

## **HOW MUCH? HOW OFTEN? WHEN?**

To accommodate as many user organizations as possible:

- 1) User organizations may broadcast on "**Community Hotline**" once a week for up to five weeks in the first 13-week season of their appearance. After five appearances on the program broadcast may be limited to once a month. Due to high use during election times, reservations will be limited to two per organization during the two months prior to an election. Advance reservations are required.
- 2) If you must cancel, **Community Hotline must be notified one week prior to your scheduled appearance** to allow time to find a replacement. Cancellations with less than one weeks notice, or repeated cancellations, may result in the loss of the privilege to use *Community Hotline*.
- 3) No user organization program may exceed 15 minutes in length without prior approval. The studio director will notify the speaker(s) at 14 minutes that there is one remaining minute in the program, and may turn off the system when the 15-minute time limit is up. If your message is less than 15 minutes long the director will turn off the system after you make closing remarks.
- 4) Program participants should arrive at the station by 6:30 PM and be prepared to be at here until 8 PM when the live show is over. The three scheduled organizations will appear at different time-slots during the hour. Requests to have your organization appear at a particular time-slot will be considered but can not be guaranteed due to the nature of live television. Organizations who arrive late may be asked to appear during a later time-slot to allow for program preparation.

## **The "Community Hotline" Equipment:**

"**Community Hotline**" is broadcast live from the MetroEast Community Media studio. The program set can physically accommodate up to three participants at one time. One camera will present the person from your organization acting as the host. Another camera can present the additional program participants. A third camera will show a shot of all the segment participants on the set. A small camera stand outside of the studio will be used to get visual aids that the speakers would like to show.

MetroEast staff, interns, or certified volunteers who have been trained to use the video equipment in the studio will be operating the cameras, the audio board, the character generator (which allows graphics or other visual aids to be displayed), and the switcher which controls the image which is broadcast over the air. Community volunteers also organize and direct the airing of the program. When a representative of your organization is speaking live on the program, the floor director will let them know with hand cues when it is time to begin and time to wrap up.

## **A Few Pointers For Speakers:**

- 1) **Don't Read Your Presentation.** Jot down key ideas, and glance at them only when necessary.
- 2) **Be Organized.** Each speaker should introduce himself or herself, and the organization. Summarize the ideas and topics which will be discussed on the program, then conduct the discussion. Finally, recap the main points which have been covered.
- 3) **Use Visual Aids.** You may wish to use logos, photographs, or other graphic materials to enhance your organization's segment. Please limit the number of visuals to around 5 and be flexible about when the director will show them during your presentation. The camera stand can accommodate 31/2X5" to 81/2X11" sized visuals. Larger visuals should be mounted on posterboard. A videotape may also be shown during your presentation. Note that copyrighted materials may not be used unless your organization has received the necessary prior written permission (and paid any fee required by the copyright holder), or the use is within the limits of the "fair use" doctrine.
- 4) The host should **Look Directly Into The Camera Lens** to acknowledge the viewers at your segment open and close. During most of the segment the host and guests can try to **Forget About the Cameras and Have a Conversation with Each Other.**
- 5) **Try Not To Hurry.** A great deal can be said in 15 minutes and there is always the opportunity to appear on the program again. Pace your presentation accordingly.
- 6) **Relax And Enjoy Yourself!**

**Further Questions?** Call Alison, the program producer at **503-667-8848 ext. 340**