



# SYN TV Program Proposal Kit

# about SYN TV

SYN has produced television for broadcast on C31 Melbourne & Geelong since 2003. We are a full Member Group of C31 and currently air 10 hours of live programming per week, year round with our flagship morning show Get Cereal and the long-running music show 1700. In addition, we air seasons of standalone weekly programs from time to time.

**All producers and volunteers on SYN shows must be aged 12-25 and be a [member of SYN](#).**

Being a C31 Member Group gives approved SYN productions access to airtime without broadcast fees, as well as discounted hire of the C31 studio.

If you want to make a show through SYN, there are a number of things we look for:

- **Originality** – everyone loves shows that are unique! If your idea is fresh and uncommon in the mainstream TV landscape, you've got a greater chance of success.
- **Youth representation** – SYN exists to provide access and a voice to young people. If your program reflects these values it will be highly regarded.
- **Training opportunities** – We will love shows that are willing to include fellow SYN volunteers as part of the production team and provide on-the-job production experience.
- **Viability** – turning your SYN radio show into a TV show can be a great idea (see Get Cereal TV, Naughty Rude, The Inquiry...), but without any experience in TV production you will likely find the process difficult. If you devote some time to one of our flagship TV shows (1700 or GCTV) to gain experience, or find a co-producer who's more familiar with the demands of TV, this will improve your chances of getting your show from proposal to the screen.



# the process

When people want to make shows for C31, they must go through a three-step process. This includes firstly preparing a written proposal, and if requested by C31, producing a pilot episode. Multiple pilots may need to be submitted if there are technical or content/format concerns to be ironed out. Once a satisfactory pilot is accepted, a show may then be approved for a series.

If you want to make a TV show under SYN, your proposal first needs approval from SYN. You are, of course, welcome to submit a proposal directly to C31, but there is no guarantee that SYN will be able to support the production, even if approved by C31.

Once SYN has approved a proposal, it will then be forwarded to C31 for the programming team to consider. A pilot episode will most likely be requested, and SYN can help put producers in contact with volunteer crew. Equipment is also available to hire at no cost to SYN members.

Details on what needs to be included in your proposal are on the next page.

# what we offer

## **When you're getting your pilot together:**

- Access to SYN volunteer database to find production crew
- Access to SYN TV department for advice on content production
- SYN TV equipment hire (no cost for SYN pilots)

## **Once your series is approved:**

- Support and advice in seeking sponsorship
- Access to airtime as part of a C31 member group
- SYN acting as a production company for invoicing purposes
- Access to SYN volunteer database to find production crew
- Access to SYN TV department for advice on content production
- SYN TV equipment hire (no cost for SYN productions)
- Reimbursement for Mini DV tapes purchased at C31 preferred supplier
- SYN.org.au email address
- Program page on SYN website
- Radio spots on 90.7fm
- Promotion through SYN social networking

## **Requirements**

- SYN TV Manager to view pilot before agreeing to act as production company
- All volunteers to be SYN members
- All volunteers to be aged 12-25
- Adherence to SYN policies and procedures

# proposal

Please create a document outlining the following and email it to the TV Manager at [tv@syn.org.au](mailto:tv@syn.org.au). It can take 3-6 months to progress from proposal to series. You should receive a response to your proposal within 3 weeks of submission. If you haven't heard anything after this time, contact the TV Manager again.

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**Program Title:** Needed to ensure it doesn't duplicate any other current program. Should be around 3 words (for audience recall and TV guides); bonus points for avoiding '\_\_\_ TV' or 'The \_\_\_\_\_ Show'

**Synopsis (200 words):** We need a synopsis for the C31 web site and for the information of the Programming Department and Programming Committee.

**Outline youth representation:** How will your show represent Melbourne youth culture and/or perspectives? Will it provide training opportunities or rely solely on experienced crew?

**Episode Duration:** TV half-hour (24-25 minutes) or TV hour (48-50 minutes)

**Length of Series:** 13-week seasons are standard for C31, but other series lengths will be considered.

**Experience in television or media:** We need to be confident that your production and presentation team are able to produce the program.

**How much crew will your show require?** Do you have any crew on-board already? How many extra volunteer opportunities will your show create?

**Do you have your own editing facilities?** SYN has some computers with Adobe Premiere CS3 for those who don't.

**Do you have potential sponsors in mind?** SYN can offer sponsors some airtime in return for financial or other assistance in kind. Sponsors cannot be promoted during the program, only in sponsorship breaks. Do not approach any sponsors with offers of promotion without consulting SYN.

**Will all material be original or will some be sourced externally?** You need to prove that you have copyright clearance to permit broadcast of any externally sourced material.

**What program classification will the program generally expect to bear?** This affects the timeslots in which your program could be shown.

Please include any other information about the program you wish to provide.

# tech standards

There is a set of minimum technical standards that C31 shows must do their best to maintain, or risk being rejected for broadcast.

## Audio:

- All audio must be DUAL-MONO (same audio on both channels) normalised around -12db (no higher than -6db)
- Audio must be clear and not distorted or glitchy
- Audio tracks must be correctly in phase
- Audio tracks with buzz or hum throughout will not be accepted
- Audio recorded using an internal camera mic, or a camera mounted boom mic is not acceptable for broadcast
- Audio must be in sync with the vision
- Audio levels are consistent throughout show (from segment to segment)

## Vision:

- All Video must be submitted in 16:9 aspect ratio. (DV Anamorphic)
- Video should be of a consistent aspect ratio throughout show
- Video should be clear of all watermarks
- Vision must be correctly exposed, white balanced and focused
- All shots must be appropriately framed and unobstructed
- All sourced vision must be of an appropriate quality (ie: VHS is not acceptable quality)
- All programs should be of an appropriate length and segmented evenly
- All video should be of a correct shutter speed and appropriate format (ie: 'you tube'-style video is not acceptable)
- All graphic elements should be within 'title-safe'

Our shows also carry a SYN Media ident (a 5 second logo to identify a SYN production) at the end of each episode. This short video file is available upon request.

# questions?

If you are unsure of anything required for the proposal or have any other questions about the process, feel free to contact the SYN TV Manager at [tv@syn.org.au](mailto:tv@syn.org.au).