West Virginia CTE

Producing Live TV

Television Production Basics

1. **Understand the fundamental principles of live television production.** 1689.1
   1. Apply the fundamental principles of television production in practical exercises, such as filming short scenes, conducting interviews, or creating basic television segments. 1689.1.1

2. **Demonstrate appropriate use of camera operation, lighting techniques, and audio mixing.** 1989.2
   1. Demonstrate proficiency in camera operation by accurately framing shots, adjusting focus and exposure settings, and smoothly panning, tilting, and zooming to capture dynamic and visually appealing footage. 1689.2.1
   2. Apply various lighting techniques to achieve desired visual effects and mood in their productions. 1689.2.2
   3. Demonstrate the ability to set up and adjust lighting equipment, control light intensity and direction, and effectively use lighting accessories such as diffusers, reflectors, and gels. 1689.2.3
   4. Develop skills in audio mixing to ensure clear and balanced sound in their productions. 1689.2.4
   5. Demonstrate the ability to adjust microphone placement, control input levels, minimize background noise. 1689.2.5
   6. Demonstrate ability to mix multiple audio sources to achieve optimal sound quality and consistency. 1689.2.6
   7. Produce high-quality video content by effectively utilizing camera operation, lighting techniques, and audio mixing in their productions. 1689.2.7

3. **Understand crew positions in live production casts.** 1689.3
   1. Identify and describe the various crew positions commonly found in live production casts, including roles such as director, producer, camera operator, audio engineer, lighting technician, floor manager, and talent. 1689.3.1
   2. Understand the specific responsibilities and duties associated with each crew position in a live production cast. 1689.3.2
   3. Explain the role of each crew member in executing a successful live production, including tasks related to equipment operation, communication, coordination, and problem-solving. 1689.3.3
   4. Analyze the interactions and relationships between different crew positions within a live production cast. 1689.3.4

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5 Understand how effective communication, collaboration, and teamwork among crew members contribute to the smooth operation and successful outcome of live productions. 1689.3.5

4 **Differentiate live broadcasts and other broadcasting deliverables.** 1689.4

1 Define and describe the characteristics of live broadcasts, including real-time transmission of content, immediate audience engagement, unscripted elements. 1689.4.1

2 Identify and explain various types of broadcasting deliverables beyond live broadcasts, including pre-recorded programs, on-demand content, podcasts, streaming services, and social media platforms. 1689.4.2

3 Understand the differences in production processes, audience interaction, and distribution methods between live broadcasts and other deliverables. 1689.4.3

4 Compare and contrast the features and benefits of live broadcasts and other broadcasting deliverables. 1689.4.4

5 Analyze factors such as audience reach, production flexibility, viewer engagement, and content longevity to understand when each type of delivery method is most appropriate for different purposes and contexts. 1689.4.5

5 **Determine content to be live broadcasted.** 1689.5

1 Select program content, in conjunction with producers and assistants, based on factors such as program specialties, audience tastes, or requests from the public. 1689.5.1

2 Explore various sources for content inspiration, including current events, interviews, performances, and community activities. 1689.5.2

3 Study background information to prepare for programs or interviews. 1689.5.3

4 Define target audience demographics such as age, gender, and location. 1689.5.4

5 Determine audience preferences, interests, and behaviors. 1689.5.5

6 Evaluate audience ratings and engagement metrics to gauge reach and impact. 1689.5.6

7 Understand factors that affect content selection such as relevance, timeliness, audience interest, and potential for engaging storytelling. 1689.5.7

8 Brainstorm and develop compelling concepts for live broadcasts, including format ideas, segment planning, and creative elements such as visuals, graphics, and interactive features. 1689.5.8

9 Assess the technical feasibility of live broadcasting different types of content, considering factors such as available equipment, production resources, venue logistics, and technical requirements. 1689.5.9

10 evaluate potential challenges and constraints to ensure the successful execution of their chosen content ideas. 1689.5.10

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:**reate or prepare production schedule/timeline.** 1689.6

1. Create a detailed production schedule or timeline for a broadcast program. 1689.6.1
2. Reserve audiovisual equipment and facilities. 1689.6.2
3. Develop a comprehensive production schedule that breaks down the production process into manageable tasks, allocate resources, and establish deadlines to meet project milestones and deadlines. 1689.6.3
4. Create strategies for mitigating delays, resolving conflicts, and adjusting schedules as needed to maintain workflow efficiency and meet production goals. 1689.6.4
5. Prepare a detailed timeline that facilitates efficient workflow and project management. 1689.6.5

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7 Demonstrate the ability to write scripts for Live TV. 1689.7

1. Understand the fundamental principles of scriptwriting for live TV, including proper formatting, structure, and style. 1689.7.1
2. Define the different components of a script, such as scene headings, action descriptions, dialogue, and transitions. 1689.7.2
3. Understand the importance of clarity, brevity, and consistency in scriptwriting to effectively convey information to the production team and on-air talent. 1689.7.3
4. Identify storytelling techniques suitable for live TV, such as engaging openings, compelling narratives, and effective pacing. 1689.7.4
5. Understand how to structure scripts to maintain audience interest and create anticipation for upcoming segments or events. 1689.7.5
6. Practice incorporating hooks, cliffhangers, and other storytelling devices to capture and retain viewer attention throughout the live broadcast. 1689.7.6
7. Develop the ability to write scripts that are adaptable and flexible to accommodate changes and unexpected developments during live broadcasts. 1689.7.7
8. Research techniques for improvisation, quick edits, and on-the-fly adjustments to ensure smooth transitions and seamless continuity in the broadcast. 1689.7.8
9. Engage in simulated scenarios and role-playing exercises to practice writing scripts under time constraints and in response to real-time changes and challenges. 1689.7.9

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8 Determine technical requirements and site survey/location scout. 1689.8

1. Identify and analyze the technical requirements for a production, including equipment needs, power sources, lighting conditions, sound considerations, and logistical requirements. 1689.8.1
2. Understand how technical requirements vary based on the type of production, such as studio-based vs. on-location shoots, live broadcasts vs. pre-recorded segments, and indoor vs. outdoor settings. 1689.8.2
3. Document their findings from the site survey or location scout in a detailed report or checklist, outlining technical requirements, site conditions, and any potential challenges or opportunities identified. 1689.8.3

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4 Analyze technical requirements, assess site conditions, and develop comprehensive plans for successful productions. 1689.8.4

Production

9 Prepare graphics appropriate to live production. 1689.9

1 Develop proficiency in using graphic design software tools commonly used in television production, such as Adobe Photoshop, Illustrator, or After Effects. 1689.9.1

2 Apply graphic design skills to create a variety of graphics appropriate for use in live production broadcasts, including lower thirds, title cards, banners, logos, and on-screen graphics. 1689.9.2

3 Tailor graphics to match the style, tone, and branding of the production, ensuring consistency and coherence in visual presentation. 1689.9.3

4 Understand the technical requirements and limitations of graphics for live broadcast, including resolution, aspect ratio, file format, and compatibility with broadcast systems. 1689.9.4

5 Demonstrate techniques for optimizing graphics for broadcast, such as rasterizing text, exporting alpha channels, and converting file formats to ensure compatibility and quality on-air. 1689.9.5

10 Execute various lighting designs. 1689.10

1 Apply knowledge of lighting principles and equipment to execute various lighting designs for different types of television productions, including studio-based shows, on-location shoots, interviews, and live broadcasts. 1689.10.1

2 Create different lighting setups, such as three-point lighting, Rembrandt lighting, high-key lighting, low-key lighting, and mood lighting, to enhance visual storytelling and create specific atmospheres. 1689.10.2

3 Adapt lighting designs to meet the specific requirements and constraints of different production scenarios, such as set size, location conditions, camera angles, talent positioning, and desired aesthetic goals. 1689.10.3

11 Direct and produce a studio production. 1689.11

1 Apply directing and producing skills to lead studio productions from inception to completion, overseeing rehearsals, blocking, camera setups, lighting design, sound recording, and performance direction. 1689.11.1

2 Manage studio production logistics. 1689.11.2

3 Direct creative aspects for effective execution. 1689.11.3

4 Oversee production elements for quality output. 1689.11.4

12 Direct and produce a field production. 1689.12

1 Understand unique requirements and challenges of field production, including location scouting, outdoor shooting conditions, equipment mobility, and logistical considerations. 1689.12.1

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2 Understand how to adapt production plans and workflows to effectively execute field productions in diverse environments and settings. 1689.12.2

3 Develop strategies to address logistical challenges, weather conditions, and safety considerations to ensure a smooth and successful production process on location. 1689.12.3

4 Coordinate on-location tasks such as set-up, equipment setup, camera operation, lighting design, sound recording, and talent direction to ensure efficient and effective execution of the production plan. 1689.12.4

5 Oversee production elements to ensure seamless execution from a distance. 1689.12.5

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13 Collect, set up, and maintain props, set dressings, and scenery. 1689.13

1 Understand the importance of props and set dressings in enhancing the visual storytelling of television productions, creating realistic and immersive environments that support the narrative and character development. 1689.13.1

2 Understand the difference between props (objects used by actors during scenes) and set dressings (decorative elements used to enhance the visual appearance of sets) and their roles in creating believable and visually engaging scenes. 1689.13.2

3 Understand the importance of maintaining props, set dressings, and scenery throughout the production process to ensure continuity, safety, and visual consistency. 1689.13.3

4 Demonstrate techniques for organizing, repairing, cleaning, and storing props and set dressings to preserve their condition and functionality for the duration of the production. 1689.13.4

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14 Select appropriate music for production. 1689.14

1 Record speech, music, and other sounds on recording media, using recording equipment. 1689.14.1

2 Consider factors such as genre conventions, target audience preferences, narrative themes, pacing, and character development to inform their music selection process. 1689.14.2

3 Explore a variety of music libraries, online platforms, and licensing options to find suitable music tracks that match the desired style, tempo, instrumentation, and mood for their productions. 1689.14.3

4 Experiment with different music cues, loops, and edits to enhance dramatic moments, highlight key narrative beats, and create emotional resonance in their productions. 1689.14.4

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15 Perform on-camera production skills. 1689.15

1 Execute scripted or improvised performances with authenticity. 1689.18.1

2 Engage with the camera to establish connection with the audience. 1689.18.2

3 Follow directorial instructions to ensure smooth on-camera delivery. 1689.18.3

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4 Practice controlling nerves and managing performance anxiety to deliver natural and engaging performances that resonate with audiences. 1689.18.4

5 Develop presentation skills tailored to on-camera performance, including script delivery, teleprompter reading, ad-libbing, and improvisation. 1689.18.5

6 Practice conducting interviews with guests or subjects, demonstrating professionalism, empathy, and adaptability to elicit informative and compelling responses. 1689.18.6

7 Explore basic acting techniques applicable to on-camera productions, including character development, emotion expression, scene analysis, and blocking. 1689.18.7

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19 Perform camera movements. 1689.19

1 Operate television or motion picture cameras to record scenes for live television broadcasts. 1689.19.1

2 Instruct camera operators regarding camera setups, angles, distances, movement, and variables and cues for starting and stopping filming. 1689.19.2

3 Identify and demonstrate the effective use of various camera shots, angles, and movements for video production (production scenarios, narrative scenes, interviews, live events, and documentary shots). 1689.19.3

4 Demonstrate on-camera performance techniques necessary in TV production e.g., hand-held shooting, tripod shooting, etc. 1689.19.4

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20 Properly adjust cameras (i.e., exposure, white balance). 1689.20

1 Compose and frame each shot, applying the technical aspects of light, lenses, film, filters, and camera settings to achieve the effects sought by directors. 1689.20.1

2 Adjust positions and controls of cameras, printers, and related equipment to change focus, exposure, and lighting. 1689.20.2

3 Exemplify how white balancing affects the picture. 1689.20.3

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21 Demonstrate appropriate lens operation and framing. 1689.21

1 Operate lenses effectively for desired framing such as wide shots, close-ups, or medium shots. 1689.21.1

2 Ensure precise focusing and framing. 1689.21.2

3 Adjust lenses to achieve desired composition. 1689.21.3

4 Use framing techniques like rule of thirds, leading lines, or framing within a frame to enhance visual composition. 1689.21.4

Post-Production

22 Understand how to archive footage. 1689.22

1 Understand the importance of archiving footage in television production, including preserving historical records, ensuring access to valuable content for future projects, and complying with legal and copyright requirements. 1689.22.1

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2 Understand the potential risks of data loss, deterioration, and obsolescence, and the benefits of implementing archival strategies to mitigate these risks. 1689.22.2

3 Understand the importance of maintaining file integrity, redundancy, and backups to ensure the long-term accessibility and usability of archived footage. 1689.22.3

4 Explore archival tools and technologies used in television production, including digital asset management (DAM) systems, archival storage solutions, and cloud-based storage platforms. 1689.22.4

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23 Describe procedures for preparing production for distribution. 1689.23

1 Differentiate various distribution channels used in television production, including broadcast television, cable networks, streaming platforms, online channels, and syndication. 1689.23.1

2 Understand the characteristics, audience demographics, and technical requirements of each distribution channel, as well as the opportunities and challenges associated with distribution in today's media landscape. 1689.23.2

3 Encode or transcode media files into suitable formats for distribution channels. 1689.23.3

4 Create metadata and accompanying documentation for tracking and promotion purposes. 1689.23.4

5 Demonstrate how to optimize video and audio quality while meeting the technical requirements and compatibility standards of different distribution channels. 1689.23.5

6 Understand the importance of quality assurance in delivering a polished and professional viewing experience for audiences across different platforms. 1689.23.6

7 Create quality control procedures involved in preparing productions for distribution, including reviewing, and correcting technical issues, ensuring compliance with broadcast standards, and conducting final checks for errors or inconsistencies. 1689.23.7

8 explore distribution agreements, licensing arrangements, and rights management considerations involved in distributing television productions to third-party platforms and networks. 1689.23.8