

## DCTV ENCODING PROCEDURES

DCTV maintains that ALL programs must meet transmission quality standards. Please review the Guidelines documented in the “Producers’ Policy Manual” (Dated December 16, 2014)

### THE FOLLOWING REPRESENTS RECOMMENDATIONS AND PROCEDURES FOR PROGRAM ENCODING

#### 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:

**Airing on DCTV Channel Comcast Ch. xx , RCN Ch. xx and Verizon CH. xx**  
**For exact Dates and Times go to [www.dctv.org](http://www.dctv.org)**

## II. SHOW ID / PROGRAM SUBMISSION REQUEST FORM:

- A. ALL Producers MUST submit one Program Submission **Form** per program
- B. Producers can submit **Program Submission Forms** in-person at DCTV or via e-mail at Programming@dctv.org
- C. Show ID's will be assigned within 48 hours upon receipt of **Program Submission Form (s)**.
- 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 **Program Submission Form** 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, DVD, or **FTP Site**  
Recommended DVD Brands = 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 each 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:**
  - 1. **MPEG 2, Two (2) Channels of Audio @ 48khz**
  - 2. Setting Includes: Video Resolution = **MPEG -2 Full D1 720x480**  
**Audio Sample Rate set at 48khz**
  - 3. When using music from a CD, you **MUST** first convert the audio file to **48khz via a QUICKTIME CONVERSION**
- D. Encoding Setting: **(DO NOT CHANGE SETTINGS)**
- F. **NOTE: Producers may request DCTV Staff to encode their program(s) for a fee:**
  - DC Resident - \$35 :00 minutes – 1:00 hour**
  - Non DC Resident - \$45 :00 minutes – 1:00 hour**