The Idea: Writing the Treatment

Title Options: 

*What are potential names for your project?*
Think of something catchy and relevant to your show. Search online to see if that name is available across all social media platforms.

Topic(s): 

*What will your project be about?*
Think about the message you want to get across. Is it something your audience will be passionate about?

Objective/Purpose: 

*Why should people care about this project?*
Viewer has a “What’s in it for me?” mentality so how can the information you provide be of advantage to your viewers? To inform, entertain, educate, etc.

Target Audience: 

*Who is your audience? How old are they?*
Decide who will be interested in watching your project. Trying to appeal to a wide audience may result in loss of interest over time. Design a show so that the format, pacing, language, music and graphics will appeal your target audience.

Running Time: 

*Projects submitted to MNN must be 28 minutes or 58 minutes.*
If you have a show or project of shorter or longer length, consider condensing it or breaking it up into a series for broadcast.

Talent/Host/Characters: 

List any individuals regularly appearing on your show.
Show Outline

Write a short outline or description of your show idea. Use the information gathered on this form to explain your idea and its importance. Research your topic or idea to ensure you properly convey your message to your audience.
### Pre-Production Preparation

<table>
<thead>
<tr>
<th>Style</th>
<th>What will be the “style” of your show?</th>
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<tbody>
<tr>
<td>□ Training/Fitness</td>
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<td>□ Lifestyle (cooking, entertainment, etc.)</td>
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<td>□ Documentary</td>
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<td>□ News</td>
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<td>□ Performance</td>
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<td>□ Comedy</td>
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<td>□ Dramatic</td>
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<td>□ Other</td>
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<table>
<thead>
<tr>
<th>Tone</th>
<th>What will be the tone of your show?</th>
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<tr>
<td>□ Humorous</td>
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<td>□ Serious</td>
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<td>□ Light-hearted</td>
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<td>□ Sad</td>
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<td>□ Mad</td>
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<td>□ Matter-of-fact</td>
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<td>□ Other</td>
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### Show Format
How will your format your show? Think of potential segments. Should have at least three definable segments.

- □ Segment 1:
- □ Segment 2:
- □ Segment 3:
- □ Segment 4:

### Production Locations
Where will all elements of your show be filmed? Indicate potential studios or locations.

- □ Studio (seated or standing) _________________________________________
- □ Field (seated or standing) _________________________________________
- □ Other _________________________________________
## MNN Equipment & Set Needs

### Studio Production
- 1-2-Camera Studios (Express & Mini-Studios)
- 3-Camera Studios (Closed, George Stoney)
- 4-Camera Studio (Open Studio)
- Recording Media (XDCam Disk: 23GB for 28 minute show, 50GB for 58 minute show)
- Teleprompter (only available in Open, Closed & George Stoney Studios)
- Headphones
- Chairs (type) _______________
- Rug
- Chroma Key
- Black/White Curtain ____________
- Riser
- Audience Chairs (amount) ____________

* Producers need to complete a **Studio Production Plan** to provide detailed information about production. Those can be obtained online under producer resources.

### Field/iPad Production
- Field Camera (Sony NX5U/iPad Mini/C-100)
- Recording Media (SDHC card: 16GB-32GB class 10 to record approximately 90 - 180 minutes)
- Wireless Microphones (excludes iPad)
- Boom Pole (Sony NX5U & C-100 only)
- Wired Lavalier
- Wired Handheld
- Shotgun Microphone
- Video Camera Light
- Headphones
- Tripod
- XLR Cable
- Batteries for Camera, Light, Mics

## Crew Needs

### Studio Production
* Producers must have a total of two certified crew members operating MNN’s studio equipment. Post positions needed to Crew Connect; use Crew Connect Template, if needed.

- Manual Camera Operator(s) _______________
- Robotic Camera Operator
- Director / Technical Director
- CG Operator
- Teleprompter Operator
- Computer Operator (for presentations or video roll-ins)
- Audio Engineer
- Floor Manager
- General Production Assistant(s)

### Field Production
* Producers must seek out field crew support independently. MNN does not provide resources for acquiring field production crew.

- Camera Operator
- Production Assistant
- Talent
- Audio
- Other

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