

## CHANNEL 44 PROGRAM SUBMISSION GUIDELINE

The following is a guideline to assist program makers who wish to broadcast their program on Channel 44 Adelaide. We welcome questions about programs or proposals after you've read through this information. More information can be found at <http://c44.com.au/make-a-program>

### Written program proposal

The first step for pitching your program is to provide a written program proposal, considering the information contained below. To submit a program proposal to Channel 44 Adelaide please complete the Program Submission Form and send to [contact@c44.com.au](mailto:contact@c44.com.au) or:

Channel 44 Adelaide  
C.O. ABC Collinswood  
Level 7, 85 North East Rd  
Collinswood, SA 5081

Program makers will be contacted by Channel 44 Adelaide within 10 working days with feedback on their proposal. We may request further information or documentation to support your proposal.

### Production status

What is the current status of your proposed program? Is your program in the planning phase, pilot production, pre-production, program production, post-production, or ready for broadcast? You will need to plan out each of these stages of the production process as outlined on our [website](#).

### Program title

Choose a program title that accurately reflects what your program is about. The title should be interesting, memorable, reasonably concise, and suitable for listing in TV guides, on-air and on-line. It is your responsibility to ensure that the program title does not infringe on the copyright of any other trademarked names or publications of any kind.

### Program genre and viewer demographic

What is the program genre? Example genres may include entertainment, lifestyle, sport, drama, kids, documentary and many more. Is the program intended to be entertaining, informative, and/or educational?

What viewer demographic is your program intended for? Viewer demographic may be defined by such things as age, gender, cultural or religious groups, professions or industries, hobbies and special interests.

### Program synopsis

Provide a concise program synopsis that describes your program in an accurate yet interesting way. In addition, you may also like to provide episode-specific descriptions to outline each episode

of your program. How will the show unfold on a weekly basis? We will check that the program is suitable and not overly similar to other programs that we broadcast.

### **Is your program content timely?**

Does your program have content that is topical or may become irrelevant with the passing of time? Consider why it is timely? For example, you may be discussing unfolding news, listing upcoming events or running a competition with a deadline for entries.

### **Broadcast start date and frequency**

When would you like your program broadcast to commence? How often would your program be broadcast? For example will it be broadcast daily, weekly or once only? Will your program be published or broadcast elsewhere?

### **How many episodes?**

How many episodes will your program series consist of? Program series often consist of 13 episodes of continuous weekly broadcast. We recommend at least 6 episodes per series, however we will try to accommodate shorter series and single-episode programs.

### **Episode duration**

What is the duration of each episode? We need to ensure that this fits our programming requirements. To allow for natural program breaks and station/program advertising, programs allocated half hour timeslots can be a maximum of 26.5 minutes and programs allocated one hour timeslots can be a maximum of 53 minutes. We may also consider short-form programs of lesser duration.

### **Video technical specification**

The Channel 44 Program Technical Specification provides information on accepted video file formats and delivery requirements. This document is available for download from our website <http://www.c44.com.au/make-a-program>

### **Production crew and experience**

Consider the human resources required to undertake your production. The roles required will depend on the type of program you are producing but common roles include producer, production manager, production designer, sponsorship, video editor, director, audio technician, camera operators, script writer, hair and make-up artist. Consider which resources you have secured and how you plan to fill the remaining roles.

Provide details on the experience of your production team in television and media. We need to be confident that your team is capable of reliably delivering the program to the required quality standards.

### **Filming location**

Will you be filming in a studio or on location? Channel 44 Adelaide may be able to provide access to a professional studio at a discounted community rate.

### **Production equipment**

Do you have access to the equipment required for your production? This may include camera equipment, lighting, audio equipment and editing suites.

### **Program funding**

How will the production and broadcast of the program be funded? Will it be self-funded or supported by financial or in-kind sponsorship. Channel 44 Adelaide is a not-for-profit organisation, however we do ask for program broadcast fee to help offset our own broadcast and operations costs. Please email [contact@c44.com.au](mailto:contact@c44.com.au) for more information on pricing.

### **Sponsorship**

We encourage program makers to seek sponsors to subsidise their production and broadcast costs. As a program maker, you can purchase sponsorship time to on-sell to your sponsors to help offset your production and broadcast costs. Program makers can purchase a maximum of 3.5 minutes of sponsor messages per half hour timeslot. Please email [contact@c44.com.au](mailto:contact@c44.com.au) for more information on pricing.

Sponsor messages can be presented as either:

1. 15 or 30 second sponsor message for broadcast during the natural program breaks; and/or
2. billboards for broadcast at the start and/or end of your program to collectively acknowledge your sponsors or major sponsor. Billboards can be maximum of 15 seconds each.

The Channel 44 Advertisers Technical Specification provides information on accepted video file formats and delivery requirements. This document is available for download from our website <http://www.c44.com.au/make-a-program>

Channel 44 is not permitted to integrate advertising within programs, however sponsor messages may be broadcast if they comply with the requirements outlined in the ACMA Community Television Broadcasting Codes of Practice (2011).

Sponsor messages must be readily distinguishable from program content and be appropriately tagged to acknowledge the sponsor on-air. Sponsor messages must be delivered as separate video files and not contained within the program segments.

Program makers must familiarise themselves with what can and cannot be included in their program. Refer to the ACMA 'Community Broadcasting Sponsorship Guidelines' (2008) for more information. Program episodes may be edited or rejected if they do not meet these requirements.

### **How will you promote your program?**

Promotion and marketing will increase the viewership of your program. Social media is a powerful and cost-effective tool to build and engage with your viewers. Consider your target audience and promote through platforms that are accessible to them. This may include radio and print advertising or engaging with the public through community events.

### **Do you have copyright clearances?**

Program makers often use existing music and video content within their program. Almost all content is likely to be protected by copyright including music, books and plays, television programs and films, photographs, graphics and internet-based content including online videos.

You should be aware that it is your legal responsibility as a program maker to ensure that you have

obtained the relevant permissions from all copyright owners. We require written proof of your copyright clearances for all original and third party material contained within the program. Material sourced from other television and media sources requires legal documents proving rebroadcast rights. By airing your program you acknowledge that you will be required to cover any legal costs arising if you use copyright material without permission.

Channel 44 Adelaide has a licence with APRA/AMCOS that allows the station and its program makers to use music compositions controlled by APRA/AMCOS publishers in programs broadcast on Channel 44 Adelaide (except for use as program theme music). Note that this licence only covers the copyright owned by the songwriter and does not cover the copyright of the audio recordings. Program makers need to clear the use of the audio recordings with the copyright owner – for a commercially released recording this will be the record company.

### **What program classification will your program comply with?**

Check your intended program content against the Australian "Guidelines for the Classification of Films (2012)". Channel 44 can broadcast G, PG, M and MA15+ rated programs. We need to know your program classification in order to select a suitable timeslot and inform viewers on your program classification. Note that you must assign your program an overall classification that does not vary from episode to episode.

### **What program evaluation processes are you proposing to use?**

You will need to demonstrate that your program will be regularly subject to self, group and community evaluation and improvement. Channel 44 Adelaide may preview your program episodes prior to broadcast to identify any potential issues with broadcast, however it is the program makers responsibility to ensure that the program is suitable for broadcast prior to delivering the program.

### **What other information about the program do you wish to provide?**

As a community television broadcaster, Channel 44 Adelaide encourages its program makers to include local content wherever possible. We are interested in diverse and different programming and welcome your original ideas and concepts.

### **Relevant codes and guidelines, including but not limited to the following:**

- Channel 44 Program Technical Specifications
- Channel 44 Advertisers Technical Specification
- ASTRA Codes of Practice Open Narrowcast Television (2009)
- ACMA Community Television Broadcasting Codes of Practice (2011)
- ACMA Community Broadcasting Sponsorship Guidelines (2008)
- Guidelines for the Classification of Films (2012)

### **Pilot episode**

Following your program proposal, before your program is approved for broadcast, you will need to provide a "pilot" episode for review. This should be as close to the quality of your intended program as possible. You should highlight any known discrepancies between the quality of the pilot episode and the final program and advise how these will be achieved.