



Student. Community. Television.

a: level 4, building 12
rmit university
p: 03 9225 3416
e: info@rmitv.org
w: www.rmitv.org

RMITV Program Proposal Kit

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, from 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 Programming 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 on 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.

If you have any visual material that you can provide to accompany your proposal it will greatly appreciated. Video material can be submitted on DVD or Mini DV format. 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 a labor intensive but extremely rewarding process, but the only way to learn is by doing – so get on board and make your television dreams a reality by bringing your completed proposal to the RMITV Office or by emailing it to programming@rmitv.org.

Regards,

Rhys Tate
RMITV/SCT Inc Programming Manager
programming@rmitv.org
9925 3416
RMITV Office
Level 4, Building 12
RMIT University (City)

RMITV is a non-profit student operated television and new media production house, run out of RMIT University. It is a full member of Channel 31, and contributes over 100 hours of content each year. RMITV programs each year are awarded with numerous Antenna awards – community television's awards for outstanding achievements, and many shows reach upwards of 40,000 individuals each week. Ex-RMITV members work in every corner of the Australian media industry; amongst them include Hamish and Andy, Roye McManus, Peter Halliar and Corinne Grant.



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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 90% 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 under the Policy section of the RMITV website, www.rmitv.org.

Once you complete your program proposal and send it to the Programming 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 Channel 31 or elsewhere.

Once both you and the Programming Manager are happy with the proposal, the Programming 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 Channel 31, once your pilot is made, the next stage is for the Programming Manager to determine if RMITV would like to offer you a full season, subject to C31 offering you a Transmission Agreement.

If you are offered a full season by RMITV, the Programming 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 Transmission Agreement 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 by C31 does not offer a Transmission Agreement are quite rare and are dealt with on a case by case basis. Generally, if you are not offered a Transmission Agreement 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 Channel 31 directly as it is best for both organizations to keep all contact with Channel 31 and RMITV through our established channels.

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RMITV Program Proposal Guidelines

Please complete a program proposal document containing the following information.

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.

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'.

Synopsis

A 100 word summary of the show's content.

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.

Main title logo / screen

Please provide in a JPEG format, 1024 pixels x 576 pixels for use on the RMITV website and other station & program purposes.

Episode Duration

Please indicate what the length of each episode is i.e. interstitial, TV half hour, TV hour etc. A standard

Channel 31 half hour show runs for 26 minutes in three sections. An hour show runs for 50 minutes in five ten-minute sections.

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: A C31 Melbourne TV season is traditionally compiled of thirteen episodes. You are of course 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.

Audience

Give a description of the audience or section of the community you are catering for.

If you are producing a program intended for Channel 31 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 Channel 31 website (www.c31.org.au) and the Channel 31 Producers page (www.c31.org.au/make-tv) .

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Classification

Please refer to the below site for information on classifications:

http://www.youngmedia.org.au/codes/classifications_freetoair.htm

Intended Distribution Outlets

In this section please indicate what your intended outlets for the program are i.e. televised on Channel 31 Melbourne (or other), televised on cable television networks, internet downloads, streaming, podcasting, DVD production etc.

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

You must 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.

Please note if you are intending to pitch your program to Channel 31 Melbourne that a pilot must accompany such a proposal. For this reason we encourage producers intending to approach C31 to first approach RMITV for the support necessary to complete a pilot. RMITV will then reconsider the proposal on the completion of the pilot episode.

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
- outside broadcast equipment
- editing facilities in the form of Mac Computers with Final Cut Pro software

Office Resources:

- computers with word processing/internet
- phones
- printer

RMIT Studio A:

- Full broadcast multicamera studio with live broadcast capabilities
- Holds audience of up to fifty people

RMIT Studio B:

- Full broadcast multicamera studio with live broadcast capabilities
- Suitable for small productions not requiring an audience

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Channel 31 Full Member Access:

- RMITV is a full member of C31 Melbourne and is granted fee-free broadcasting.

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 organization – 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
- Tape stock (mini DV tapes)
- 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 projects 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/preferred airdate.

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.

Student Media / RMITV Benefits

Please include the ways in which your production will benefit RMITV and the greater student media community. Ways shows have contributed in the past have included training and mentorship programs for new members 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. To find current crewing opportunities, visit the RMITV website (<http://www.rmitv.org>) or contact us at info@rmitv.org.

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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 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 CV.

Contact Details

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

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