

HOW TO PROGRAM YOUR SHOW

HOW TO CONTACT PROGRAMMING

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HOW CONTENT IS DISTRIBUTED

- 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” - HD Signal
- Apple TV App – Search “Austin Public” - HD Signal
- Personal social media live streams from Studio 1, 2 or 3

HOW TO SUBMIT CONTENT TO AUSTIN PUBLIC

To submit Content you have to complete the 4-step startup process to become a Producer.

- 1) Attend an Orientation
- 2) Complete the Producer Survey and supply copy of photo ID and proof of residency
- 3) Complete the Media Policy class
- 4) Pay a Producer Program subscription (monthly or yearly)

Step 1: upload your file (either onsite or online)

Upload Online:

- 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.

- 4) Fill out and submit the “Add a New Show” form through the producer Portal. Make sure to create a Project through the portal first and then you’ll see this link appear. We have training videos online here to learn how to use your Portal:
<https://www.austinfilm.org/austin-public/training-videos/>

There is a 10GB max on the file size.

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 Producer Portal.

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 working phone number, (2) physical address (It can be a PO Box) or (3) the active email address on file with the Austin Film Society. 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 DIGITAL FILE:

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

- 1) **The first 3-4 characters** - Acronym of your project title - all CAPS, no spaces, no numbers, no special characters and no punctuation marks.
- 2) **The next characters (5 - 8 characters long)** - Episode Name - all lowercase, no spaces, no numbers, no special characters, no punctuation mark.
- 3) **The last 2-3 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 - Camera Class #1”.

- Your File Name Could Be: APTcamclass001.mov

FORMATTING YOUR FILE:

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 or uploaded online with a Submit Show form filled out through the Producer Portal.

- 1) **Promo** (No extra Cost)
 - a. 15-90 second video to promote your show on the channels

- 2) **Independent Shows** (No extra Cost)
 - a. Shows of any length that will cablecast at programming department's discretion or a Producer can request an airdate

- 3) **Series** (minimal fee for a Series ranging from \$15-\$40 for the full 4-month season)
 - a. 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 or 1:28:30 in length.
 - b. **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