

Guidelines for Independent Producers

Content Criteria

1. The target audience is prime time TV audience with an interest in the arts.
2. "The arts" includes art, music, dance, fashion, film, etc., expressed artistically.
3. 3 to 5 minutes, except for Thumbnail Sketch.
4. 30 to 60 seconds for Thumbnail Sketch.
5. Positive, constructive or creative spin preferred. This is not a rant forum.
6. Must be suitable for prime time audience.
7. Handheld is okay as long as it's not dizzying.
8. Low light is okay, as long as it's not depressing.
9. Executive Producer's discretion prevails.

Regular Features

1. Thumbnail Sketch
 - Quick piece on a unique (i.e. truly one-of-a-kind) artistic subject.
Example: the MadCaps
2. The State of the Arts
 - Informed commentary and relevant facts by artists, patrons, gallery owners. News that will not be stale in 6 months.
3. Artist's Workshop
 - Explore unique methods of one particular artist or composer.
4. Vox Populi
 - Similar to SOTA above, but more opinion than facts. Personal commentary by artists, patrons, gallery owners.
5. Closing Credits Featured Band
 - Local band; no breaks; not too visually distracting from credits.

Base Payment Schedule (pending budget approval)

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| 1. Raw footage (unedited) | \$100 |
| 2. Edited footage (ready to finish) | \$300 |
| 3. Edited footage with narration/scoring (finished) | \$400 |

Required Equipment, etc.

1. 3-CCD or better camera
2. 8dB minimum separation of foreground and background audio
3. Signed release by all recognizable individuals (download sample form at website)