



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### **Length of Series**

Please indicate how many episodes you intend to produce in the series.

If this is intended to be a 'one off' program please list the length of the program in the above 'Episode Duration' section and list 'one' in this section.

**Note:** You are welcome to propose a shorter or longer series. Note that whilst RMITV will not approve or reject your proposal on the basis of this information, C31 Melbourne may request that you adjust your series length to be accommodated by their programming team.

### **Intended Distribution Outlets**

In this section please indicate what your intended outlets for the program are i.e. televised on C31 Melbourne (or other), televised on cable television networks, on-demand streaming, livestreaming, podcasting, social media etc.

**Note about live-to-air/live broadcasting:** The RMIT Studios have livestream capabilities to Facebook and YouTube and a link capacity to C31. C31 charge a fee to receive a live transmission from RMITV outside of office hours (9AM-5:30PM). If you are interested in live broadcasting your program on C31 TV please contact me for more information.

### **Nature of Program Material**

List what combination of location-based/studio-based and live-to-air/pre-taped material your show will comprise of. This will coincide with what resources you will require to be supplied to you by RMITV.

### **Pilot episode or Season**

Indicate here whether you are requesting RMITV support for a pilot episode or for a full series. It is commonplace for producers without existing pilot material to initially request support for a pilot episode and on completion of pilot to propose a full series.

If you are intending to pitch your program to C31 Melbourne the pilot will need to consist of the content, it does not have to be an entire episode but at least 1 segment that meets C31 technical specs.

### **Pilot Episode Rundown**

Please complete a show rundown for the pilot episode or a typical show in your series. This is to give an idea of the structure of your show, listing what the segments are, how long they run for, what order they run in and who is in each segment. (See the RMITV website for an example rundown)

### **RMITV Resources**

Please list in this section what resources you are requesting of RMITV for the production of your program.

RMITV resources that are available to producers are as follows:

#### **Equipment:**

- Cameras/tripods/microphones etc. for location-based shoots. (See the RMITV website for the full list of equipment for hire)
- Outside broadcast equipment
- Editing facilities in the form of Mac computers with the Adobe Creative Suite



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### **Office Resources:**

- Computers with word processing/internet
- Landline phone
- Printer

### **RMIT Studios A, B, C & D:**

- Full broadcast multi-camera studios with livestreaming capabilities

### **C31 Full Member Access:**

- RMITV is a full member of the Melbourne Community Television Consortium (MCTC) and is granted fee-free broadcasting on C31. As mentioned in the cover letter, RMITV is more likely to approve the use of our resources to shows that closely comply with our mission as an organisation – to encourage and facilitate television, film and new media projects by students, for students.

### **Budget**

Please provide a budget outline for your production and indicate the sources of necessary funding.

This may come from Sponsorship, Fundraising or Private Investment.

The costs producers generally have to either privately fund or find sponsorship for include:

- Sets
- Costumes
- Props
- Catering
- Travel Expenses
- Any extra equipment that RMITV are unable to supply.

(See the RMITV website for a sample budget template.)

### **Timeline**

Please include a brief approximation of your intended timeline. Include key dates such as the end of pre-production/start of production, end of production stage/start post-production, end of post-production stage and broadcast dates.

Be sure to include information such as when on your timeline you would need to use RMITV resources, and what frequency of usage you would prefer. (For example: 'during the production phase from late August to early September we would require one camera and tripod overnight approximately two times a week').

The more detail you can provide here, the better chance you have of RMITV approving your full request.

**Note:** For pre-recorded shows that do not involve a topical or timely element C31 requires episodes to be submitted in four-episode batches. Please keep this in mind when planning your production and post-production stages.

### **Student Media / RMITV Benefits**

Please include the ways in which your production will benefit RMITV and the greater student media community. The ways shows have contributed in the past have included training and mentorship programs for new members



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and new producers, social events for the RMITV/student media community, joint promotion and publicity events, etc.

### **Ongoing Program Evaluation**

Please list the ways in which your program will be evaluated by your production team, viewers or the community so it may be improved on an ongoing basis.

### **Previous RMITV Involvement**

It is a standard RMITV policy that all new producers must have experience crewing on at least one full season of an RMITV show before they are approved for a show of their own. Contact me about current crewing opportunities or visit the RMITV website (<http://www.rmitv.org>).

Please indicate what involvement you have had with RMITV in the past or at present. List what productions you have worked on and in which crew roles as well as any work in the Management team or on the SCT Board.

### **Relevant TV and Media Experience**

Please provide a CV for yourself as Executive Producer and other Producers involved in the project. If other crew roles have already been filled and you believe that their experience will strengthen your project please also attach their CVs.

### **Link to Previous Work**

Please provide a working online link (YouTube, Vimeo etc) to a piece of your previous work. It can be any duration and any genre. If you've made something in a similar style to your proposal feel free to provide a link to it.

### **Contact Details**

Producers Name(s)  
Contact Number(s)  
Email Address  
Show Website (if applicable)