



Show Application Packet

Table of Contents

Why Apply?.....	3-4
Your Show.....	4-6
Roles and Responsibilities.....	7
Your Roster.....	8
Scheduling.....	9
Your Schedule.....	10-11
Equipment.....	12
Budgeting.....	13
Other Stuff.....	13
FAQ.....	14
Signatures.....	14

Why Apply?

What You Can Expect from Us

HUTV is Harvard's first and only fully functioning online television network. Every year, HUTV's programs reach hundreds of thousands of viewers. HUTV works to facilitate the creation of new shows, support current shows, and distribute and promote all Harvard TV content. Additionally, HUTV shows receive the following benefits:

Website and Distribution: Shows will be featured on HUTV.com, a professional, revenue-generating, interactive web 2.0 site. Also, each HUTV show will get its own, individually customized home page.

Publicity: Your show will benefit from HUTV's publicity efforts to drive traffic to HUTV.com. Additionally, your show will benefit from viewer crossover from linked content.

Access to Equipment/Financial Support: HUTV television shows are granted access to HUTV's cameras, mics, tripods, lighting kits, and all other equipment necessary to produce your show. Additionally, HUTV's grant application process will help you secure the funds you need.

Workshops/Human Capital: HUTV is staffed by students from the Harvard community who are eager to share their expertise. Workshops will be held at the start of each semester to equip HUTV members with basic TV-making skills. Additionally, HUTV has an ever-expanding community of students interested in digital media who are all potential members of your team.

Show Manager On-Call: HUTV's Show Manager will work with you to resolve problems, strategize solutions, and implement policies that let you get the best results from your time and effort.

Access to Email Listserv: The HUTV listserv is the only college-wide forum for television production. Access to this incredible network is granted to members of the HUTV family.

HUTV Newsletter: Find out what's happening in the world of digital media at Harvard and throughout the industry.

Board Representation: As an Executive Producer on an HUTV show, you will get to vote on important HUTV issues that affect you.

Creative Freedom: HUTV has no interest in directing the content of your show; we merely aim to help you make the show the best it can be.

Social Events: Ain't no party like a HUTV party. Come fraternize with the HUTV community at regularly held social events.

What We Expect from You

To be dedicated: Running a television show is no simple task. We ask that Executive Producers consider their decision to start a show carefully. Once your show has been selected, you will be expected to follow through on your semester long commitment.

To work hard: Running a show will require many hours of your time and many drops of your sweat. That being said, there is nothing as satisfying as sitting down to watch professional content that you created.

To stick to schedule: The HUTV Board carefully selects shows and adjusts schedules to fit its slate. Our success as a network depends on our ability to reliably release the content we promise to our viewers. As a result, we will expect Executive Producers to keep their shows on schedule.

To keep lines of communication open: HUTV is a network, but it is ultimately a place to learn, and we realize that problems will arise and mistakes will be made. We simply ask that you keep us informed about the status of your show and let us know how we can help.

Your Show

First, Don't Worry

As you begin the application process, please remain calm. It might seem daunting, but this application is designed to help you organize your show so that, just by filling it out, you have already performed much of the initial work necessary to set up a successful show. Furthermore, it's true that producing a show requires a lot of effort, but many students have done it successfully before you, all while participating in many other activities.

Getting Started

As you're planning your show, start with the basics. How would you sum up your show in a single sentence? Could you? Figure out the core of what you are attempting to do, and adjust details accordingly. If your show is primarily a news show, organize it around how you can best report the news. Harvard already has a long and developed history of quality television. What is your show going to bring to the table? Understanding what makes your show unique can also help you more clearly define your show's vision and purpose. What is its format? If it's a game show, how is it different from other game shows? If it's a sitcom, what makes the humor original and worthwhile? Why should someone watch your show instead of a professional show they could watch on hulu.com? The Daily Show might be funnier than On Harvard Time, but if I want an update of campus life, I'm going to go to onharvardtime.com. Think about your show's competitive advantage.

Title

A good title accurately reflects your show's style, content, and format and generates interest in its target audience. Many HUTV shows may choose to include "Harvard" in their titles; EPs should realize that although the name gives shows brand recognition outside the Harvard Community, it can also alienate viewers from within the community who are looking for more than just "Harvard affiliated" show.

Pitch

Pitch your show to us in 500 words or less. Think about what your show's hook is. What makes it unique from the other shows on our slate?

Target Audience

Is this a show that everyone can enjoy? Is this a show especially for sports fans? Parents? Alumni? Letting us know your intended audience gives us both an impression of what show you plan to make, and also tells us how we can best market it.

Episode Length

You are free to choose any length you want for your show. Realize, however, that most successful new media programs are less than 10 minutes long, and many of the most successful shows hover between 2 or 3 minutes in length. While HUTV sets no limits on show length, shows longer than 10 minutes should have serious justifications for doing so.

Number of Episodes

How many episodes do you plan to make? Again, there is no magic number here, but HUTV's most successful shows generally find it difficult to produce much more than an hour of quality content per semester or about 6 or 7 episodes per semester. A new show should expect to be able to make between 3 and 4 episodes its first semester.

Episode Preview

Please describe your plans for future episodes. There is no hard and fast number we're looking for here, but you should include as many episode ideas as you think is necessary to reassure us that your show has direction. If you're planning on having 10 episodes a semester, give us a preview of 5. If you're only thinking about two, describe those two.

Roles & Responsibilities

No two shows require the exact same positions on a production staff, but every successful show has the equivalent of at least an Executive Producer, a Director, a cast, and an Editor.

Executive Producer: Responsible for all aspects of the show; if this show were a club, the EP would be the President. EPs should expect to devote 10-20 hours per week to their show. Only individuals able to make this type of time commitment should apply.

Producer: Producers manage various areas of the show depending on that show's needs. These duties can include: scheduling, coordination, and general production tasks. Producers should expect to devote 5-20 hours per week to their show, depending on their level of involvement that week.

Director: This position will be different from show to show, but essentially, a Director is responsible for managing casts and crews on set, selecting shots, and running shoots in general. A show can have one or many directors. Considering pre, post, and current production requirements, directors should expect to devote 3 to 4 hours of time for every 1 minute of content that needs producing.

Writer: Most shows start off as words on a page. In order for that to happen, someone has to put those words onto a page. Writers are responsible for working with the Executive Producer and/or Director to plan and write a show's content. Writers should expect to devote 0-10 hours per week depending on production requirements.

Camera Operators: Every show needs someone to point the camera. Camera operators need to have at least some experience with video equipment, but fortunately, HUTV provides camera training each semester. In some cases, a show's director will also run the camera. Camera operators should expect to devote 0-10 hours per week, depending on production requirements.

Editor: Editing is a big thing that makes a big difference. Editing can take a show of average quality and turn it into a spectacle. More importantly, it can turn a very good show into a disaster. Every show needs an editor, preferably someone who is familiar using either Final Cut, Adobe Premiere, iMovie, etc. Editors can expect to devote 5-15 per week, depending on production requirements. Editors, however, need not own their own equipment or software.

Publicity Manager: A Publicity Manager works with the Executive Producer to promote a show's brand, organize premieres, and raise public interest beyond the level supplied by HUTV's limited efforts. Publicity Managers should expect to devote 0-5 hours per week.

Business Manager: A Business Manager ensures that limited resources don't strangle the creative spirit of a show. Business Managers apply for grants, keep track of receipts, and broker advertising deals with sponsors. Business Managers should expect to devote 0-5 hours per week depending on production requirements.

Casts: A great show has a great cast. The best way to audition actors is through the HRDC's Common Casting which is held the first week of every new semester.

Scheduling

Producing even a single episode of a 3-10 minute TV show is a notable feat and requires a considerable amount of planning, preparation, and dedication on the part of the production staff. To effectively manage this task, detailed, realistic schedules are needed.

Detailed: When compiling a schedule, producers should break it down into its various components.

Pre-Production: This is the stage during which you will write an episode if it is a scripted program and plan an episode if it is non-scripted. This is also the time used to schedule the shoots for an episode, find locations, secure props, etc. In most successful models, a show will enter preproduction even before it has released its previous episode.

Production: This is period that you will actually film your show. Maybe it takes a single day, maybe you plan to film over the course of several days. Either way, be sure to allow yourself enough time to film. When filming fiction, a general rule of thumb is allow 1 hour of shooting time for every minute of product.

Post-Production: Once an episode has been filmed, the work is far from over. Editing, graphics design, and sound recording are all very time consuming activities. Make sure that you allow enough time for your editors to finish the task.

Realistic: Consistency of release is extremely important to HUTV and its viewers; Consistency creates viewer loyalty and develops audiences. It is far better to choose a less ambitious schedule that can be achieved with certainty than it is to choose an overly ambitious schedule that will require adjustment mid semester. HUTV can only build viewer loyalty if its viewers can rely on the release of its content. As such, shows that do not stick to schedule may be asked not to return for subsequent seasons.

Sample Schedule

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
1	2 Team Mtg	3 Pre-prod	4	5	6	7
8	9	10 Shoot	11	12 Post-prod	13 Editing	14 Editing
15 Editing	16 Final Check	17 Upload & Release!	18	19	20	21

Your Schedule: October 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Your Schedule: November 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				








Your Schedule: December 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Equipment

A typical show requires at least 1 camera, 1 tripod, 1 microphone of some sort (boom, shotgun, handheld, wireless, etc.), as well as a computer to edit on and a hard drive to store footage. If you believe your show requires additional equipment, HUTV can also help you fulfill those needs.

Below is a list of the equipment owned by HUTV. Please check as many boxes as you think your show will need. HUTV will allocate resource as evenly and as fairly as possible, but we will also need the cooperation and support of all HUTV show runners to ensure that shows get the equipment they need when they need it.

 Sony DSR-PD150 Camera <input type="checkbox"/>	Wired Handheld Mic <input type="checkbox"/>
 Canon GL2 Camera <input type="checkbox"/>	 Wireless Lav Kit <input type="checkbox"/>
 Regular Tripod <input type="checkbox"/>	 G4 Mac in Science Center w/ Final Cut <input type="checkbox"/>
 Dollypod Tripod w/ FM18 Head <input type="checkbox"/>	<p style="text-align: center;">EXTRA</p>
 Boom Mic <input type="checkbox"/>	Mini DV Tapes <input type="checkbox"/> # Battery Charger <input type="checkbox"/> Camera Batteries <input type="checkbox"/> Other: _____

Budgeting

Making, keeping, and staying on budgets is important to the life of any show. No matter how your show operates, it will incur certain costs. 60-minute Mini DV tapes costs an average of \$6/tape and a 7-minute show will require 3-4 tapes. Additionally, publicity costs for a typical postering week exceed \$50. Finally, if you foresee considerable prop or set costs, please attach an itemized sheet explaining those costs.

*Please complete and return attached budget (MS excel file)

Sample Budget

Financial Statement and Budget for Academic Year 2009					
Expenses	Prior Year Actual	Current Budget	Current Year Actual	Variance	
Tapes	\$ 250	300	85	215	
Printing/Advertising	-	200	-	200	
Equipment	700	-	-	-	
Props/Costumes	40	200	60	140	
Miscellaneous	100	100	50	50	
Sub Total	1,090	\$ 800	195	\$ 605	
Approvals					
Reviewer 1				Date	
Reviewer 2				Date	

Other Stuff

Trips

Next year we will most likely be taking a trip to New York to check out the television production scene there. Other trips include visits to local television stations and production companies.

Film Festival/Screenings

We're excited to be partnering with Harvardwood and student film makers to present a film festival this spring. It will feature student submissions of short film, touching on a variety of topics, across many different genres. We also hope to show a feature-length film once a week as a way to de-stress, and hang out with friends, with HUTV providing the movie and food.

Industry Relations

HUTV plans to host industry relations panels throughout the year were prominent alumni come to speak about the film and TV business.

FAQ

Q: What criteria does the board use in selecting shows?

A: The main criteria for show selections is project feasibility, based upon the size scope of the project and the size and level of a commitment of the involved staff. HUTV is not in the business of censoring students or stifling their creative impulses. Only shows that are in some way dangerously offensive will be denied based on content or creative worth.

Q: Are training workshops mandatory?

A: Training workshops are mandatory for the appropriate staff members of new shows. Staff from all HUTV shows are encouraged to attend.

Q: How do I become a member of the HUTV board?

A: Board members are elected every February and opportunities to run for the board will be sent over the HUTV open list. Candidates need not be members of current shows, though familiarity with these shows is recommended.

Q: Can I still apply if I don't have a full staff?

A: Yes. If your show is selected, HUTV will work with you to fill out your staff.

Q: When do we find out the Board's decision?

A: The Board will notify applicants no more than two weeks following their interview.

Q: If my show was not selected, can I apply again?

A: Yes! If your show wasn't selected, it is most likely due to feasibility issues. All applicants are encouraged to review their applications and apply again.

Q: Will the board tell me why my show wasn't selected?

A: Yes, HUTV wants your show to get produced and would love to work with you to improve your application so that your show can become a reality.

Signatures

I understand the commitment expected of me and understand that failure to deliver appropriately may affect HUTV's future decisions to assist and distribute my show. Furthermore, I recognize I am a baller who was born to play.

Executive Producer

Additional Member:

Additional Member:

Additional Member:

EVP Show Management