

From Idea to Completion

A Media Production Development Guide

The Idea: Writing the Treatment

Title Options: _____

What are potential names for your show?

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 show 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 show?

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 show. 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 cablecast.

Talent/Host/Characters:

List any individuals regularly appearing on your show.



Manhattan Neighborhood Network

Style	Tone
What will be the "style" of your show?	What will be the tone of your show?
<input type="checkbox"/> Interview <input type="checkbox"/> Man-on-the-street <input type="checkbox"/> Talk Show/Magazine <input type="checkbox"/> Training/Fitness <input type="checkbox"/> Documentary <input type="checkbox"/> News <input type="checkbox"/> Performance <input type="checkbox"/> Comedy <input type="checkbox"/> Dramatic <input type="checkbox"/> Other _____	<input type="checkbox"/> Humorous <input type="checkbox"/> Serious <input type="checkbox"/> Light-hearted <input type="checkbox"/> Sad <input type="checkbox"/> Angry <input type="checkbox"/> Matter-of-fact <input type="checkbox"/> Other _____

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

EQUIPMENT & SET DESIGN NEEDS	
Studio Production	Field Production
<input type="checkbox"/> 2-Camera Studio <input type="checkbox"/> 3-Camera Studio <input type="checkbox"/> 4 Camera Studio <input type="checkbox"/> Recording Media <input type="checkbox"/> Teleprompter <input type="checkbox"/> Headphones <input type="checkbox"/> Chairs (type) _____ <input type="checkbox"/> Rug <input type="checkbox"/> Chroma Key <input type="checkbox"/> Black/White Curtain _____ <input type="checkbox"/> Riser <input type="checkbox"/> Audience Chairs (amount) _____	<input type="checkbox"/> Field Camera (Sony NX5U) <input type="checkbox"/> iPad Mini <input type="checkbox"/> Canon C-100 <input type="checkbox"/> Recording Media (SDHC card: 16GB-32GB class 10 to record approximately 90 - 180 minutes) <input type="checkbox"/> Wireless Microphones <input type="checkbox"/> Mobile Wireless Microphones <input type="checkbox"/> Wired Lavalier <input type="checkbox"/> Wired Handheld <input type="checkbox"/> Mobile Wired Microphones <input type="checkbox"/> Shotgun Microphone <input type="checkbox"/> Mobile Shotgun Microphone <input type="checkbox"/> Boom Pole <input type="checkbox"/> Video Camera Light <input type="checkbox"/> Headphones <input type="checkbox"/> Tripod <input type="checkbox"/> XLR Cable <input type="checkbox"/> Batteries for Camera, Light, Mics
* Producers should complete a <i>Studio Production Plan</i> to provide detailed information about production. Those can be obtained in the Production & Facilitation department.	
CREW NEEDS	
Studio Production	Field Production
* Producers must have a total of two certified crew members operating MNN's studio equipment.	
<input type="checkbox"/> Manual Camera Operator <input type="checkbox"/> Robotic Camera Operator <input type="checkbox"/> Director / Technical Director <input type="checkbox"/> CG Operator <input type="checkbox"/> Teleprompter Operator <input type="checkbox"/> Computer Operator (for presentations or video roll-ins) <input type="checkbox"/> Audio Engineer <input type="checkbox"/> Floor Manager	<input type="checkbox"/> Camera Operator <input type="checkbox"/> Production Assistant <input type="checkbox"/> Talent <input type="checkbox"/> Audio <input type="checkbox"/> Grip (for setting up lights) <input type="checkbox"/> Other

Completion: Production Checklist

To ensure successful completion of shows, there are several resources available to producers. The following documents can be obtained from the MNN website, Production & Facilitation & Education departments.

Studio Production Plan

The Studio Production Plan serves as a guide for the MNN facilitator so they may have technical production elements prepared prior to the start of your studio reservation. The plan provides information regarding lighting, audio, set design and gives you the opportunity to draw a floor plan of how everything should be arranged in the studio.

Field Production Checklist

The Field Production Checklist helps the producer keep track of needed field equipment. It also includes field production reminders to aid in creating the highest quality production.

Show Rundown

A Show Rundown can be used to break down each segment of your show. It details how much time will be dedicated to each segment and what video and audio will be used. A rundown allows each crew member the ability to know what is expected of them during the show and what to anticipate.

Production Schedule Template

A Production Schedule keeps the producer organized and allows the crew and talent the ability to know what work needs to happen before, during and after the show.

Shot List, Script & Storyboard Templates

These resources give producers the ability to organize shots and production content. There are a variety of script types and examples. Use the resources needed to complete the show.

Project & Time Slot Request Forms

To begin using MNN resources to create a show, you must complete a Project Request form. Upon project completion, producers creating a single need to submit a time slot request along with the completed show. This form gives the programming department the ability to schedule shows for cablecast. Programming will notify producers of the approved time slot(s).