

## PRODUCER PROGRAM OVERVIEW

MORE INFO: [austinfilm.org/become-a-producer](http://austinfilm.org/become-a-producer)

An **AUSTIN PUBLIC “PRODUCER”** is an individual, Ages 15 and up living within our service area, who cablecasts portions of their content onto Austin’s Public Access channels and streaming services that may opt into becoming certified to use the production resources at Austin Public.

### PRODUCER PROGRAM FEE

Airing content is free but there is a yearly or monthly subscription payment to access the production resources:

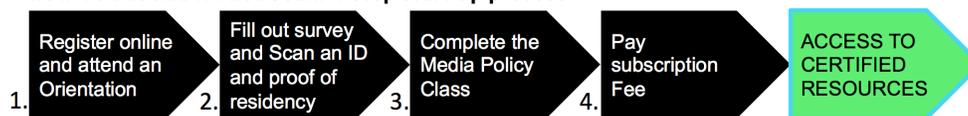
**Yearly subscription:** \$120/year

**Month-to month subscription:** \$12/month

**CONTENT PRODUCERS:** If you’re only interested in utilizing our content distribution then you’ll complete steps 1 - 3 below but there is no subscription fee required. Airing content is free of charge. Series fees still apply.

**SCHOLARSHIPS:** We offer partial and full scholarships for the certification training and subscription payments to access the production resources. For more information: [austinfilm.org/austin-public/become-a-producer](http://austinfilm.org/austin-public/become-a-producer).

### HOW TO BECOME A PRODUCER: 4 step start up process



### STEP 1: COMPLETE ORIENTATION - 1-HOUR | FREE | REGISTER ONLINE - **Required**

Learn about the process of becoming a Producer, taking classes and getting certified to reserve the equipment and production spaces as well as how we distribute your content to the Austin community.

### STEP 2: FILL OUT THE PRODUCER PROGRAM SURVEY - **Required**

A program survey will be sent out after Orientation. In this survey you will provide a scan of a government issued photo ID and a document that proves your residency within Travis, Williamson, Bastrop, Hays and Caldwell Counties.

### STEP 3: ATTEND THE MEDIA POLICY CLASS - 2.5-HOURS | \$35 | REGISTER ONLINE - **Required**

This class covers certain rules and regulations regarding cable television and the type of content that may be submitted for playback on the public access cable channels and online streaming.

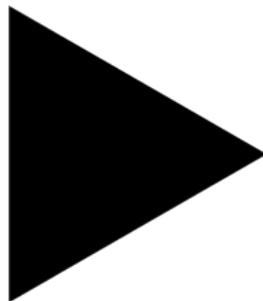
### STEP 4: PAY YOUR PRODUCER FEE

REQUIRED TO ACCESS THE PRODUCTION RESOURCES (MEETING SPACES AND EQUIPMENT)

Decide whether to pay the yearly subscription @ \$120/year or pay month-to-month @ \$12/month.

**YOU'RE NOW A PRODUCER!** You now have access to submit content for distribution. If you've paid a subscription you also have immediate access to (1) the conference room, (2) computers access and (3) the audio booth. All other resources are provided through certification classes.

## 5: TAKE CERTIFICATION COURSES TO GAIN ACCESS TO EQUIPMENT AND STUDIOS



**CERTIFICATION COURSES:** Nearly every resource at Austin Public has a certification course associated with it. Producers are able to reserve a resource for no additional cost (above the cost of the course and the subscription) but will first need to complete the associated certification course.



### **INTRO TO SONY CAMERAS: FUNCTIONS & FUNDAMENTALS**

3.5 HRS. | \$40 AFS MEMBER | \$45 REGULAR PRICE

This class provides basic camera fundamentals training, an overview of Sony camera functions and safety and provides certification for several of the Sony cameras in Austin Public's inventory.

This class certifies Producers in the following equipment to then reserve at no additional cost:

- Sony Z280, Sony FX3, Sony A7Sii and Sony FS5 cameras
- Sachtler Fluid Head Tripod
- 7" video monitors and prime lenses



### **INTERMEDIATE SONY PXW-Z280 XDCAM CAMERA**

3 HRS. | \$40 AFS MEMBER | \$45 REGULAR PRICE

This intermediate class provides more in-depth training and hands-on practice with the Sony PXW-Z280 camcorder and camera accessories.

This class certifies Producers in the following equipment to then reserve at no additional cost:

- Sony PXW-Z280 Camera
- Sachtler Fluid Head Tripod
- 7" video monitors



## **INTERMEDIATE SONY FX3 DIGITAL CINEMA CAMERA**

3 HRS. | \$45 AFS MEMBER | \$50 REGULAR PRICE

This intermediate class provides more in-depth training and hands-on practice with the Sony FX3 digital cinema camera and accessories.

This class certifies Producers in the following equipment to then reserve at no additional cost:

- Sony FX3 4K Cinema Camera body & Sony 18-105 Zoom E-Mount Kit Lens
- Sachtler Fluid Head Tripod
- 7" video monitors and prime lenses



## **INTERMEDIATE SONY FS5 DIGITAL CINEMA CAMERA**

3 HRS. | \$50 AFS MEMBER | \$55 REGULAR PRICE

This intermediate class provides more in-depth training and hands-on practice with the Sony FS5 digital cinema camera and accessories.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Sony PXW-FS5 XDCAM 4K Cinema Camera body & Sony 18-105 Zoom E-Mount Kit Lens
- Sachtler Fluid Head Tripod
- 7" video monitors and prime lenses



## **INTERMEDIATE SONY FX9 DIGITAL CINEMA CAMERA**

3 HRS. | \$50 AFS MEMBER | \$55 REGULAR PRICE

This intermediate class provides in-depth training and hands-on practice with the Sony FX9 digital cinema camera and accessories.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Sony FX9 6K Sensor Cinema Camera body & Sony Kit Lens
- Sachtler Fluid Head Tripod
- 7" video monitors and prime lenses



## RED KOMODO: TECHNIQUE AND WORKFLOW

10 HRS. | \$115 AFS MEMBER | \$125 REGULAR PRICE

This advanced cameras class provides an overview of the physical build out of the camera, comprehensive instruction on settings, screen customization, RED RAW Codec, auto-focus, and the latest functions of the RED CONTROL application.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- RED Komodo Production Kit and Sachtler Fluid Head Tripod
- SmallHD 7" Monitor
- Rokinon Xeen Cinema Lens Kit
- DZOFilm 20-55mm & 50- 125mm T2.8 Super35 Zoom Lenses



## CINEMATOGRAPHY TECHNIQUES & AESTHETICS

3 HRS. | \$40 AFS MEMBER | \$45 REGULAR PRICE

This class is designed to develop visual storytelling skills for producers with basic experience with cinema cameras. It focuses on how cinematic visual storytelling design helps filmmakers express ideas on an emotional level.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Rokinon E-mount prime lenses: 16mm, 24mm, 35mm, 50mm & 85mm
- Rokinon EF-mount prime lenses: 24mm, 35mm, 50mm & 85mm
- E & EF-Mount 70-200 Zoom Lens
- Metabones E-mount to EF-mount adapter



## CAMERA RIG AND STABILIZERS

3 HRS. | \$40 AFS MEMBER | \$45 REGULAR PRICE

This class is designed to train the camera rigs, grip gear and accessories Austin Public has to offer. It focuses on the proper set up and safety of the equipment and allows time to get additional hands on practice with the cameras equipment.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Dana Dolly Kit
- DJI Ronin-S gimbal kit & RS2 gimbal kit
- Easy Rig with quick release
- VariZoom Solo Jib Kit with Tripod and Slider Dolly
- SHAPE Shoulder Mounts with Matte Box for all types of cameras
- 4' Glide Gear Camera Slider
- Teradek Bolt Pro Wireless Video Transmitter & Receiver
- Spider Pod platform
- Hi Hat with fluid head, Gorilla pods & Camera handles and grips



## AUDIO SERIES 1

3.5 HRS. | \$40 AFS MEMBER | \$45 REGULAR PRICE

This class teaches students basic audio techniques and provides hands-on training and certification on all of the basic field audio gear Austin Public offers.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Shure SM93 & ECM 77B Wired Lavalier
- Sony Wireless Lavalier kit
- Sennheiser Wireless Lavalier kit
- Sony ECM 670 Shotgun Mic
- Sennheiser ME66 Shotgun Mics
- Zoom H6 audio recorder
- Elettro-Voice RE50 handheld mic
- Boom poles, shock mounts & Rycote Softie wind screens
- XLR Cables, 1/4 Inch Cables & audio adapters



## AUDIO SERIES 2: INTERMEDIATE TECHNIQUES

3 HRS. | \$50 AFS MEMBER | \$55 REGULAR PRICE

This in-depth, onsite class is specifically designed to teach intermediate audio techniques as well as provide best practices and professional tips and tricks for capturing audio during your productions as well as

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Zoom F6 Audio Recorder
- RODECaster Podcasting Kit with RODE Podmics
- RODECaster Podcasting Kit with Electro-Voice RE20 Mics
- Yamaha analog audio mixer
- Mackie analog mixers
- Sound Devices Audio Mixer Deluxe



## BLACKMAGIC MULTI-CAM FIELD PRODUCTION

3 HRS. | \$65 AFS MEMBER / PRODUCER / PUBLIC

This intermediate class covers the setup, general operation and workflows for the devices included in our Blackmagic Design multi-camera field production kits.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Blackmagic Design ATEM Mini Pro switcher and 6K Pocket Cameras (x3)
- RODECaster podcast audio board and SHURE SM7B Microphones (x3)
- 13" Macbook Pro laptop and 15.6" portable monitor
- Manfrotto Tripods and/or Gorilla Pods
- HDMI & XLR Cables and other needed accessories



## LIGHTING & GRIP TRAINING

3 HRS. | \$40 AFS MEMBER | \$45 REGULAR PRICE

This class teaches students basic lighting and electrical safety and techniques and provides certification on all of the field lighting and grip gear Austin Public offers.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Lowel Omni 500W and Total kits
- Lowel Rifa Soft Box (various sizes)
- Dracast 1k Bi-Color Dimmable LED panels
- Dracast 500 Flexible daylight LED panels
- Kino Flo Diva Lite
- Kino Flo Freestyle 312 LED Light Kit
- Aputure Light Storm LS 300 X plus accessories
- Generay Full Moon 18 bi-Colored LED light
- Arri 4-light Kit with 650 & 300 watt Fresnel lights + 750 flood
- Light Panel LED on-camera light
- Luxli Cello 10" on-camera or stand LED light
- Collapsible Reflectors, LG Metal, other Reflectors/bounce boards
- Matthews Studio Equipment Scrim Kits (2 kit sizes)
- Diffusion frames and floppies
- Various C-Stands, clamps. Boom pole holders and monitor mounts, etc.
- Other accessories: Sand Bags, Apple Boxes, Scissor Clamps, etc.

## **STUDIO 3 TRAINING (podcast space)**

3 HRS. | \$45 PRODUCERS AND CREW ONLY

This class provides hands-on certification training for Studio 3, a large office sized podcasting space. You will learn how to operate the 2 robotic studio cameras, audio board, Ross video switcher, Ross Expression software and more.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Studio 3 space
- Additional studio vocal microphones
- Mic stands (Floor & Desk) and HDMI and XLR Cables

---

## **STUDIO 2 TRAINING**

4 HRS. | \$65 PRODUCERS AND CREW ONLY

This class provides hands-on certification training for Studio II, a 340 sq. ft. studio. You will learn studio terminology, Sony robotic cameras, LED studio lighting and more. This class does not cover the Control Room

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Studio 2 (340 sq. ft. TV studio)
- C-stands & mic stands (Floor & Desk)
- HDMI and XLR Cables, Intercom belt packs & Headsets for crew

---

## **STUDIO 1 TRAINING**

4 HRS. | \$65 PRODUCERS AND CREW ONLY

This class provides hands-on certification training for Studio I, a 1200 sq. ft. studio. You will learn a more advanced DMX lighting system, studio cameras, prop room, loading dock, and more. This class does not cover the Control Room

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Studio 1 (1200 sq. ft. TV studio)
- C-stands & mic stands (Floor & Desk)
- HDMI and XLR Cables, Intercom belt packs & Headsets for crew

## **STUDIO 1 & 2 CONTROL ROOM TRAINING (STUDIO TRAINING REQUIRED)**

10 HRS. | \$50 PRODUCERS AND CREW ONLY

This class provides hands-on training for Studio 1 and 2's Control Room. You will learn all the devices in the control room not taught in the other two studio training classes as receive some practice time to put all your skills together for a studio multi-cam production.

**Studio 1 or Studio 2 training required first before taking this class.**

---

## **AUDIO PRODUCTION SUITE & PRO-TOOLS SOFTWARE**

6 HRS. | \$75 AFS MEMBER | \$85 REGULAR PRICE

This class is an introductory and comprehensive hands-on understanding of the industry standard Pro Tools DAW (Digital Audio Workstation) software. It focuses on standard techniques of audio capture, editing for film, audio, music, and podcasting applications, as well lab time in Austin Public's new Audio Production suite.

This course certifies Producers in the following equipment to then reserve at no additional cost:

- Access to the audio board, editing computer and controls of the Audio Production suite

---

## **STUDIO CREW CERTIFICATION**

45 MIN. | FREE

This safety class is required for those working on a Production in an Austin Public studio. Studio safety is the reason this class exists but basic info about cameras, lighting, audio and the control room will be given. The crew class posted on the website are for the studios. A crew certified person is not required to become a Producer to work on a production. A Crew class can be requested and given by appointment by emailing [josh@austinfilm.org](mailto:josh@austinfilm.org)

## **INTRO TO ADOBE PREMIERE EDITING**

6 HRS. | \$85 AFS MEMBER | \$95 REGULAR PRICE

Adobe's Premiere Pro editing software is one of the most widely used programs on the market. Take this class to learn Adobe Premiere CC and a basic editing workflow using the software.

---

## **INTRO TO ADOBE AFTER EFFECTS: MOTION GRAPHICS**

6 HRS. | \$85 AFS MEMBER | \$95 REGULAR PRICE

Adobe After Effects is a compositing, motion graphics, and digital visual effects application developed by Adobe Systems and used in the post-production process of filmmaking and television production. This introductory Adobe After Effects CC class will teach the basic workflows for creating motion graphics.

---

## **INTRO TO ADOBE AFTER EFFECTS: VISUAL FX**

6 HRS. | \$85 AFS MEMBER | \$95 REGULAR PRICE

Adobe After Effects is a compositing, motion graphics, and digital visual effects application developed by Adobe Systems and used in the post-production process of filmmaking and television production. This introductory Adobe After Effects CC class will teach the basic workflows for creating visual effects.

---

## **ADOBE SUITE FOR VIDEO PRODUCTION**

6 HRS. | \$85 AFS MEMBER | \$95 REGULAR PRICE

This class starts in Adobe Premiere and will switch from one app to another using the Adobe Dynamic Link feature as an efficient way to improve your video production workflow. We will use real life examples and assets to generate a TV commercial from scratch. Using integration between apps, we'll create a master project within Adobe Premiere and from there we'll link and open assets and files to other Adobe apps. Basic knowledge on Premiere and After Effects is needed. Basic knowledge of Audition and media Encoder is not required but would be helpful.

---

## **INTRO TO 3D ANIMATION (Blender Software)**

6 HRS. | \$85 AFS MEMBER | \$95 REGULAR PRICE

Blender is the free and open source 3D creation suite and it supports the entirety of the 3D pipeline—modeling, rigging, animation, simulation, rendering, compositing and motion tracking, even video editing and game creation. Take this class to learn to learn Blender and the basics of 3D animation software and workflows.

# AUSTIN PUBLIC



## **INTRO TO DAVINCI RESOLVE**

6 HRS. | \$85 AFS MEMBER | \$95 REGULAR PRICE

This course will cover all aspects of DaVinci Resolve software with a focus on the craft of color correction. We will cover basic concepts of editing, finishing and post workflows, as well as touch on the technical and aesthetic theories that influence colorists.

**LABS & ADDITIONAL CLASSES - Scheduled Every 1-4 months**

**REGISTER ONLINE - [austinfilm.org/classes-events](http://austinfilm.org/classes-events)**

## **PRE-PRODUCTION PLANNING**

3.5 HRS. | \$35 AFS MEMBER | \$40 REGULAR PRICE

This is a 3.5-hour course to help turn your film from just an idea to a list of action items and deadlines. Geared towards narrative filmmaking, this class offers tools applicable to planning shoots for live events, documentaries, and music videos. This class is a great guide on what to plan and consider as you gear up to film your idea.

---

## **FIELD LIGHTING TECHNIQUES & AESTHETICS**

3 HR. | \$40 AFS MEMBER | \$45 REGULAR PRICE

This 3-hour, online intermediate class focuses on how professional cinematographers design cinematic lighting for storytelling, from 4-point lighting and beyond. The class is designed to give insight on how professional cinematographers approach, plan, and carry out creative lighting for different projects.

---

## **PRO INDIE SET ETIQUETTE & SAFETY**

3 HR. | \$40 AFS MEMBER | \$45 REGULAR PRICE

During this 3-hour, online class participants will receive a thorough explanation about the key film set leaders, their roles and responsibilities, and how their work supports each other as well as the project's creative and logistical goals. The instructor will also discuss the professional standards and etiquette of working on a professional film set, which is also commonly referred to as "the craft."

# AUSTIN PUBLIC



---

## **INTERMEDIATE EDITING with ADOBE PREMIERE**

3 HRS. | \$55 AFS MEMBER | \$65 REGULAR PRICE

Designed to develop visual storytelling skills for individuals with basic Adobe Premiere editing software experience. It focuses on standard industry editing concepts for video and audio, to more efficiently edit and manage projects for export.

---

## **VIDEO POST PRODUCTION WORKFLOW**

8 HRS. | \$150 AFS MEMBER | \$160 REGULAR PRICE

This 8-hour workflow will delve deeply into the management of data, information, and people to most efficiently produce creative works of cinema. All stages of filmmaking will be examined, with an emphasis on creating tools between production and post-production in order to consolidate costs and open up budget to be used on screen.

---

## **POST PRODUCTION FOR DIGITAL DISTRIBUTION**

4 HRS. | \$70 AFS MEMBER & REGULAR PRICE

This 4-hour workflow course will present some of the specific workflow tips to work with Sony A7Sii and FS5 in Adobe Premiere and prepare it for Austin Public's broadcast, Internet streaming and video on demand as well as your own distribution. It will look at the management of data, information, and people to most efficiently produce creative media with these and other cameras.