

DCTV ENCODING PROCEDURES

In an effort to improve our telecasting process, the DCTV staff has been working diligently with our manufacturer, Tightrope in completing a major overhaul and upgrade of our telecasting system.

This has resulted in significant improvements as it relates to the quality and reliability in telecasting that DCTV and all Public Access stakeholders expect for their valuable community programming.

Although DCTV still maintains that ALL programs must meet transmission quality standards, please review the Guidelines documented in the "Producers' Policy Manual" (Dated January 1, 2011)

THE FOLLOWING REPRESENTS RECOMMENDATIONS AND PROCEDURES FOR PROGRAM ENCODING AND CTR.:

I. PROGRAM DEVELOPMENT:

- A. **DCTV STRONGLY** recommends the following Run Times for programs:

<u>Length</u>	<u>Run Times</u>
* Half Hour	28:00 29:00 and/or 30:00
* 1 Hour	58:00 59:00 and/or 60:00
* 1 & ½ Hours	1:28:00 1:29:00, and/or 1:30:00
* 2 Hours	1:58:00 1:59:00 and/or 2:00:00

NOTE: A 3-hour or more program should follow the above format.

- B. To promote Programs effectively, Producers should develop **PROMOs** for each program: Length - :15 sec and/or :30 sec

The promo should be GENERIC in nature, demonstrating what the show is about. It should also include the following TAGLINE provided by DCTV:

Airing on DCTV Channel Comcast Ch. xx , RCN Ch. xx and Verizon CH. xx
For exact Dates and Times go to www.dctv.org Click Programming

II. SHOW ID (SI) / PROGRAM SUBMISSION REQUEST FORM (PSRF):

- A. ALL Producers MUST submit SI/PSR on DCTV's Form
- B. Producers can submit SI/PSRF's in-person at DCTV or via e-mail.
SIR will be available at DCTV's offices or on the web-site
- C. Show ID's will be assigned within 48 hours upon receipt of a SI/PSRF
- D. Upon receipt of a Show ID, the producer **must encode the program within 2 days**
- E. All producers are **required** to document encoding usage by completing the **Sign In Sheet** at the encoding station utilized. (For Each Program Encoded)
- F. Once the program is encoded, the Producer is required to submit the **FORM** with the **Program Source** to DCTV's Programming Dept. Mon – Fri 10am – 6pm
Production Dept Mon – Fri 6pm – 9pm or Sat 12 noon – 5pm
- G. Encoding sessions **must be completed by 9pm Mon-Fri and by 5pm Sat.**

III. ENCODING PROCEDURES:

- A. **FORMAT:** All Programs must be encoded via DVCam or DVD
Recommended Brand = Memorex DVD + R or Maxell DVD-R
(The request to utilize a specific brand will significantly increase the reliability of the encoding session. Other brands have been known to FAIL during telecasting)
- B. When encoding the program **MUST have 5 – 10 seconds of BLACK** at the **start and end** of the program. If not, program will be **REJECTED** and sent back to the producer to be re-encoded.
- C. Format: **All Programs recorded on DVD must be formatted:**
MPEG 2, Two (2) Channels of Audio @ 48khz
- D. To insure **5 – 10 seconds of black** is correct, hit the DISPLAY BUTTON on the tape deck remote to display the time code on the tape.
- E. Encoding Setting: (DO NOT CHANGE SETTINGS)
 - Please Review the attached Chart.
 - When using music from a CD, you **MUST** first convert the audio file to **48khz via a QUICKTIME CONVERSION.**
 - Setting Includes: Video Resolution = **MPEG -2 Full D1 720x480**
Audio Sample Rate set at 48khz
- F. **NOTE: Producers may request DCTV Staff to encode their programs for a fee of \$35 per program from :00 mins – 1:00 hr. Additional encoding is \$10 per hour.**