

Guidelines for City Productions

***Community Affairs Department
City of Irving***

Effective March 1999- September 30, 2000

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The City Productions division in the Community Affairs Department will offer video productions at "no charge" until September 30, 2000 in order to give departments time to make budget arrangements. There are several exceptions to this "no charge" policy. Provisions to the "no charge" policy are any of the following:

- A. Each department will pay the cost of any extra expenses, which may include, but is not limited to, videotape, freelance personnel (technicians and talent), dubs of final edit, and any additional rental equipment necessary for the production.
- B. Any additional services (See 6.0, Financial Issues) will also be charged to the department.
- C. If rental equipment is required; the requesting department will pay the deposits. (See 6.1, Additional Charges).

After September 30, 2000 ICTN will charge, at a reduced rate, for the production of any additional city-related videos. A rate card will be available at that time and updated annually. ICTN will help department(s) research and apply for financial support through grants and other funding resources.

Revised March 24, 1999

**GUIDELINES FOR
IRVING COMMUNITY TELEVISION NETWORK: CITY PRODUCTIONS**

CITY OF IRVING, COMMUNITY AFFAIRS DEPARTMENT

WORKING COPY

INTRODUCTION

The City Productions section in the Community Affairs Department was created to coordinate city-related productions.

Background

Irving Community Television Network (ICTN) was created in 1981 to produce local cable programming. ICTN City Productions was created in 1998 as a part of ICTN in the Community Affairs Department to produce internal city productions.

Purpose and Scope

ICTN City Productions produces city-related productions. The events currently taped by ICTN will continue to be produced by them. City Productions has a mandate to create productions that reflect and promote the distinctive attributes of the city of Irving employees and departments, city services, and programs.

ICTN strives to produce quality productions that will provide training/education, increase employee communication, and improve public relations (with video news releases) for city employees or city departments within this stated production scope. The *Guidelines for Irving Community Television Network: City Productions* have been developed to provide direction for city-related productions reflective of the mandated purposes.

GOALS FOR CITY PRODUCTIONS

To produce quality videotaped programs to help inform and educate city employees, and to promote and document city government operations.

To enhance and promote existing city-related programs.

To maintain close coordination on project development and to best serve our clients' needs and goals.

To create videos that will gain the most appropriate and valuable usefulness.

1.0 DEFINITIONS

1.1 Clients: the City Manager, Deputy City Manager, department head, or any person appointed by them who will represent the department on a project.

1.2 ICTN: Irving Community Television Network – a division in the Department of Community Affairs.

1.3 Project: any job related to the creation of a videotape.

1.4 Pre-Production: the first stage of video production that involves developing ideas, writing the treatment (eventually the script), organizing the production, developing a budget, and selecting equipment, crew, and locations.

1.5 Production: the second stage of video production that includes completing the script, recording audio and video, renting equipment, and hiring freelance, if necessary.

1.6 Post-Production: the final stage of video production that includes viewing and journalizing tape, editing pictures and sounds, mixing audio, adding titles, and duplicating final edit.

2.0 CLIENT SPECIFICATIONS

2.1 Designated Representative

The Community Affairs Department will assist the City Manager (or his/her designee), Deputy City Manager (or his/her designee), and Department Heads (or his/her designee) with producing city-related projects. A group or individual will not have the authority to request a project, unless sponsored by one of the authorized clients.

2.2 Approval by Client

The client will give approval in the following three steps respectively:

Step 1: Pre-production

Step 2: Production

Step 3: Post- Production

2.3 Loss of Precedence

A project may lose its precedence if no response to requests (i.e. script and final edit approval) is given within 10 working days.

2.4 ICTN Approval

ICTN will have the ultimate decision on all projects. Each client will adhere to the *Policies for Community Television Programming*.

3.0 PROJECT CRITERIA

3.1 Determining Criteria

The client will determine the criteria for the project with guidance from ICTN. Client involvement with the project (e.g. script, talent, equipment, etc.) will be determined during the budget process.

3.2 Non-Partisan Projects

Projects must be for City of Irving activities and non-partisan in nature. The client must adhere to the Community Television Programming Policies.

3.3 Prioritizing Projects

Projects will be produced on a first-come first-serve basis with the exception of emergencies. The decision will be at the discretion of the ICTN Executive Producer.

3.4 Project Modifications

Any change that may occur in the production phase may cause necessary adjustments to the projected budget. (e.g. script changes and weather conditions).

3.5 Project Budget

All projects will be budgeted with a payment schedule. (See 6.0, Financial Matters)

3.6 Cablecast potential

The programs may or may not appear on cable. If a program has cablecast potential, both parties must agree that it may be shown. All outside sources of material must have copyright authorization. (See 7.3, Copyright of Material from Other Sources)

3.7 Cancellation of a Project

ICTN City Productions or the client may cancel a project anytime for "reasonable causes". A written notice must be offered explaining why the project is canceled. Both parties will agree upon accrued expenses. Both parties will recognize any additional financial concerns.

4.0 PRODUCTION EQUIPMENT/ FACILITIES

4.1 ICTN Equipment or Facilities

ICTN equipment and facilities may be used for the clients' project.

4.2 Equipment or Facilities from Other Sources

Any use of outside production equipment, personnel, or facilities for a City Production must be supervised by ICTN, unless agreed to before project is initiated.

4.3 Property Ownership

Any equipment or material that is purchased for use in a project and is part of the budget will be property of ICTN.

5.0 VIDEOTAPE CRITERIA

5.1 Project Presentation

ICTN will not be responsible for the presentation or showing of final project tapes. If a client needs assistance with the presentation, a list of audio-visual production businesses will be available and the client would assume the cost.

5.2 Duplicating Tapes

Dubs of the final edit will be figured into the budget. After the final edit is approved and dubs are made, clients may find themselves needing more dubs. ICTN will provide three additional dubs per quarter at no cost. The client must provide the videotape for the additional dubs. These dubs will be available 10 working days from the time of the clients' request. Any additional dubs will be sent to a duplication business at the clients' expense.

If the video is distributed on VHS tape, there will be some noticeable loss of quality from the original edited master videotape due to the limitations of VHS recording and reproduction.

5.3 Unedited Video Footage

Each Client may request one copy of the unedited video footage. This footage may or may not be kept for file footage; this is up to the Executive Producer's discretion.

5.4 Storage of Videotape

All edit Masters will be stored at ICTN. ICTN will keep the videotapes for as long as the videotape is valuable, timely, and not deteriorated. The client will be notified if ICTN plans to destroy the tape. At that time, the client may claim the videotape.

5.5 Property Issues of the Videotape

Copyright for creative properties shall accrue to the owner/creator of said property. (See 7.1, Copyright Accrual)

5.6 Credits

In regards to the video and its packaging, ICTN's City Production credit and the credits of creative and technical people will be handled vis-à-vis that of ICTN's normal programs.

6.0 Financial Matters

6.1 Additional Charges

The Community Affairs Department from time to time will contract for the services of professional freelance technicians and talent for the projects of city productions. Such services will be contracted within budget allocations.

If rental equipment is used for the project, the client will pay any required deposits in advance. The client may need to pay, once approval is given in the three steps, any additional costs that ICTN City Productions may acquire.

6.2 Budget

ICTN will charge, at a reduced rate, for the production of city-related videos. A rate card will be available and updated annually. ICTN will help client(s) research and apply for outside funding sources.

When all phases of pre-production, production, and post-production are approved, any essential payments may be due. (See 2.2, Approval by Client)

6.3 Cancellation Penalties

Clients should understand that there is potential for penalties when freelancers (talent or labor) and rental equipment are used. The client must accept responsibility of charges rendered when proper cancellation notice is not given. If weather conditions prevent a project from being taped, and freelancers or rental equipment were used, the client will pay the additional expenses.

7.0 COPYRIGHT BUSINESS

7.1 Copyright Accrual

The master videotape of all projects produced using ICTN equipment and/or personnel shall be the property of ICTN for such non-profit, non-commercial use as the Community Affairs Department shall deem appropriate (e.g., submission in award competitions). Copyright for creative properties (original scripts, music, artwork, etc.) shall accrue to the owner/creator of said property.

- A. Owner/creator shall grant ICTN copyright clearance for the use of the property in an agreed-upon manner.
- B. Each party agrees to notify the other of any distribution of the program.
- C. Programs will not be sold or commercially distributed.

7.2 Airing of City-Related Programs

ICTN may air the program when there is a mutual agreement between the client and ICTN.

7.3 Copyright of Material from Other Sources

City Productions will adhere to all copyright laws and follow all union and talent guidelines.

7.4 Available Music Library for No Fee

A music library with over 100 CDs and a hundred or more sound effects are available for the client to be used on any project at no cost.

8.0 PROJECT FORMATS

Explanation of Formats

The format that will be available for the client include, but are not limited to, the following:

- A. Training - A video that usually shows an employee a new way- or better way- to do something. This type of video should demonstrate what needs to be done and why.
- B. Promotional - This type of video would function as a marketing tool.
- C. Public Service Announcements (PSA) - Announcement of an event or information that needs to go to the public.
- D. Event coverage - This would involve videotaping seminars, speakers, openings, and special occasions. (See 4.1 ICTN Equipment or Facilities)
- E. Videotapes for Multi-Media Presentations - This tape-only format would assist written materials, presentations, and kiosks for a speaker.
- F. Immediate Taping - This would involve taping when there is no time for a budget process. Any unbudgeted projects will follow the rate card of City Productions and need authorization from the client.