



Manhattan Neighborhood Network

From Idea to Completion

A Media Production Development Guide

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.



Pre-Production Preparation

EQUIPMENT & SET DESIGN NEEDS	
Studio Production	Field/iPad Production
<input type="checkbox"/> 2-Camera Studio (Express & Mini-Studios) <input type="checkbox"/> 3-Camera Studio (Closed, George Stoney) <input type="checkbox"/> 4-Camera Studio (Open Studio) <input type="checkbox"/> Recording Media (XDCam Disk: 23GB for 28 minute show, 50GB for 58 minute show) <input type="checkbox"/> Teleprompter (only available in Studio 1 and 2) <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) _____ <p>* Producers need to complete a <i>Studio Production Plan</i> to provide detailed information about production. Those can be obtained in the Production & Facilitation department.</p>	<input type="checkbox"/> Field Camera (Sony NX5U/iPad Mini/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"/> Wired Lavalier <input type="checkbox"/> Wired Handheld <input type="checkbox"/> 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

CREW NEEDS	
Studio Production	Field Production
<p>* 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.</p> <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"/> General Production Assistant	<input type="checkbox"/> iPad <input type="checkbox"/> Sony NX5U <input type="checkbox"/> Canon C-100 <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 _____ _____ _____



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Completion: Production Checklist

To ensure successful completion of shows, there are several resources available to producers.

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

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.

Production Schedule

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

Time Slot 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 broadcast. Programming will notify producers of the approved time slot.

Crew Connect Request Template

Use this form to create template requests for positions you will need for any studio productions at MNN.