

AUSTIN PUBLIC



PROGRAMMING YOUR FILE

AUSTINFILM.ORG

How to Contact Programming

Charles Wright, our Programming and Production Associate, handles all programming duties and can be reached @ charles@austinfilm.org

Programming overview

- Google Fiber channels 10, 11 & 16 – HD Signal
- Spectrum channels 10, 11 & 16 – SD Signal
- Grande Communications channels 10, 11 & 16 – SD Signal
- AT&T Uverse channel 99 – SD Signal
- Online stream through www.austinfilm.org/austin-public/watch - HD Signal
- Roku App – Search “Austin Public”
- Apple TV App – Search “Austin Public”

Submitting Content

To submit Content you have to:

1. Have a current Producer subscription
2. Take the Media Policy Class

We have two uploading option:

UPLOAD FROM HOME:

1. Got to: <https://connect.telvue.com/media/all>
 - Login: apcontent
 - Password: APcontent
2. Click the “Media” tab
3. Drop your file into where it says **Drop files on page to upload**

You can also put your description into the upload info sections.

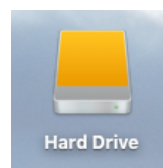
There is a 10GB maximum on the file size. Anything over 10GB has to be uploaded at in the building.

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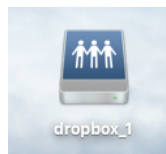


UPLOAD FROM OUR BUILDING:

1. Connect your hard drive to black monitor in back right of Austin Public's lobby or on the outside kiosk through the fire wire and USB ports. Combination to the lock on the power outlet is 360.
2. Locate your hard drive on the desktop and locate the file you want to submit.



3. Drag and drop the file into the blue icon for Austin Public drop box on the desktop. (Should be in top right of Desktop)



4. Fill out and send the "Submit Show" form on our website within 24 hours of dropping off a file.
 - <https://www.austinfilm.org/austin-public/submit-a-show>

* We do not accept tapes or DVDs. We only accept Digital Files

Please Note: There is a 5-day processing period between the time you submit your file and when it will cablecast. If there is a technical problem with your file then staff will notify you within these 5 days. You can find out if your show form has been approved under the "Shows" tab on your profile.

Technical requirements:

There are two important technical requirements to adhere to:

- 1) **FADE IN AND OUT** - We require a fade up from black at the beginning of the video and a fade down to black at the end of the video. There needs to be only 1 second of black at the very beginning and at the end of the show.
- 2) **10 SECOND TAG AT THE END OF YOUR FILE** - All files submitted (except promos) must have a local identification tag for 10 seconds at the end of the program (after last video and credits). This tag must include legible text with the Producer's name and at least 1 of the following 3 items: (1) a

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working phone number, (2) physical address (It can be a PO Box) or (3) the active email address used on your AustinPublic.org Producer account. A website and/or social media links are optional. The Tag must be STATIC for 10 seconds and not scrolling or moving in anyway. This tag is included in the total run time of 28:30 and 58:30 for Series files.

Naming Your File:

When naming your digital file, please use the following format:

- a) **The first 4 characters** - Acronym of your project title - all CAPS, no spaces, no numbers, no special characters, no punctuation marks.
- b) **The next characters** (5 - 8 characters long) - Episode Name - all lowercase, no spaces, no numbers, no special characters, no punctuation mark.
- c) **The last 3 characters** - Episode Number - just numbers, no spaces, no special characters, no punctuation marks.

Example Name: If the name of your show is “Austin Public Training Department - Camera Class #1”. Your File Name Could Be: **APTDCamclass001.mov**

Formatting:

We accept a wide range of file types and High Definition (1920x1080) is our preferred resolution. **The main thing to know is that your file needs to have a frame rate of 29.97 frames per second.**

Every file that is dropped off at on the computer in the reception area of our building is encoded for playback to: 16:9 1920x1080i @ 29.97 fps MPEG 2 file

Types of Programming:

There are 3 types of programs you can submit. All 3 require the file to be dropped off in Austin Public's upload station with a Submit Show form filled out online.

- **Promo** (No extra Cost)
 - 15-90 second video to promote your show on the channels
- **Independent Shows** (No extra Cost)
 - Shows of any length that will cablecast at programming department's discretion or a Producer can request an airdate.

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- **Series** (minimal fee for a Series ranging from \$15-\$40 for the full 4-month season)
 - A Season of weekly programming that cablecasts at the same time and same day of the week for a 4-month span
 - Series programs must be:
 - 28:30
 - 58:30
 - 1:28:30

Please Note: If a Series Show is not timed correctly the digital file will be rejected.

The three Series Seasons:

- Summer Season May 1 to August 31
- Fall Season September 1 to December 31
- Winter Season January 1 to April 30

Check the "SERIES" link on the Austin Public homepage of Austinfilm.org for the current cost of a Series and additional Series Policy and Procedures.

- www.austinfilm.org/austin-public/series