

**RESEARCH
CHANNEL**

Production Guidelines and Required Technical Specifications

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Video Standards for ResearchChannel

Technical Specifications: Run length Standards

- Submitted programs should be no longer than: **28:30, 58:30, 1:28:30 or 1:58:30**
- Programs that run past these standard lengths will require additional schedule time. This will reduce the number of program options and time availabilities.
- Programs that run 10 minutes less than these standard lengths will also have reduced scheduling options and time availabilities.
- If your program will only be submitted for video on-demand distribution, then conformation to these length standards is not necessary.

Technical Specifications: Videotape Standards

ResearchChannel requires that tapes submitted for distribution meet certain standards:

Tape Formats

- Beta SP
- Beta SX
- DVCAM
- MiniDV Standard Speed Only (for streaming, not broadcast)

Tape Quality

- Videotapes must be of the lowest generation possible, i.e., tapes submitted should be duplicated from the original master or a duplication master.
- The tape time code must be continuous and in the Drop Frame format. If both Linear Time Code (LTC) and Vertical Interval Time Code (VITC) are used, they must match. There must be time code from the beginning of the tape to at least one minute beyond the end of program material.
- The beginning of the tape will include at least one minute of SMPTE color bars along with 1 KHz audio tone on channels 1 and 2 (audio tone should be 0 VU for analog recording formats and -20 dB for digital recording formats).
- Program material must be followed by a minimum of one minute of black. Black levels should be set at 7.5 IRE. Black levels for DVCam tapes should be set at 0 IRE. Video levels will not exceed 100 IRE.
- For analog formats, average audio levels should approach, but not exceed, 0-VU.
- For digital formats, audio peaks should approach, but not exceed, -10Db.
- Audio should be mixed at mono to channels 1 and 2.
- Programs should be in the 4:3 aspect ratio. Programs in the 16:9 aspect ratio should be letterboxed in the 4:3 aspect ratio.
- Record in SP (Standard Play) mode only.

Production Style Guidelines for ResearchChannel

Below are the style guidelines used by ResearchChannel to cover a lecture or live event. Following these guidelines will ensure your production meets ResearchChannel's requirements for distribution.

Setting Up the Program

The goal in shooting your program is to record the lecture or event as it happens and avoid extensive post-production. Your director should work with any speakers to optimize the lecture for broadcast by addressing various issues ahead of time, such as timing; graphics and images from slides and computers; additional video; demonstrations; audience participation; other participants; microphone placement; lighting and staging. The purpose of creating the program is to help the speaker(s) effectively communicate a message to the broadcast audience. Anything distracting or not contributing to clear communication should be left out of the program entirely.

Camera Layout

The standard configuration for a ResearchChannel television program is a three-camera layout with the primary camera capturing the speaker, the second camera alternating between wide and medium shots and covering graphics and demonstrations, and the third camera covering the audience and other aspects of the live event. In a larger venue you may wish to use more than three cameras if your budget permits. Tripods must be used to avoid shaky shots.

Shot Sequences and Transitions

For events and lectures, begin with an establishing shot, such as a wide view of the auditorium or lecture hall. Use cutaways to present the audience or reflect the context of the lecture, but be careful not to overuse this shot. Cutaways to slides, graphics and demonstrations must follow the action and content of the lecture. Do not use whip pans or fast zooms as they are distracting and do not contribute to the message.

Transitions should be handled conservatively. Dissolves are appropriate transitions between the opening and closing sequences and the body of the program, in program segment titles, to and from video roll-ins and for dramatic effect (for example, during the singing of the "Star Spangled Banner"). Cuts are an appropriate transition between the speaker and cutaways to slides and graphics, demonstrations, the audience and other speakers. Wipes are not an appropriate transition between shots but can be used as part of a comparison demonstration or to make a point.

Framing

Medium shots, head-and-shoulder shots and close-ups must be framed for clarity and aesthetics. The lower third name key must be considered when framing any shot. The face of speakers or demonstrations must not be covered by the key. The key can be removed during shots of graphics, slides or demonstrations if the key interferes with clarity and communication.

Sound

The audio track must be clear and understandable. The audio must be free of hiss, buzzes, pops, cancellation and distortion. Audio is an extremely important element to the production, and great care should be given to proper microphone placement for the speakers and sound mixing. Each speaker should have his or her own microphone, and the audio must be mixed at mono to channels 1 and 2. Programs recorded in stereo will not be accepted.

Analog Audio

The audio levels must approach, but not exceed, 0-VU.

Digital Audio

Audio peaks must approach, but not exceed, -10Db.

Lights

Supplemental lighting must be used to achieve proper recording levels. Lights should be used aesthetically and for clarity. Visual graininess caused by the camera's gain control to compensate for insufficient light will not be accepted.

Visual Aides

Chalkboards, whiteboards and overhead projectors are not appropriate for programs on ResearchChannel. PowerPoint presentations or other computer-based slide programs can be scan-converted and directly recorded onto videotape. If 35 mm slides cannot be scanned directly to video, the camera recording the slides off the screen should be squarely set up directly in front of the screen. No ambient light should spill onto the screen.

See page 6 for guidelines on graphics such as slides and PowerPoint presentations. Models, posters and other visual aids must be well lit and presented on screen so that they are clear and understandable.

Audience Questions and Participation

Question and answer sessions can have mixed results on television. If the speaker/moderator handles a session properly, it can add to the overall value of the program; if handled poorly, the effect can be anti-climatic. Audience questions should be audible and clear. If the audience member does not have access to a microphone, the speaker or moderator needs to repeat the question. During the Q&A session, house lights need to be turned on so that an adequate video signal can be made.

Identification for ResearchChannel

Providing clear identification throughout a program is a requirement for every production. Follow these guidelines for identification:

Opening Credits

Every program must have an opening screen to identify the speaker(s), topic and sponsor, but could also include the series title, filming location or a third-party underwriter. Your opening may include music that has been cleared for broadcast by the copyright holder, but it must not precede the video. It must fade up from black and run at least 15—but no longer than—60 seconds.

Closing Credits

Closing credits must include the legal name of the organization funding the production, as well as the copyright date. This might also be an appropriate place to include production credits, grant information, additional sponsors, contact information, etc. As with the requirements for an opening, the close must fade to black and any audio must fade out with the video.

Name Keys

Name keys are an extremely effective way to keep audiences informed of what they are watching, and should observe the following rules:

- Other than during the open and close, name keys must be visible for the duration of the program.
- They must stay within the lower third of the screen.
- Text
 - The font color and style must be clear and large enough to read, and any effects (drop shadow, etc.) should only be used to add clarity.
 - Punctuation marks are difficult to see and should be left out.
 - A name key should include no more than two lines of text.
 - A speaker's name should be the dominant text, with the affiliation being secondary.
 - The title of the program, venue or sponsoring institution can rotate with the name key.
- Banners (opaque or semi-transparent) may be used to increase text clarity.
- Logos or graphics may be used but should not interfere with clarity.
- Name keys must not interfere with visual aides provided in the lecture.

Identification Bug

A small ResearchChannel logo or “bug” is keyed in the upper right-hand corner of the television screen. This corner must be left clear and the name keys must not interfere with the ResearchChannel bug.

School and institutional logos can be used as part of the name key and in the opening sequence, the closing credits and during underwriting announcements according to the underwriting guidelines.

TV Station Call Letters

No other public or private TV station’s call letters or television network’s name or logos may be used in the open or close of the program. If another TV station or television network contributed to the funding of the program, that station or network can be identified according to the underwriting guidelines.

Closed Captions

This feature is optional but encouraged. Please indicate if your program includes captions on the Program Submission Form.

Copyright Notice

There must be a copyright symbol (©) after the credits and before the program fades to black. The notice should include the legal name of the copyright holder, the date the production was completed and the copyright symbol. For example:

**Copyright ©2006
ResearchChannel**

Graphic Standards for ResearchChannel

Technical Specifications for Graphics

ResearchChannel requires that graphics in programs conform to the following technical specifications:

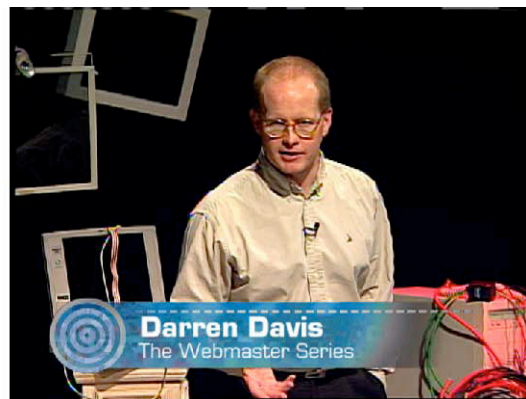
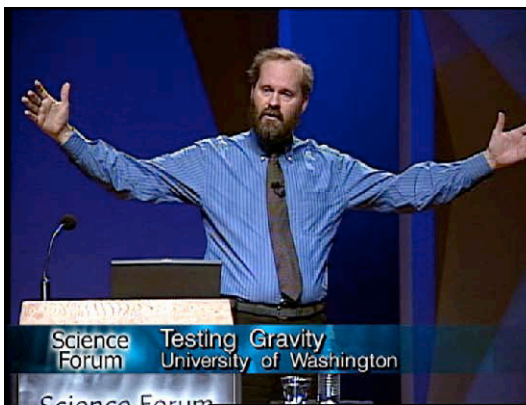
- Video levels for graphics must be between 7.5 and 100 IRE units.
- For DVCAM, video levels must be between 0 and 100 IRE units.
- Color saturation levels must not exceed 200 IRE units.
- Titles and text must stay within the Safe Title Area.
- Font size must not be below 22 scan lines..
- Lower third titles must not be below the bottom safe title line.

Aesthetic Specifications

Graphics should also adhere to the following aesthetic specifications:

- Graphics must be presented in a manner that promotes clarity and legibility.
- Thin lines, busy backgrounds and low-contrast graphics are not allowed.
- Slides and PowerPoint graphics must be scanned to video rather than shot off the screen.
- Graphics must be formatted for video.

Samples of Lower Third Keys



Broadcast Tape Preparations for ResearchChannel

The following procedures must be followed to ensure that your program is scheduled and prepared for air. After the program is scheduled, you will be notified via e-mail of the premiere air date.

Please submit only one program per tape.

Format

Include the following formatting prior to the beginning of your program:

- Bars and tone for ONE (1) minute
- Identifying slate for TEN (10) seconds, including:
 - Series title
 - Episode number
 - Program title
 - Producing institution
 - Date produced
 - Total running length of program to the nearest second
- Black for THIRTY (30) seconds prior to program start
- Do not use a countdown leader

Labels

Identifying labels must be placed on the tape box and the tape face only. A label with a barcode for automated playback will be placed on the tape spine. Include the following information:

- Series title
- Episode number
- Program title
- Producing institution
- Date produced
- Total running length of program

Shipment

A broadcast quality videotape for each program must be delivered at least eight weeks prior to the requested broadcast date. This time is needed to update programming guides and promotional material. Please review the video checklist prior to packaging your tapes.

Ship broadcast videotapes to:

Sephora DeRoest, Program Coordinator
ResearchChannel
17 Kane Hall, Box 353090
Seattle, WA 98195-3090
 Phone: 877-616-7265
 Email: sderoest@researchchannel.org

Program Submission

To request a program or series of programs to be aired on ResearchChannel, fill out the **Program Submission Form** on the ResearchChannel website:

<http://www.researchchannel.org/participants/distribution/psform1/singleform>

Below is a brief description of the information that is required on the form in order to process your request:

- Section I Institutional information
- Section II Series information (if series)
 Series title, series description, brief description, number of episodes anticipated for series and related website for linking
- Section III Episode/program information
 Title, description, brief description and related website for linking
 Captioning information: None, closed, open
 Graphic Content flag (yes/no)
- Section IV Distribution information
 Specify whether an expiration date is necessary. If not, a two-year expiration date will be assigned. If extension to that date is desired, client is required to contact us with that request.
- Section VI Additional notes and clearances

A *ResearchChannel Program Release and Clearance Form* (see page 12) must be signed and returned or faxed. Approval cannot be sent via e-mail or with a typed name as a signature. Submit one form for a series (granting permission for entire series). Submit one form for each individual program, if not part of a series.

Program Release and Clearance for ResearchChannel

Every institution that submits programming for distribution on ResearchChannel must protect its programs from copyright infringement, and should consider these points:

- Do your programs have the rights to be distributed via webcast, direct broadcast satellite (DBS) and cablecast, or broadcast by educational systems?
- Do your programs have the rights to be available via on-demand video or download? Can your programs be distributed to the general public and a world-wide audience?
- For what length of time may your programs be distributed? Do you require starting and ending dates? Would this be for an unlimited number of distribution periods within these dates, or would you like to set restrictions?
- Have you arranged for necessary copyright protection, i.e., rights, releases, licenses and/or permissions required for distribution as described above for all materials and elements contained within your program(s)?
- Are you prepared to supply videotapes that comply with ResearchChannel's Required Technical Specifications and Production Guidelines?
- Do your programs bear proper copyright notice?
- A signed Program Release and Clearance Form for each program or series must be submitted before the program or series can air on ResearchChannel.

What Is the Release and Clearance Form?

We strongly suggest that the Release and Clearance Form or a similar release form be signed by the speaker, panelists, interview guests and anyone else who speaks or is a substantial part of the video program. The Release and Clearance Form gives the program producer permission to videotape the person and to distribute his or her image via video and digital media. The person signing the form also states that he or she is not using any copyrighted material in the presentation, and that he or she has secured permission to use any copyrighted material. The signer also agrees that if he or she has breached the representation made by signing the Release and Clearance Form, and if the ResearchChannel should suffer damages as a result, he or she will indemnify the ResearchChannel for those damages. Signing the Release and Clearance Form does not forfeit any copyright owned by the signer nor does it grant any compensation. The production entity or department is responsible for securing and keeping this form for as long as the program is distributed. The ResearchChannel does not require that this form be filed with us, but we strongly urge the producing institution to get a signed release form from all the speakers.

What is the Program Release and Clearance Form?

The institution or production company submitting a program for air on ResearchChannel must provide a signed copy of the Program Release and Clearance Form to ResearchChannel. The Program Release and Clearance Form states that, if there is any copyrighted material in the final video program, rights and permissions to use the copyrighted material for broadcast and webcast have been secured by the department or company that produced the video program. The Program Release and Clearance Form gives ResearchChannel non-exclusive permission to distribute the program via video and digital distribution channels. The signer also agrees that if he or she has breached the representation made by signing the Program Release and Clearance Form, and if the ResearchChannel should suffer damages as a result, he or she will indemnify the ResearchChannel for those damages.

The difference between the **Release and Clearance Form** and the **Program Release and Clearance Form** is that the former grants the producer permission to record an individual speaker, and the individual speaker clears the material they are using for broadcast. The **Program Release and Clearance Form** gives ResearchChannel permission to use the finished program and clears any copyrighted material in the finished program for use by ResearchChannel.

A Spanish language version is available upon request.

Release and Clearance

Event :

Date:

I, _____, enter into this Release with the ResearchChannel.

I authorize the ResearchChannel to create recordings of my image, likeness and/or voice ("Recordings") in connection with my presentation at the Event. I agree the Recordings may take the form of photographs, films, video and audiotapes, CD-ROMs, DVDs, digital files and/or any other media. ResearchChannel may use the Recordings at the ResearchChannel's discretion. The ResearchChannel may use and license others to use Recordings in their original or edited form in any media for any and all educational or commercial purposes, and may use and license others to use my name, image, likeness, voice and biographical or other information in connection with the Recordings.

I understand that use of the Recordings may include, but not necessarily be limited to, the following:

- Internal use at the ResearchChannel and other institutions
- Local and regional broadcast on the ResearchChannel
- National broadcast on the ResearchChannel or other direct satellite network
- Streaming in digital format (live or on demand) on the Internet

To the best of my knowledge, all materials I will use in my presentation are my own or are materials for which I have obtained any necessary permission. If I am using materials to which I do not own the copyright, I understand that some uses of the Recordings, such as broadcast or streaming uses, may require permission from the copyright holder even though such permission would not be required for traditional classroom use. My presentation will not infringe any copyrights or other rights of others, and will contain nothing defamatory or obscene. My presentation and materials used are not subject to any prior agreements that would limit the scope of the permission I am granting here. If I breach the representations I am making here, and if the ResearchChannel should suffer damages as a result, I agree to indemnify the ResearchChannel for those damages.

I further acknowledge that I will not be compensated for any uses made of the Recordings, and that the ResearchChannel exclusively owns all rights to these Recordings. However, except for the permissions I am granting here, I retain all rights I may otherwise hold in copyrighted materials included in my presentation and/or incorporated into the Recordings.

I hereby waive all rights and release the ResearchChannel (including its officials, employees, representatives, agents, licensees, successors and assigns) from, and shall neither sue nor bring any proceeding against any such parties for, any claim or cause of action, whether now known or unknown, for defamation, invasion of right to privacy, publicity or personality or any similar matter, or based upon or relating to the use and exploitation of the Recordings.

I agree that I have read and understood the contents hereof, and that I have the right and authority to execute this Release.

Releaser's Signature

Date

Program Release and Clearance

Program Title :

Date:

I, _____, ("Provider") enter into this Release with the ResearchChannel for the use of the above named program ("Program").

I understand that use of this Program may include, but not necessarily be limited to, the following:

- Internal use at the ResearchChannel and other ResearchChannel Participants
- Local and regional broadcast on the ResearchChannel and by ResearchChannel Participants
- National broadcast on the ResearchChannel or other direct satellite network
- Streaming in digital format (live or on demand) on the Internet

To the best of my knowledge, all materials in this program are my own or are materials for which I have obtained any necessary permission. If I am using materials to which I do not own the copyright, I understand that some uses of the Program, such as broadcast or streaming uses, may require permission from the copyright holder even though such permission would not be required for traditional classroom use. This Program will not infringe any copyrights or other rights of others, and will contain nothing defamatory or obscene. The Program and materials used are not subject to any prior agreements that would limit the scope of the permission I am granting here. If I breach the representations I am making here, and if the ResearchChannel should suffer damages as a result, I agree to indemnify the ResearchChannel for those damages.

I further acknowledge that I will not be compensated for any uses made of the Program. Except for the permissions I am granting here, I retain all rights I may otherwise hold in copyrighted materials included in my Program.

I hereby waive all rights and release the ResearchChannel (including its officials, employees, representatives, agents, licensees, successors and assigns) from, and shall neither sue nor bring any proceeding against any such parties for, any claim or cause of action, whether now known or unknown, for defamation, invasion of right to privacy, publicity or personality or any similar matter, or based upon or relating to the use and exploitation of the Recordings.

I agree that I have read and understood the contents hereof, and that I have the right and authority to execute this Release.

Releaser's Signature

Date

ResearchChannel Program Underwriting Guidelines

ResearchChannel underwriting representatives will work with producers and underwriters to create underwriting credits that suit their needs and that comply with both FCC (Federal Communications Commission) regulations* applicable to non-commercial stations and with ResearchChannel's policies. The following ResearchChannel guidelines serve to protect the noncommercial on-air appearance and overall effect viewers expect and to ensure that all underwriting credits are presented in ways that are aesthetically pleasing (with minimal clutter and extraneous material.) Acceptance of any credit or credit sequence is at the discretion of ResearchChannel.

Content of Program Underwriting Credits

Underwriters' information that is appropriate for program underwriting credits is limited to the same elements that are allowed for station announcements.

All underwriters must be identified in video by their name and/or logo. If a logo by itself does not adequately disclose the identity of an underwriter, then the underwriter's name must be stated in audio or video.

For programs with multiple underwriters, each time underwriting credits appear any and all underwriting credits for that program should appear together. The maximum allowable credit for any one underwriter is 15 seconds. In no instance may the aggregate time for a credit sequence exceed 60 seconds.

Opening Credits

Some possible alternatives for credits:

Alternative 1:

"This program is made possible (in part) by a grant from . . ."

Alternative 2:

"This program is made possible (in part) by . . ."

Alternative 3:

"(National) funding for this program was provided (in part) by . . ."

Alternative 4:

"This program is underwritten (in part) by . . ."

Alternative 5:

"Major funding for this program was provided by . . . Additional funding was provided by . . ."
[To be used when there is a significant difference in the amounts of underwriting from two or more funders.]

If desired, producers may use the name of the program or series title in place of “This program.” This option is applicable to Alternatives 1-5.

Note also that the name of the underwriter may be preceded by the phrase “the people of” or “the people at.” However, phrases such as “your friends at” or “the experts at” are *not* acceptable.

This phrase may *not* be used:

Because of the close commercial connotation between the underwriter’s products or services and the content or focus of a program, the use of the phrase “**brought to you by**” is *not* approved for use by ResearchChannel.

Closing Credits, Non-Controversial Issue Programs

The alternatives for the wording of closing credits are the same as those listed above for opening credits, although the past tense may be used (e.g., “was made possible by”).

Closing Credits, Controversial Issue Programs

If the program treats a controversial issue, the closing funding credit should also include the following statement. It should be a part of the funding announcement but should precede the identification of any underwriters:

“This program was produced by (the department name), which is solely responsible for its content.”

Following this statement, any of the alternatives listed above may be used.

No single underwriter may be credited with greater frequency than any other underwriter of the same program, and all underwriters of a particular program must be mentioned in each underwriting credit shown for that program.

Placement of Underwriting Credits

Opening Credits

The underwriting credit at the beginning of any program must begin no later than three minutes into the program. The funding credits must be presented in such a way as to maintain a clear separation from program content. Subject to the producer’s artistic judgment, ResearchChannel strongly encourages opening credits to be placed after a program tease in order to help separate national program funding credits from local funding credits and other material that may appear during the preceding station ID break.

Closing Credits

Closing funding credits must appear either immediately before or immediately after the final production credits. ResearchChannel encourages producers to insert funding credits before production credits in order to separate and differentiate them from similar credits that may appear in the subsequent time before the station ID break.

Sale of Related Products

Announcements promoting the sale of program-related materials by nonprofit organizations, including the station itself, are allowed as long as the nonprofit organization sponsoring the offering is clearly identified in the announcement. The materials are offered on the basis of public interest considerations and not the private economic interests of an underwriter.

On all items offered for sale on ResearchChannel programs (i.e., with an address, phone number or other direct response ordering information) the offering organization must share 20 percent of net revenues generated by the offer. "Net revenues" are defined as gross revenues, less the offeror's cost of the item and the direct costs of fulfillment. Program production expenses are not allowable as an expense against gross revenues; however, on rare occasions, exceptions to the revenue-sharing requirement may be appropriate if a program's production financing depends significantly on anticipated offer revenue and where other factors suggest that an exception is warranted.

Offers of items priced at \$5 or less are exempt from revenue-sharing if the offer generates less than \$5,000 in net revenue annually. (For purposes of this exemption, the offer of transcripts of a series would be considered as a single offer; for example, a transcript offer for episodes of a 13-part series would be considered as one offer, not 13 offers.)

Announcements providing information on products or services in which no direct offer is made (e.g., book mentions) are exempt from revenue sharing.

Final approval of copy is at the discretion of ResearchChannel.

ResearchChannel In-Program Messaging Guidelines

These guidelines apply to ResearchChannel participants, or affiliated institutions, which sponsor or submit programming for ResearchChannel.

Messaging describing the mission or activities of the sponsoring entity may be included in conjunction with the opening and/or closing credits of the program. Any messaging is counted within the total program length and may not exceed :20 seconds. The message may include still shots and graphics, but may not include moving video and may not include background music.

May include a selection of the following:

- Division or entity name or that of a subsidiary department or center
- Location, address, telephone number and/or web site
- Year established
- A value-neutral description of the entity's products, services, activities or mission
- An established "corporate" slogan or positioning statement which identifies, but does not promote
- Established logos that identify and do not promote

May not contain:

- Slogans/ positioning statements coined for specific marketing campaigns
- Calls to action
- Pricing information
- Qualitative, comparative or promotional language, including citing of awards

Final approval of copy is at the discretion of ResearchChannel.