



**PROGRAM PROPOSAL KIT  
Channel 31 Melbourne & Geelong  
April 2022**

**If you require assistance please contact the C31 Programming Team  
(Monday-Friday 9am-5pm)  
61 3 9660 3131  
[programming@c31.org.au](mailto:programming@c31.org.au)**

Hello there!

The Melbourne Community Television Consortium is the licence holder for Channel 31 Melbourne & Geelong, our very own community television station.

You'll find faces, voices and issues on C31 which are not present in mainstream television - And you could be one of them!

This program proposal kit is a guide for new producers and program makers who wish to make programs for broadcast on Channel 31 Melbourne & Geelong.

In this kit, you will find information and tools which should assist you to develop proposals for programs.

The Channel 31 programming team are here to help you formulate and create great television, and as such are at your disposal if you have any questions, or just need a push in the right direction.

You can contact the team using the details below, we can't wait to see your great idea!

**Our contact details are:**

**Street address:**

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## What to expect

When processing new show submissions, we typically require you to go through four major stages.

### Program Proposal

A program proposal is an introductory document that allows us to understand what your concept is in detail.

Consider it like an elevator pitch for your show, it allows us to gain a better idea of what your concept really is, and how well it will fit into our broadcast calendar.

Once you've submitted your program proposal, our programming team will assess your proposal and either approve you for submission of a pilot (if not supplied already) or ask you to further refine your concept and resubmit at a later date.

### Pilot

Once your proposal has been approved, you will then be required to submit a pilot for review.

Pilots can be submitted by FTP (preferred) or USB, and will be assessed based on content and technical execution in relation to our programming policy, the Community Television Code of Practice and our license conditions (see appendix).

### Production

After submission and approval of a pilot, production of your series can commence.

During this time, Channel 31 can offer assistance in finding volunteers and other practical elements related to the broadcast of your show.

### Broadcast

When your series is finished and ready for broadcast, a timeslot will be assigned by the programming department.

You will also be asked to sign a Program Broadcast License agreement, which details the programs clearances and conditions of broadcast.

## Specs and Tips

Use this as a guide when constructing answers for your program proposal.

### Series Length

A typical season is 13 weeks long, meaning that ideally your program will meet that full season commitment.

That being said, we will make every effort to accommodate any one-off, shorter or longer run series.

### Episode Duration

Programs that adhere to the following timeslots will be highly regarded when scheduling content for a new season:

- 30 minute timeslot (25 minute program duration, in three segments)
- 60 minute timeslot (50 minute program duration, in five segments)

### Sponsorship

Sponsorship refers to any product or service that you have received in return for promoting a brand.

Your sponsor can be advertised through billboards and sponsor spots before, after or during breaks, but never during your show.

For more information read our [Advertorial Guidelines](#) or contact your Programming Manager.

### Use of Third-Party Content

It is likely that at some stage you will want to use pre-existing audio and visual content in your program, however it is vital that you obtain permissions from the copy-right owner before putting it to air.

Channel 31 has a blanket license with APRA/AMCOS that allows the channel to broadcast music compositions controlled by them (except for use as theme music).

For more information read our [Copyright Guidelines](#) or contact your Programming Manager.

### Grants & Funding

Channel 31 is no longer able to act as an auspicing body for grant applications please refer to organisation such as [Auspicious Arts](#).

## Writing Your Proposal

A written proposal should include the following information:

- Program Title
  - Synopsis (max 200 words)  
*A brief description of what your concept is, check out this article for some pointers on writing a good synopsis for TV.*
- Audience or Target Demographic
  - What community segment or demographic will you be tailoring your show to?
- Episode Duration
  - What runtime are you targeting (excluding sponsor breaks)?
- Series Length
  - How many episodes will you have in a season?
- Filming Locations (optional)
  - An idea of where you are going to be filming (in a studio, on location etc.).
- Target Classification
  - How do you expect your program to be classified?
- Copyright
  - Do you have the relevant licenses for any copyrighted materials you plan to include in your program?
- Previous Experience
  - Consider including a link to your portfolio or content you've previously produced.
- Crew Requirements (optional)
  - How much crew will you need for your production? How do you plan on sourcing crew members?
- Equipment Access
  - Do you have access to equipment? If not, how do you plan on acquiring it?
- Funding
  - How do you intend to fund your program?
- Video links
  - Please provide a link to view previous works or a pilot episode if applicable

### Providing a video proposal

If you have already produced your program please provide a link to view the video(s) rather than completing a written proposal.

## Technical Criteria

When assessing your program, the ingest team will use the following checklist to ensure it is fit for broadcast.

Before submitting, please check your content meets the following criteria:

### Video

- Video is submitted as 16:9
- Video is of a consistent aspect ratio throughout the show
- Video does not contain watermarks
- Video is correctly exposed, white balanced and in-focus
- All shots are appropriately framed, unobstructed and steady
- All sourced video is of an appropriate quality
- All graphic elements are within title-safe

### Audio

- Stereo normalised at -10db
- Audio is clear and not distorted, glitchy or out of sync
- Audio tracks are correctly in phase
- Audio does not contain a buzz or hum
- Audio is recorded with an external microphone, or has been replaced in post

## **Policies and Guidelines**

[Copyright Guidelines](#)

[Advertorial Guidelines](#)

[Programming Policy](#)

[C31 Code of Behaviour](#)