



# CCI TV BROADCAST GUIDE

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## CCI TV - television production

TV production is very hard work, and it can sometimes take weeks to make just a few minutes of worthwhile TV content. We usually generate TV content via the curriculum and primarily via the course BSc Television and Broadcasting (TVB). The tutors and students of TVB, including the TV studio support staff, are all very happy to meet with anybody who might want to have student or staff work broadcast. Our aim is to alleviate the usual stress that TV production can incur from any contributors with an aim to help transfer information into televisual content. After all, this is a faculty resource, and it would be great if everyone reaped the benefit.

We will, without fail, broadcast a live show every week over the entire academic year, and this is one of our strengths as a TV broadcasting university, making us somewhat unique.

So, what are our viewing figures and how accessible is our TV content?

The TV channel is operated by a real TV broadcast server, and this allows unlimited scheduling, high definition quality transmission, which also provides the best means to screen to television's or any other device (for example, the Portsmouth Big Screen, projections onto walls, etc). We have recently began using YouTube to transmit our 24/7 channel, and this means CCI TV can now be viewed on phones and tablet devices.

*We are always on the lookout for TV content and it would greatly help our cause if unit coordinators were to make the CCI TV Channel one of the expected platforms for submission.*

The live shows attract approximately **1000 viewers each week.**

Our video on demand archive (via vimeo) has had **31,000+ views since 2011.**

Our facebook presence has engaged audiences of up to **4000 per week.**





## Broadcasting:

The following lists some of the issues that we might need to overcome to ensure the broadcast of any desired media. So yes, this is our small-print.

**Copyright** – Our broadcasts have to be legitimate, and we cannot transmit images, video and sound that is owned by someone without explicit permissions or rights clearance.

The course team can help (and in some cases deal with) copyright and other essential paperwork such as release forms, but educational agreements that allow certain use of vision and media sound in the classroom do NOT cover what we do. Although this might be seen as a major stumbling block for some, there are many factors that allow us to work around this limitation.

The audio network campus license gives extensive use of a music library to students and staff and it is a UoP major asset. Using this service helps bypass the messy process of music sites that might, or might not be legitimate sources. It has transformed the way in which we apply music to student videos films and it is available to all – see your course leader or head of school for more details.

**Quality** - Not every course is focused on producing 'broadcast' content, and we do realise that our TV technical specification can be a little intimidating. There is also the issue of acceptable content being broadcast at the correct time. For example, the Portsmouth Big Screen transmits very general and safe content to any of the potential 25,000 audience that it may address each day. Violence and inappropriate language is an obvious no-go area for Big Screen transmissions, and CCI also keep that sort of content to the 9pm schedule.

We are very happy to give out various forms of our technical specifications guidelines, and this can give essential information on frames rates, aspect ratios and other encoding considerations.

Regarding standards and quality, our issues concern being able to physically screen the required content from a technical perspective. Some formats that are given to us are impossible to deal with. Obscure video codecs will sometimes not open, or cannot be displayed as intended.

We truly wish to screen and exhibit work from our faculty, so if copyright and technical issues are not an issue, and if content is deemed suitable for the time it will be screened, we will do our best to televise what is given to us attributing all of the required credit to student and course team.

**Notice** - We also thrive on good notice, and requests to film the very next day are too problematic to deal with. In some cases even a weeks notice can be too short, so please contact with as much notice as possible.





Get Broadcasting! Some Help.....

Here at CCI TV our mission is to feature what is happening in the CCI Faculty via television and video. We appreciate that you may not be keen to appear on TV, but fear not!

We believe the Faculty is full of great stories, talent and produced work, and we want to communicate this to the outside world. We think its good for CCI, our staff and students to boast about their achievements.

We want to feature the schools, our courses and both student and staff work. The only costs involved is a little bit of your time to make sure we broadcast the right story.

The following is to help you plan how to showcase.

1. I have a course that I wish to feature and talk about, what is the next step?
  - a, Firstly, email [ccitv@port.ac.uk](mailto:ccitv@port.ac.uk) - we will get in touch and have a chat with you about the work you wish to feature, likely times-scales, etc.
  - b, We might be able to plan a visit and film students and staff on location, however, this requires a little bit of notice so please plan early.
  - c, If a location recording is of interest please of an event that would be good to film. A busy, vibrant atmosphere will be easy to convey in a short film focusing on the course team, a taught unit, etc.
  - d, If there is no planned event, perhaps visiting the CCI TV studio is the next best option? We can film either an interview or a piece to camera that discusses a particular topic, and we can cut to images of chosen work throughout.
2. I know what I want to talk about and want to screen, but how do I make it 'broadcast' worthy?
  - a, Broadcasting content to a wide audience is something that we specialise in, so once you have enquired about getting involved we will help to develop a 'broader' interest factor that might help communicate what you wish to feature.
  - b, Considering an 'audience' need when presenting anything is daunting. Ask specific questions of the topic you wish to have screened, for example: This was the brief, this is my interpretation of a brief, this course is unique because..., there is some interesting background on how this was made...

c, Addressing an audience requires a good understanding of narrative, and developing a 'hook' to the story will really help. We will be able to help you with this.

3. I'm not a 'show-off' and appearing in a video item is my worst nightmare!!

a, the good news is, you don't have to appear at all! We could just use a sound interview, or we could even take a written statement from you and use as text on the screen.

4. I'm not sure that I have anything that can be screened via the means of video/ TV?

- a, If in doubt it might still be worth asking. People often underestimate how interesting their topic is to other people.
- b, Getting featured is the main aim, and sometimes it might just be a case of having your work (or event) mentioned rather than extensively filmed.

5. Sorry, I do not understand your technical video requirements??

- a, Don't worry! The 'tech spec' is something that has to happen to allow broadcast, but we do not expect anybody outside of a TV course to understand our requirements.
- b, Please get in touch and we can help advise on what may need to be altered or amended to help your work get broadcast!

6. I want my work screened on the Portsmouth Big Screen (PBS) in Guildhall Square

- a, Our first response is - Be aware that content generated for PBS screening is subject to many limitations
- b, The PBS has strict broadcast guidelines because of the very general audience that walk by it. Blood, horror, nudity and violence are all definite no-go's. Bad language is also off limits and basically, if you wish to use the PBS, the work has to carry a 'U' audience rating.





**Some examples of content we would welcome:**

**Keynote lectures to camera** – this requires some pictures and maybe supporting slides. We can offer an auto cue if required, but this can stifle the flow of lectures/keynotes.

**Roundtable panel discussion** (either recorded or live)

**Photography programmes** (with or without interviews)

There are issues with displaying portrait photography via television, and the image can look a little lost no matter how large the screen. We would recommend a collection of landscape images for this reason.

**Animations and Graphics** - Colour space between print and TV is rather unforgiving, and can dramatically change the intended look of something. We have no doubt that this has put tutors and students off before. We can however provide guidance on how to maintain or substitute various colours.

We have found that students who produce work for this broadcast platform become very focused and passionate about getting screened, and as mentioned before, with the sorts of audience figures that we are now receiving, I hope the benefits are very clear to all.

We look forward to hearing from you.

**Thanks - The CCI Broadcast Team**

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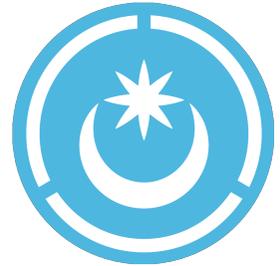
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