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# Digital Media Presentation

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Using Scala InfoChannel to Create and  
Prepare Your  
Program for Distribution

# Teacher Information

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## **After the Class Registration is Completed:**

- Print out your class list from LTC Database. Each class is listed in the database by “Section #”.
- Call all enrolled students to confirm
- Inform other LTC staff of any vacant spots
- Call other contacts to fill any vacant class spots

## **Before the First Class Date Arrives:**

- Gather, prepare and copy all curriculum materials and class handouts as needed.
- Confirm and/or reserve all rooms, equipment and materials.
- Power up equipment and/or software to confirm it works.

## **During the Class Sessions:**

- Get up-to-date class list and confirm contact info on list.
- Make note of any curriculum additions, deletions, ideas or problems you may find as classes run.

## **During the Last Class Session:**

- Distribute, have class complete, then collect Class Evaluations
- Discuss future LTC classes and participants’ availability and willingness to work on future projects.
- Review status of any student ideas/projects.
- Provide any necessary guidance as to which classes / projects are appropriate for any class members.

## **AFTER THE CLASS ENDS:**

- Prepare Certificates and update database records for each participant.
- File Certificates in folders in Admin office
- Meet with Director of Access and Curriculum and summarize class.

# Teacher Overview

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## Course Project

Each participant will be part of scripting and editing a brief video project.

### The project concentrates on these areas:

- 1) **The Editing Process.** This covers the basic steps involved in digitizing and trimming clips, using the timeline and adding titles for any project.
- 2) **Basic Edit Techniques.** This covers the concepts behind telling a story through editing, along with the effective use of transitions, titles and music.
- 3) **Media Management.** Here each member is introduced to the concepts of digital video storage, backup and maintenance of their media.
- 4) **Production of Class Project.** Here students work in groups as necessary to create a short video piece that uses all of the skills to which they've been introduced.

**This completed piece is handed in and serves as each student's proof of proficiency in this class.**

### This Course has the following goals:

- 1) To introduce the concepts of nonlinear editing to each student.
- 2) To introduce participants to a range of basic skills necessary for effectively editing a program.
- 3) Give each participant some hands-on experience with the equipment LTC has available.
- 4) To create more critical viewers by helping students understand how production elements are combined into a completed project.

### Materials this Class will need:

- 1) A copy of this booklet for each student
- 2) Access to the iMacs in the Digilab.
- 3) Space available on a hard drive to store their work.
- 4) Practice time to follow-up class time and complete project as necessary.

# Welcome

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Here's a brief outline of the topics you'll cover in this 4 session class;

## **Class 1**

- ◆ Review Class Schedule
- ◆ Overview of this Class
- ◆ Introduction to Class Projects
- ◆ Explanation of What Scala is
- ◆ Playback of at least 2 Scripts
- ◆ Explain Script Concept and show pages from above scripts -
- ◆ Creating a Full Page Graphic -
  - Choosing a Background
  - Adding Text -
    - Specify font, color
    - Specify Outline Color and Thickness
    - Specify Shadow color, opacity and position.
  - Drawing Tools
    - Draw Simple Rectangle-specify color, outline & shadow
    - Draw Simple Circle-specify color, outline & shadow
  - Adding Clips - JPEG and Gif files
    - Specify Outline
    - Specify Shadow
  - Location of Scala's Stock Clips
- ◆ Saving Script
- ◆ Copying Pages
- ◆ Editing Existing Pages
  - Changing Text on a page
  - Changing clip on a page
- ◆ Transitions between pages
  - Specify Transition
- ◆ Specify Timing of page
- ◆ Saving Script
- ◆ Booking an Edit Suite to Compose
- ◆ Introduce Homework Assignment / Class Project

## **Homework Assignment:**

Create a new InfoChannel script that is at least 5 pages long  
It should start fading up from black.

The Script should detail some of the reasons why you'd want to become a member here at LTC.

It should end fading out to black.

This class is designed to give you a basic knowledge of how graphics, text, music and other elements are put together to create a complete and dynamic program

# Class Outline

## Class 2

- ◆ Review of Class 1 and Playback of Homework Assignments
- ◆ Basic Concepts of Page Design
  - Safe Title Area
  - 3 Elements of Page-HeadlineText, Body Text , Art
  - Choosing Colors
  - Creating Contrast; Use Color, Fonts, Typestyle
- ◆ Building “The List” on this page
  - Specify the order in which elements appear
  - Specify Transition, Direction and Speed for each element
- ◆ Creating “Video Key” Pages
  - Specify Transparent background
  - Using Drawing Tools
  - Using Transitions
- ◆ Working with Scan Converters
- ◆ Practice Sessions with Video Tape and Keying

## Homework Assignment:

Find at least 2 pages from a magazine that have well designed text and graphics that you find appealing. Use some of the elements you like about these pages to revise the pages of the script you created in Lesson 1. Save this revised version and bring to next class.

## Class 3

- ◆ Review of Class 2 and Playback of Homework Assignments
- ◆ Question and Answer period for Ongoing Projects
- ◆ Adding Audio to Scripts
  - WAV, MP3, CD Audio Formats
  - Audio Play Command
  - Audio Volume Command
  - Audio Fade Command
- ◆ Practice Sessions using audio files
- ◆ Sign Up for Practice Times in Class 4

## Class 4

- ◆ These are individual class segments of 1/2 hour to finalize your Script with Instructor’s help.
- ◆ You will be certified upon completion of your final script.

You now have a project that contains all of your clips, titles and transitions.

# The Production Process

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# 1

## **Pre-Production** – *Planning your project*

- Write out Program Idea
- Define Target Audience – Who will be reading your publication, watching your program or visiting your website? List all the information you can about this audience; Age Groups, Language, Education, Income etc. All these things will help you define your scripting, photos, graphics, video, and music.
- Create Outline or Treatment or Storyboard
- Write Narrations or on-camera scripts
- Create Shot List according to script

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Who will be looking at my project?

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# 2

## **Production** – *Acquisition of the elements for your project*

- Shoot Photos
- Shoot Video
- Find Music, Sound Effects,
- Create Computer Graphics (Titles, Text Screens etc)
- Record Narrations

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What elements should my project contain?

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# 3

## **Post Production** – *Compile and Refine the elements of your project*

- Edit Video shots together
- Place Music, Sound FX in appropriate spots of program
- Place Computer Graphics (Titles, Text Screens etc) in appropriate spots of program
- Add Narrations in appropriate spots of program

# 4

## **Publicity and Distribution** – *Output your completed project to the appropriate platform*

- Create Flyers, Use LTC's CBB and Newsletter, Use Press Releases
- Record Video Tape – plays on Channel 8 and other Access Stations
- Publish to the Internet – promotes programs, gives information and streams video.
- Burn a CD-ROM – plays program on any individual's computer
- Print out Document - create a publication to distribute.

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Where will I distribute my project?

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# Sample of Production Process



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My target audience is cable TV subscribers in Lowell

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I'll need narration, music, photos of Lowell and text files.

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I'll play this on TV and publish it on the Web

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## 1

### Target Audience / Purpose of Program

This 30 second promotional piece is aimed at the cable TV subscribers who live in the city of Lowell. Because of the cultural diversity in Lowell we hope to have an English, Spanish and Khmer language version of the final production.

There is a lot of confusion among these viewers as to what exactly Channel 8 is and what types of programs it broadcasts. This promo will help identify Channel 8 as the station where Lowell residents can watch programs of local interest that have been created by residents of Lowell.

The theme of the promo will be "We're in your neighborhood."

## 2

### Production Planning

To stay with the theme, still images of various Lowell neighborhoods will be used throughout the spot. These will consist of residential areas as well as readily identifiable landmarks like Boott Mills and the Pawtucket Falls.

The script will also list the names of the various neighborhoods within Lowell.

All of these graphics will be created on the computer using Adobe Photoshop and Scala InfoChannel Designer.

There will be an upbeat music theme playing throughout the promo and a male narrator will read the script. These 2 audio elements will be recorded in Cakewalk's Pro Audio and blended together.

## 3

### Post Production

All the elements created above will then be edited together using Scala InfoChannel Designer according to the script that appears on the next page.

## 4

### Publicity / Distribution

This finished promotional spot will air at the beginning of every program that plays on Channel 8. It can also be condensed and saved to the LTC web site so it can be accessed by web visitors.

An article regarding the spot will be written and will appear in the July issue of LTC's newsletter.

# A Sample Script

VIDEO	AUDIO
1) LTC Logo appears on screen	Music theme fades up.
2) Channel 8 logo moves onto screen	
3) Words ‘we’re in your neighborhood’ move on screen	Music theme fades to lower volume. <i>(narrator speaks)</i>
4) Still images of Lowell homes move on screen together with listing of Lowell neighborhoods.	“You’re watching Channel 8, Lowell’s very own television station.
5) Still image of exterior of LTC mill building moves on screen as neighborhood listings continue.	Broadcasting from studios on Market St, in the heart of downtown Lowell.
6) Images of Pawtucket Falls and Boot Mills overlap on screen.	The programs you see on Channel 8 are produced by your friends and neighbors, right here in the city.
7) Image of Centralville street with school bus	So watch us!
8) Words “Channel 8” wipe across screen.	... because Channel 8 is in your neighborhood.
9) Words hold on screen	Music Theme fades up in volume ...
10) Fade to black	Music theme fades out.

*...we're in your neighborhood*

# My Notes

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# Pre-Production Guide

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## I. AUDIENCE

- a. Who are you speaking to?
- b. Target your show specifically.

## II. OBJECTIVES

- a. Why are you making this production?
- a. What do you see as its value or purpose?
- b. What ideas do you want people to come away with, i.e., thoughts, attitudes, and actions?

## III. CHOOSE YOUR MEDIUMS AND FORMAT

- a. Would photographs, slides, posters, newspaper clippings add visual effect to your production?
- b. Would original artwork or hand lettering be effective rather than computerized graphics?
- c. Determine what format would best suit your show - panel discussion magazine, interview, news, documentary, etc.
- d. What music will add to your overall production?
  1. Will you need clearances?
  2. Will you have original music created?

## IV. INFORMATION

- a. Research your topic & learn all **you** can about it.
  1. Talk to everyone, including the experts! You are the **PRODUCER**
  2. Prioritize your information.
  3. Don't overload your production with too much information. Less is more.

## V. TREATMENT

- a. Decide how to best present the most important points.
  1. Think **VISUALLY!**
  2. Plan for a variety of audio and visual elements in your show.
- b. List taping sessions and potential sources of material.
  1. What locations will you use? Who will you interview? What action will you show? Do you need stills, stock footage, etc?
- c. Create a beginning, middle and end to your story.
- d. Design a production schedule
  1. Budget time for planning, taping, scripting and editing.
  2. **SET DEADLINES FOR YOURSELF!!**

## Remember:

even if your topic may be a bit "dry", there is no excuse for creating a boring program that your audience will not want to watch!

## And:

No Matter How Good Your Show Is, People Can't Watch What They Don't Know Exists!

## IF YOU'RE LOOKING FOR PROGRAM IDEAS, CONSIDER THESE:

- Adult Education
- Arts/Crafts
- Astronomy
- Car Repair
- Charity Fund Raisers
- Children's Programs
- Community Issues
- Community Safety
- Consumer Information/Education
- Cooking Demos
- Documentaries
- Employment Opportunities
- Environmental Issues
- Exercise Shows
- Foreign Language Instruction
- Gardening Programs
- Health Information
- Historical Shows
- Home Improvement/Repairs
- Library Shows
- Live "call-in" shows
- Local Government
- Local News
- Music Shows or Lessons
- Nature
- Personalities
- Places of Interest
- Quiz or Game Show
- Real Estate
- Religious Programs
- Reviews, Criticism
- School Plays & Performances
- Seniors Programs
- Social Issues
- Special Events
- Sports Coverage
- Travelogues
- Anything you feel strongly about!

## VI. PUBLICITY & PROMOTION

- a. Inform the local media (newspapers, radio, etc.) of your production in progress and of its upcoming premiere.
- b. Work with our local community access station to publicize your production.
- c. Create posters and flyers for local town bulletin boards (stores, community centers, schools, libraries, churches, etc.)
- d. Mail press releases to appropriate town newsletters about your program (school groups, seniors, businesses, etc.)

### What Audience Does Access Television Reach?

**This is a question** you may ask yourself again and again! There are no right or wrong **answers!** Its Important to remember that because of the limited scope of the cable system, your program will not reach everyone in Lowell. With some well-thought-out promotion and publicity however, an access show can reach your desired audience and more.

So ask yourself, is there a purpose for my program? What am I trying to say? Who am I trying to reach? Will this means of communication be at a level to which the audience will respond and relate? Consider the demographics of your audience. Then consider your own needs. Will they all work together?

Also, keep in mind that your tapes can now be viewed at any number of locations, such as libraries and community centers. In this way, you can reach an audience possibly outside of the local cable system.

### **BRAINSTORMING FOR IDEAS:**

Once you have an idea, use your powers of free association and imagination. Begin to think about how your show might look and sound on the air. Brainstorm with other people. Videotaping is a collaborative art form. You need other people not only to work the equipment, but also to help shape your final product. So line up some meetings and toss around lots of ideas!

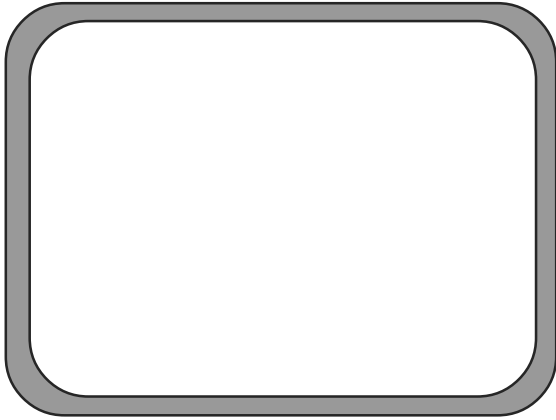
Don't judge your initial ideas. You'll have time to evaluate before, during and after you videotape. Be spontaneous and flexible and have FUN! Write down all the possibilities. It will be necessary to understand that other people will always want to give you advice, often constructive, but sometimes negative.

Watch current television shows whose topics interest you and try and determine what else attracts you about the production - set design, camera work, music, good writing? Try and create your program to mimic what you already like on TV, and then try and create something a bit different that helps to identify your production as yours alone.

# Final Project

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Comments / Dialog / Notes

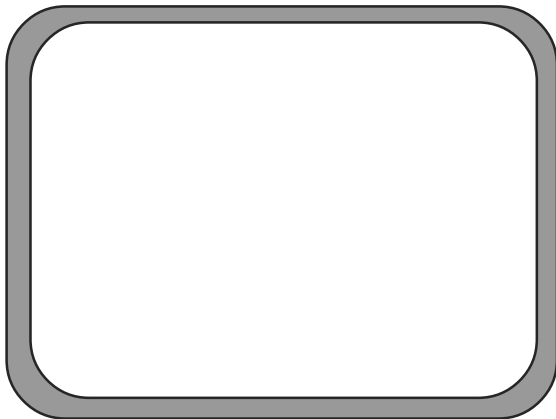
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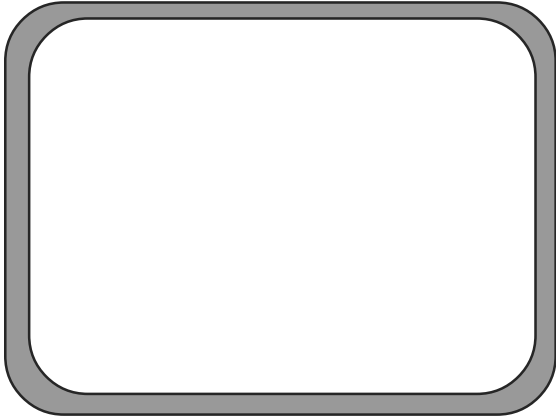
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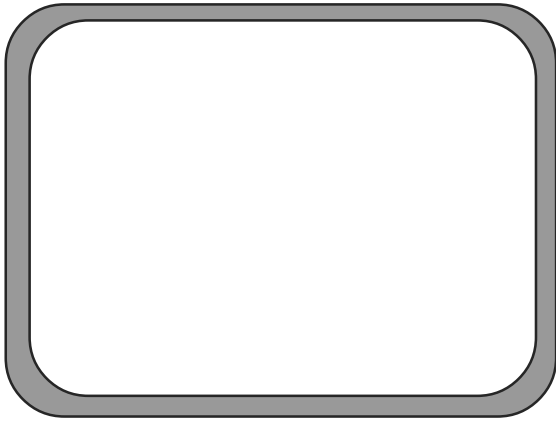
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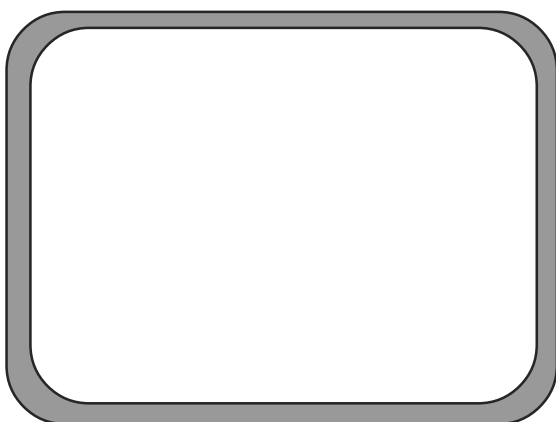
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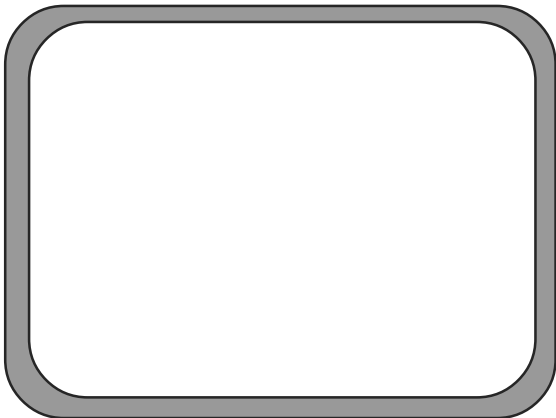
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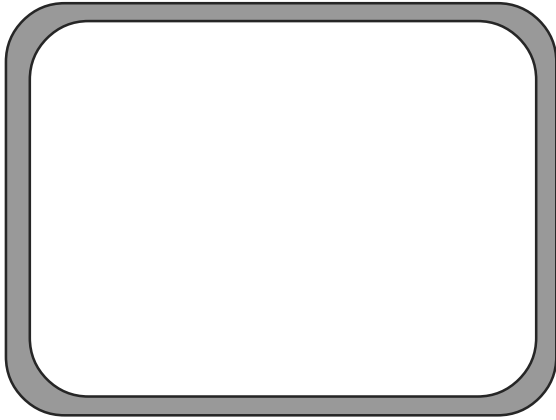
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# Final Project (cont'd)

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Comments / Dialog / Notes

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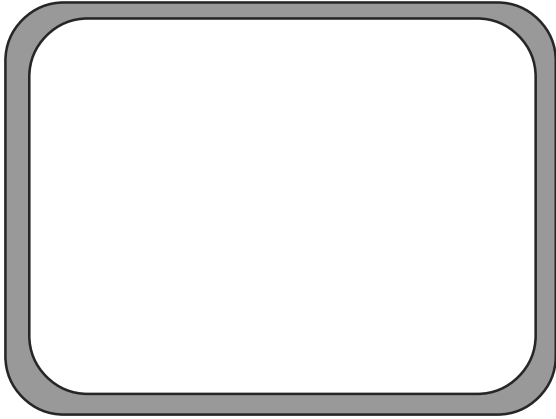
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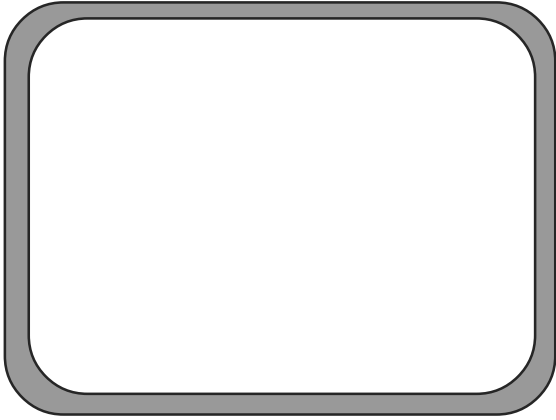
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Comments / Dialog / Notes

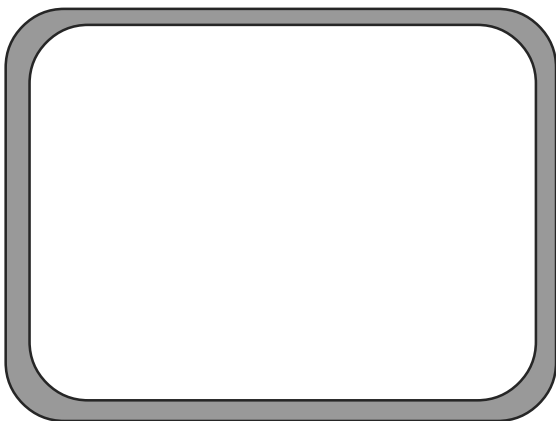
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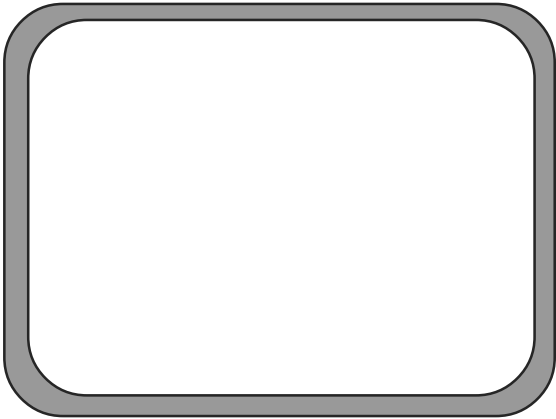
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# Remote Site Survey

Producer's Name \_\_\_\_\_ Date \_\_\_\_\_

Program \_\_\_\_\_

Site Contact: (Responsible person to sign Release!)

Name \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Site Address \_\_\_\_\_ Phone \_\_\_\_\_

Parking/Loading Dock Y / N \_\_\_\_\_ Permits Required Y / N \_\_\_\_\_

Does this site have a control room? Y / N Does this site have any equipment? Y / N

**A sketch of the site and a wiring diagram is crucial!**

\*\*\*\*\*

**Cameras:** Location/cable lengths

Camera #1 \_\_\_\_\_

Camera #2 \_\_\_\_\_

Camera #3 \_\_\_\_\_

\*\*\*\*\*

**House Audio:**

House Feed Y / N - Level: Mic / Line - Adaptor type \_\_\_\_\_ Cable Length \_\_\_\_\_

House Sound Y / N Podium/Mic Y / N Room Mics Y / N \_\_\_\_\_ Cable runs???

\*\*\*\*\*

**Your Audio:** Mics Location/cable lengths

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

Wireless Mics needed Y / N How many \_\_\_\_\_ Interference test Y / N

\*\*\*\*\*

**Power:** (Sketch outlets, main panel location, and wire runs.)

Site Electrician (Name/Phone) \_\_\_\_\_

Power Source \_\_\_\_\_ Breaker Box \_\_\_\_\_

Breakers or Fuses Breaker Amperage: 15 \_\_\_ 20 \_\_\_ 30 \_\_\_ 50 \_\_\_ 100 \_\_\_

Power Requirements (Lighting + Production Wattage) \_\_\_\_\_

AC outlets (Location/grounded/polarity/connector type) \_\_\_\_\_ Cable lengths \_\_\_\_\_

**Lighting:** (Sketch proposed light locations, power sources, wire runs, etc.)

Available Light (Type and amount) \_\_\_\_\_

Lights needed \_\_\_\_\_

Total Lighting Wattage \_\_\_\_\_ Special wire runs (safety!!!) \_\_\_\_\_

\*\*\*\*\*

**I-NET Interconnect:** (Sketch location of drop and wire runs to/from master control.)

Line/Signal Test Date \_\_\_\_\_ Modulator on Site Y / N Up/Down Pads Needed Y / N

Location of drop \_\_\_\_\_ Cable length \_\_\_\_\_

Notes \_\_\_\_\_

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**Communications/Intercom:**

Number of Headsets \_\_\_\_\_ Wired / Wireless

Where are they needed \_\_\_\_\_

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**Phones:**

Lines available? \_\_\_\_\_ Location \_\_\_\_\_

Wire runs \_\_\_\_\_

\*\*\*\*\*

**Projector Applications:** LCD \_\_\_ Video \_\_\_ Overhead \_\_\_ Slide \_\_\_

Location \_\_\_\_\_

Power Location \_\_\_\_\_

CPU Location \_\_\_\_\_

Screen Y / N Lighting control \_\_\_\_\_

Need: Curtains \_\_\_ Flash light \_\_\_ Laser Pointer \_\_\_ Table \_\_\_ Podium \_\_\_

\*\*\*\*\*

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**ATTACH SKETCH OF THE SITE AND WIRING DIAGRAMS !!!**

# My Notes

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# Class Evaluation

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**Class Dates:** \_\_\_\_\_

**Class Tin**

1 = Strongly Agree      2 = Agree      3 = Not Sure      4 = Disagr

	<b>1</b>	<b>2</b>
Did you enjoy the class?	( )	(
Was the class environment comfortable?	( )	(
Was the instructor clear?	( )	(
Are you planning to take more LTC workshops?	( )	(
Do you have a better understanding of LTC's resources?	( )	(
Do you now have a better understanding of computers?	( )	(
Do you now see computers from a new perspective?	( )	(

List three things you learned during this class.

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List three things that are not clear to you after this course.

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Are there other specific things the class should have covered? \_\_\_\_\_

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What did you like the most about the class? \_\_\_\_\_

# Which Room Do I Choose?

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Function	DUS 1	DUS 2	Edit C	iMac 1	iM
Basic Nonlinear Editing (iMovie)			!	!	
Advanced Nonlinear Editing (Premiere)	!	!	!		
DV/SVHS Cuts Only Linear Editing	!	!			
Photoshop / Graphics Production	!	!	!	!	
Digital Image Scanning	!	!		!	
Info Channel Designer Scripting	!	!			
Web Page Design	!	!			
Desktop Publishing	!	!	!		
Voice Over Recording / Sound Booth	!				
Digital Audio Recording / Editing	!	!	!	!	
CD-ROM Creation / Backup	!	!			
Cuts Only Analog Editing with IC Designer					
A/B Roll Analog Editing with Amiga					
Studio Shoot / Production					
Radio Cablecast					
Cuts Only Analog Editing without CG					
Video Tape Dubbing					
Analog Tape Screening / Logging					
Foreign Standards Conversion / Dubbing					
Web Browsing					

# Equipment Check-Out Form

**Today's Date** \_\_\_\_\_ **LTC #** \_\_\_\_\_  
**Name** \_\_\_\_\_ **Phone Number** \_\_\_\_\_  
**Program Title** \_\_\_\_\_ **Program #** \_\_\_\_\_  
**Destination** \_\_\_\_\_  
**Pick up Date** \_\_\_\_\_ **Pick up Time** 5 to 6 pm  
**Drop off Date** \_\_\_\_\_ **Drop off Time** 4 to 5 pm

<u>Item</u>	<u>Amount</u>
Digital Camera	_____
Digital Camcorder (AG-EZ30)	_____
S-VHS Camcorder (AG-456)	_____
AC adaptor	_____
Battery clip	_____
Batteries	_____
Tripod	_____
Monitor	_____
Microphone	_____
hand-held omnidirectional	_____
hand-held cardoid	_____
shotgun (directional)	_____
lavelier	_____
wireless lav	_____
Mic stand: Floor _____ Desk _____	_____
Fishpole	_____
Audio Mixer	_____
Light Kit	_____
Omni kit (3pc.)	_____
Tota kit (2pc.)	_____
Camera light	_____
Cables:	length
XLR to mini	_____
XLR to XLR	_____
BNC to BNC	_____
BNC to RCA	_____
_____	_____
Connectors / adaptors	_____
AC power cables	_____
Carry bags	_____
Headset	_____
Walkie-talkies	_____
Big Rig	_____
Laptop	_____
Other	_____

**Important!**  
Please Make Note of  
Equipment Pick Up and  
Drop Off Times Listed  
Above!

I, the undersigned, certify that all the above equipment is in good working order. I therefore assume full responsibility for loss or damage to the above, aside from normal wear and tear. Negligent handling of equipment will result in the forfeiture of use.

User at signout \_\_\_\_\_

Staff Check-Out \_\_\_\_\_ Staff Check-In \_\_\_\_\_

# Room Reservation Form

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**Your Name:** \_\_\_\_\_

**Phone # (day):** \_\_\_\_\_ |

**Project Title:** \_\_\_\_\_

**Project Producer:** \_\_\_\_\_

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## I want to reserve t

**Date:** \_\_\_\_\_ at the following ti

\_\_\_\_ I have checked the Printed Schedule posted on the board  
I've written above.

\_\_\_\_ I have checked the "Completed Forms" Box on the wall  
I've written above.

## I want to reserve the following room;

\_\_\_\_ **Edit A** - Cuts Only S-VHS Suite \_\_\_\_\_

\_\_\_\_ **Edit B** - Cuts Only S-VHS Suite \_\_\_\_\_

# Digilab Reservation Form

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**Member Name:** \_\_\_\_\_ **Today**

**Phone # (day):** \_\_\_\_\_ **Phone**

**Project Title:** \_\_\_\_\_

**Project Type (circle):** video / audio / imaging / web / print / other

**Project Description:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## RESERVATION

**Date(s):** \_\_\_\_\_

\_\_\_\_\_

### Workstation

\_\_\_\_\_ DUS2 (Premiere w/ Video capture) \_\_\_\_\_

\_\_\_\_\_ S-VHS deck / DV deck \_\_\_\_\_

\_\_\_\_\_ iMAC4 ("Og") \_\_\_\_\_

### Resources needed

#### Software

Adobe Photoshop

Adobe PageMaker

Scala InfoChannel Designer

Adaptec CD Creator

SoundForge XP

CakeWalk Pro Audio

#### Hardware

# Talent Release

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In consideration of \_\_\_\_\_  
permitting me to participate in the video tape recording of the pro

\_\_\_\_\_  
I hereby agree to his/her recording of my voice, appearance, ac  
project. I understand that this program is being produc  
Telecommunications Corporation, and that the above named pro  
distribution outside of the Lowell cable system. I am partic  
compensation. I relinquish all rights to further remuneration for th  
the above recordings.

I understand and agree that the above named producer is s  
said program and the contents and recordings thereof for all  
including without limitation throughout the world and forever  
program and/or recording thereof, including edited versions, one  
stations; to publish, disseminate and edit the text of the program i  
of any such rights to others; and the right to any other use of the p

The named above producer shall have the right to use and  
portrait, picture, recorded voice, and bibliographical material  
program or its contents, or any other use by his/her licensees of th

Further, I hereby release the above named producer, hi  
from and against claims of any nature whatsoever arising by re  
program; statements made by others on or in connection with the  
rights herein granted. I agree to indemnify and hold ha  
Telecommunications Corporation, MadiaOne cable, the City of l  
directors, agents, and employees from and against any and all cl  
and expenses (including counsel fees) arising from my appearan  
me, or, the exercise of any rights herein granted, including the rea

\_\_\_\_\_  
TALENT SIGNATURE

# Talent Release #2

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In consideration of \_\_\_\_\_  
permitting me to participate in the video tape recording

I hereby agree to her/his recording of my voice, appearance and performance in the above named project. I understand that this program is being produced by Media One of MA, a Telecommunications Corporation, and that the above named program will be distributed outside of the Lowell cable system. I am participating in the program for no compensation. I relinquish all rights to further remuneration for the above recordings.

I understand and agree that the above named producer is solely responsible for the program and the contents and recordings thereof for all purposes without limitation throughout the world and forever: to broadcast, to record, to make a recording thereof, including edited versions, one or more times, to copy, to disseminate and edit the text of the program in any form; to allow others to do so; and, the right to any other use of the program whatsoever.

The above named producer shall have the right to use and license my name, picture, recorded voice, and biographical material to advertise, promote, or otherwise use in the contents, or any other use by his/her licensees of the program.

Further, I hereby release the above named producer, her/his agents, and myself against claims of any nature whatsoever arising by reason of my participation in the program granted. I agree to indemnify and hold harmless the producer, Media One of MA, the City of Lowell, their licensees, and myself from and against any and all claims, damages, liabilities, and expenses.

# Performance Release

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I, \_\_\_\_\_ (Music Direc  
to the recording and/or taping of \_\_\_\_\_

Production) by means of the videotape and sound recording n  
\_\_\_\_\_ (Name of Pro

reproduction, copyright, exhibitions, cablecast and/or distributic  
her agent, or assign, without limitation. The signing of this tra  
remuneration for this or subsequent uses of the above reco  
recordings may be used in any manner by the producer witho

I further agree to indemnify and hold harmless the prod  
Corporation, The City of Lowell, Media One, their employees



# Copyrights and You

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You should be aware that it is not legal to use copyrighted material in your program except under very special circumstances. You are responsible for any breach of compliance with the law. LTC does not bear responsibility to pay for or be held liable for the rights of copyrighted materials contained in programming.

Common copyright works that might be included in television productions are plays, music, recordings, or broadcast materials, movies, stories, trademarks, logos and art work.

You cannot perform, screen or use a copyrighted work or portion of such work without the written permission of whoever owns the rights to that work. See the sample permission letter included in this section.

There are some exceptions made for the “fair use” purposes of criticism, comment and news reporting. For example, if your show is a book review program, it may be legal to read part of a novel. For more information on fair use, you can consult a booklet entitled “Copyright and You”, published by the NFLCP. Copies will be available at LTC.

If you wish to copyright your own work, you can write to:

The Office of Copyrights  
Library of Congress  
Washington, DC 20559

They will send you a free packet of material. There is some cost involved in copyrighting video material, and a dub of the tape is required.

The Writers Guild of America, East & West, registers and records literary property to help the author prove original ownership. If you want more information, write to:

The Writer’s Guild of America, East  
555 W. 57th St.  
New York City, NY 10019  
(202) 245-6180

# Requesting Music

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Sample Request for Permission to Use Music

TO:

Harry Fox Agency, 59th St. New York City, NY 10019

American Society of Composers, Authors and Publishers (ASCAP)  
One Lincoln Plaza  
New York City, NY 10023

Broadcast Music, Inc. (BMI)  
320 W. 57th St.  
New York City, NY 10019

Dear Sir or Madam:

I am writing to request permission to use \_\_\_\_\_ in my public access cable television program. This program is strictly for not-for-profit use over access television. This music will not in any way be used to advertise or solicit for monetary gain. Please advise me on your decision on this matter before \_\_\_\_\_ (date of your production). Thanking you in advance for your kind consideration, I am,

Sincerely,

