



UVMtv

Student Television ▶

2013 Davis Center Proposal

Contents

Letter from the President	2
Mission	2
Studio Facts	3
Status Update	3
History	4
Proposal	4-6
Letter from the President Conclusion	6
Appendices	7-10
Example out of studio outline	7
Advertising Rate Card	8-9
Current Show Schedule	10

To Whom It May Concern,

When I joined UVMtv four years ago at orientation, the first thing I saw was a magnificent studio complete with a devoted staff, a drive to succeed, and the technology to do so. As I sit here now, four years later, I can say with absolute honesty that in that moment, my life changed. The station became my home in the Davis Center. The studio became the place where I felt most at home. UVMtv is a place of community, a place of learning, a place of entertainment, of business, of fun.

The Davis Center mission statement states it is “student focused, complements the University’s academic mission, celebrates and supports social justice, and is a community-centered environmental college union.” UVMtv embodies this mission to the fullest. We are a student run television station that has the best interest of the students at heart. We provide an outlet for the student voice. We educate students on best practices of video production, on air acting, and general social and technical skills. We support social justice by accepting anyone who walks through our doors as a valued addition to our station and we are, as we will show in this document, a community centered part of the environmental college student union.

We love being here, plain and simple. We also feel that we are a valued member of the three pronged machine that is student media. Together with WRUV and the Vermont Cynic, we represent the student voice.

Sincerely,
Max Landerman
UVMtv President 2013

Mission

UVMtv’s Mission is to produce student- created content by fostering an immersive atmosphere of learning and creativity and by offering quality, informative and entertaining programming that broadcasts the student voice in order to exceed national standards for college TV.

UVMtv is an organization that strives to enrich student life through the creation of original television content to be seen throughout the UVM and greater Burlington community. The station provides a welcoming, inspiring environment in which members and non-members alike can follow through with projects and no idea is rejected. UVMtv aims to be recognizable, approachable and respectable while simultaneously providing entertaining and educational programming on a very low budget. As the youngest and smallest of the media organizations, UVMtv is still on a path of positive growth and change.

The Davis Center studio space also serves as a priceless resource to UVMtv through its physical proximity to students and to other media organizations, as well as opportunities for involvement in Davis Center and UVM events. This space cannot be overvalued in its contribution to the UVMtv mission.

At this point in its existence, UVMtv chooses to cater to the student populations rather than focus on ambitious business goals, in order to establish the station as a free experiential learning center and community fixture.

Studio Facts

Currently, UVMtv consists of a five member executive board that puts in between 30 and 50 hours per week and around 40 members that put in anywhere between four and twenty hours per week in the station.

Here at UVMtv, we currently have a total of six cameras, one of which is a recently acquired Full HD Tapeless camera. Having this new camera takes UVMtv to an entirely different level from the filming aspect. There is an expectation present day that all footage is produced in "High Definition". Being able to meet this expectation will open up many doors for our organization.

Aiding in the production of our episodes, we have an in studio green screen & lighting grid with its own light board. These tools allow us to not only place talent in virtual sets but also increase our production value exponentially. Out of our four computers, two are considered to be editing stations using industry standard programs. UVMtv has a professional server from Telvue Corporation, which allows us to output four individualized closed circuit channels to all televisions connected to the UVMtv cable network. These channels are always running, showing original programming ranging from show episodes to specials to on campus events or concerts. This semester (Spring 2013) will yield two new themed channels to the UVM campus. The first channel is simply a camera facing out of the studio into the Davis Center atrium saying "Smile You're On UVMtv!" or a variant of that. It is currently operational and with our TV outside the studio tuned to this channel, students have been stopping and interacting in front of the camera seeing themselves on television. Finally, the second channel will be dedicated to student created content. Simply put, any person at the University of Vermont can give us their footage to be placed on this channel. UVMtv is currently finishing talks with System Architecture & Administration regarding the creating of a user friendly file transferring method. On top of the four channels that are available on-campus, all of our content is available on a variety of online media for the entire world to see. We host our content on our own website (www.uvmtv.org) or on others such as blip.tv/youtube

Status Update

This year, UVMtv has accomplished many of the goals that the station set out to achieve back in July. These goals include fostering relationships with student groups (Student Climate Culture, Orchesis, Living Well, Club Sports, Staff Council, etc) and improving the quality of existing shows. Dirty Pop, now in its fourth year and the longest running show on UVMtv, acquired an entirely new cast and has vastly improved its social media base and viewership.

UVMtv has created out of studio shows to interact with the Davis Center community through CatCall, which invited students to guest DJ in the station, and Dirty Pop that interviews passers-by about fashion, news, and pop culture. Outside of the UVM community, UVMtv has made connections with downtown businesses and organizations including Burlington Area Community Gardens, Leonardo's, and Higher Ground. The station has also made a point of filming as many campus events as possible, many for no charge, including Deaf Awareness Week, a Capella concerts and lectures by visiting professors. The station also has created enough content to fill four separate television channels, including a Davis Center live camera, in order to increase visibility.

Most importantly, UVMtv has created a schedule of work study and studio activity in order to keep its doors open from 9-5 every day. Other organizations on campus do not have such a welcoming policy.

History

UVMtv has produced some amazing alumni through its educational programs and learning opportunities. For example, Alumnus Zachary Borst post-produced and edited a PBS documentary that was seen by millions people, using skills learned at UVMtv. Alumnus Bunny Rutherford traveled all over the world with the Travel Channel as a result of the on-air experience she gained in the studio. Former Presidents Greg Schondelmeier and Erik Ryden work at Nickelodeon and Triple Threat TV, respectively. Max Landerman, current president, served as a production intern at a high powered advertising firm in New York and was offered a full time position at the end. Max learned all of his production skills within the walls of the Davis Center at UVMtv.

UVMtv admits that it has had a tough history thus far, but it is growing at an alarming rate, especially in the last year. When UVMtv was first welcomed into the Davis Center, an agreement was made that consisted of arbitrary advertising numbers coming from people who had little to no experience in selling advertisements or making money. Promises were made that were impossible to fulfill as a student organization with no full-time employees at work. This does not condone our lack of fulfillment of that part of the agreement but our lack of full time staff, like other tenants, hindered our income prospects. As students, the members and leadership had academic responsibilities to attend to in addition to their UVMtv duties. However, this is not an excuse for lack of performance from the station's former members. In fact, most prior strife came internally, due to mismanagement. Only a year after being accepted as a member of the Davis Center community, the station was burdened with poor leadership that set the station back a number of years. UVMtv lost members, numbers, equipment, and morale, among other things. Since that time, the station has been home to two devoted executive leadership staffs that have done their best to right the ship, so to speak.

As known, when it came time to pay the promised rent, the station was not able to produce it. At this time the leadership of the station met with Mr. Pat Brown, Director of Student Life, to work out a plan for the future and to establish goals for the coming semester (Fall '12). This plan consisted of ways to become more involved with the Davis Center community, which UVMtv has taken deeply to heart. The goals will be restated and improved here because the station would like to continue keeping up with those goals for the foreseeable future.

Proposal

UVMtv has created a proposal that allows the station to continue on a path of growth and exploration while improving business prospects and student involvement. This provides the Davis Center with valuable student participation and community support. The exact methods of achieving these goals are explicitly listed below.

Objective 1: Increase Community Participation

This goal will be achieved through the requirement two out-of-studio episodes for each active show on UVMtv. UVMtv will also increase daytime programming and activity by requiring each active show to record one out-of studio segment per week. These segments will be filmed in and around the Davis Center. The third step is to explore non-traditional show formats, including interviews, skits, and short humorous news pieces. These will be filmed in and around the Davis Center. The last step is to plan and promote show-sponsored events including premieres, games, movie, and episode showings. These will take place in the Davis Center or around campus.

Objective 2: Increase Recruiting and Retention of Members

UVMtv will achieve membership recruiting through monthly Davis Center tabling with tangible giveaways and prizes. In order to increase retention, UVMtv will establish a member duty and deadline list, distributed every Sunday after the meeting via e-mail. These lists will ensure that there is no confusion about what members should be doing and will create opportunities for members to immediately get involved. The other way UVMtv will increase retention is through an executive mentoring program, in which every executive will be in regular communication with a group of new members. This program was attempted last semester through the grouping of members by interest, but fell apart when most new members did not have clear interests. Next year, members will be grouped randomly and not be interests. Executive members will be in charge of communicating with and retaining their members.

Objective 3: Successful Marketing and Advertising

Marketing and advertising will continue to be a large part UVMtv. UVMtv will continue its social media presence by having our work-study office assistants post, tweet, and update our viewers and fans through multiple social media platforms such as Facebook, Twitter, Tumblr, Wordpress, YouTube, and Blip.tv. On campus, the station will continue posting and flyering of the Davis Center and other buildings on campus alerting people to our presence and the presence of our programming. UVMtv will continue its relationship with other Davis Center tenants such as Living Well, WRUV, and The Vermont Cynic.

Another goal is to create a relationship with a few members of the business school administration so that we may establish a class for credit, which allows students to intern with UVMtv to manage our business department. In the past the station has had financial troubles. UVMtv needs external help to sell ads. In the ideal scenario, UVMtv will have a business manager with four advertising salespeople who devote 4-8 hours per week to selling advertisements to local businesses, attending to the needs of clients, and reporting back to the executive board. UVMtv will produce an in house promotional video explaining to businesses why they should advertise on our station. As of today, UVMtv has a business relationship with many on campus groups as stated above in the status update portion. The station plans to expand this list immensely with our new advertising intern program. UVMtv will use this revenue to strengthen its program through equipment upgrades and promotional materials.

Objective 4: Strengthen Content and Production

UVMtv aims to strengthen content and production by increasing student involvement in shows as opposed to solely individual projects. There will be greater accountability by the staff to create what they say will be created through the use of deadlines. With the advent of the new HD camera, production value will increase dramatically. The daytime programming, as previously stated, will serve to strengthen our daily live shows. Daytime programming will teach UVMtv's future staff to involve the student body passing through the Davis Center on internal projects. UVMtv will also present this content with all of the means possible including the four local channels, the online presence, and local venues such as Brennans' Pub.

These objectives serve to challenge UVMtv while encouraging the studio on its path towards becoming integral to the Davis Center environment. Since rent was removed as an objective, UVMtv has been able to concentrate fully on becoming a fully integrated Davis Center staple. A rent-free situation is necessary as UVMtv grows and encounters the challenges of being a young media organization. To see that we are continuing along this path, we suggest twice-

monthly meetings with Davis Center leadership to ensure forward progress by UVMtv.

Sincerely,
UVMtv Executive Board 2013

Looking back at the last four years of my life here at UVM, most of them have been spent here at the station for one reason or another whether it be filming Rubblebucket in the ballroom on my very first weekend or hosting a premiere showing at Brennans in my Sophomore year in front of fifty or so people. Like many who came before me and hopefully many after, my time here at UVMtv has gone from a humble first year to leading the station into a bright future. This space means the world to us. We want to be a part of it all. Just over these last few weeks, let alone the last semester that I have been President, I have seen the members work harder than they ever have before and we have so much to show for it. We are appealing to the fact that this is building with a student focus, which contributes to the academic well being, with a socially just mission to create a community within an environmentally centered college union. UVMtv embodies this mission to the fullest. The station means the world to both myself and all of our members and we want to show that we will become the staple of this community that we really have the potential to become. My goal was to leave UVMtv better than when I arrived. As of this point, I have achieved this goal. Please help us continue.

Sincerely,
Max Landerman
UVMtv President 2013

EXAMPLE OUT-OF-STUDIO SHOW OUTLINE

Dirty Pop Out-of-Studio Show
 11/7/2012
 6:00 PM (1/2 Hour Show)

Cast: Hailey Grohman, Joe Oteng, Molly Miller, Sarah Bonebrake, Abby Ginsberg, Erik von Eck

Tech: Michael Cohen, Max Landerman

Location: DC First floor, outside the studio/in the carpeted area

Format: Two people per segment, one person on camera, Cohen on tricast. The other cast not currently in the segment will gather passersby, ask them to be interviewed and explain the concept of the show. A table will be set up with candy for participants as well as small Dirty Pop promotions fliers for participants and passersby to take.

Segments:

- Celebrity Crushes with Abby and Erik
 - Abby and Erik will introduce their celebrity crushes, with explanations
 - Hailey and Molly will gather passersby, Abby and Erik will interview
- What are you listening to? With Joe and Erik
 - Joe and Erik will elaborate on their current favorite artists, will have iPods with them
- Luca and Sarah will gather participants with headphones in and ask them to tell who they are listening to.
- Election Thoughts with Hailey and Sarah
 - Hailey and Sarah will do a brief news report on election
 - Molly and Joe will gather participants who want to give their opinion
- Who are you wearing? With Molly and Luca
 - Molly and Luca will explain their outfits and model for camera
 - Hailey and Abby will gather participants, hold their backpacks so the camera can focus on outfits.

2012-2013 UVM^{TV}

Our MISSION

UVMtv's Mission is to produce student- created content by fostering an immersive atmosphere of learning and creativity and by offering quality, informative and entertaining programming that broadcasts the student voice in order to exceed national standards for college TV

Our PLACE

Our brand-new, state-of-the art studio lies at the heart of the Davis Center, which has 1.7 MILLION VISITORS ANNUALLY.

Our AUDIENCE

Our most frequent viewers are college students living on and off campus. With discretionary income to spend, UVM boasts 13,391 STUDENTS.



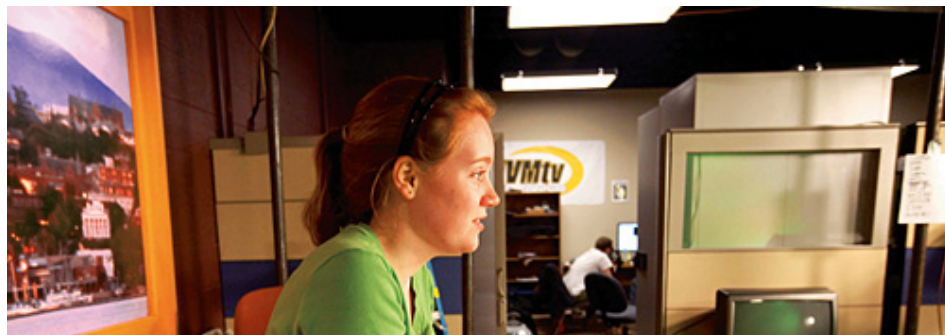
ADVERTISING

UVMtv Advertising:
(802) 656-0342

uvmtv@uvmtv.org

Davis Center
590 Main Street, First Floor
Burlington, VT 05405

BUSINESS



UVMtv
Dudley H. Davis Center - 590 Main Street Studio 111 - Burlington, VT 05401
802-656-0342
uvmtv.org

LIVE: NIGHTLY!

Our prime-time shows air nightly, broadcast live from the heart of the student center. Our brand new, state-of-the-art studio can be found by the front door of the Davis Center, the **most popular spot** on campus.

Sunday Night **UVM Weekly**

Our anchors tell us what's going on at UVM. We show news stories and have guest appearances by student and campus leaders. It's your weekly news fix with a twist of humor.

Wednesday Dish **Dirty Pop**

Our hipster hosts weigh in on the worthy trends and gossip at UVM and throughout Burlington, including the best places to be seen. Learn about the latest movies in town with segments such as Hollywood news. For advertisers, here's a great opportunity for promotion on UVMtv.

Thursday Cool **Love Gurus**

The hosts of the Love Gurus really know how to have a good time. They offer call in dating advice, relaxation tips, and how to win a date with Dan (one of the cohorts)

Friday Jam **CatCall**

Our host interviews the best DJs in town and straight out of UVM's own WRUV-FM. There's no better place to learn about the latest music. Ian hosts a crazy mash-up of the latest in electronic, hip-hop, and more!

UVMtv:Recorded

Victory Lap

Join a crew of "super-seniors" as they wind their way through that extra cherry on top of their four years at a high calibre University.

UVMtv:NEW

UVMtv is always having new shows airing due to the influx of new students. There will be more opportunities. As an advertiser you will have first pick at each of these new shows.

UVMtv:LIVE AND UVMtv:RECORDED

	MONTH	SEMESTER	YEAR
Still	\$40.00	\$100.00	\$160.00
15 Sec.	\$60.00	\$150.00	\$240.00
30 Sec.	\$90.00	\$225.00	\$360.00
60 Sec.	\$160.00	\$400.00	\$640.00
UVMtv:LIVE Sponsorship	\$500.00	\$1400.00	\$3000.00
UVMtv:RECORDED Sponsorship	\$350.00	\$1000.00	\$2000.00

UVMtv:LIVE Show Sponsorship

Sponsorships offer multiple methods that the client can use to better reach the college community.

- Sponsorship includes one 15-second still before the show and one 15-second still after the show.
- Hosts of the show will talk about your business twice during a show.
- 15-second stills will also air six more times outside of the sponsorship.
- The chosen weekly show will be aired on UVMtv:Main and will be transferred to UVMtv.org, and Facebook.

PRODUCTION CHARGES

\$200 base charge per standard 30-second commercial. The base is for 5 hours of production. Each additional hour will be an extra \$50 on top of the base.

Standard commercials include up to two graphics screens. Additional graphics or inclusion of more than 15 cuts per 30 seconds will incur additional charges of \$50.

UVMtv:RECORDED Sponsorship

Sponsorships offer multiple methods that the client can use to better reach the college community.

- Sponsorship includes two 15-second stills aired before and after each recorded show.
- 15-second stills will also air six more times outside of the sponsorship.
- These shows have a longer production routine and therefore less expensive.

Still/Video

- Played continuously from 10 pm - 6 pm.
- Aired around original student produced content.
- Commercial will be aired over 30x a day!
- Duration of sponsorship campaign depends on length of purchased sponsorship package.

**Prices are subject to change at uvmtv's discretion. Any alterations to rate card do not apply to previously purchased deals from a previous version of the rate card. Balance must be paid in full before commercial can be aired. No refund will be issued for delayed premiere of ad campaign due to tardy payments. All ads are screened by uvmtv for approval for air. UVMtv reserves the right to deem a commercial inappropriate and not suitable for airing on uvmtv's network.*



UVMtv

Dudley H. Davis Center - 590 Main Street Studio 111 - Burlington, VT 05401

802-656-0308

uvmtv.org

UVVMtv Program Schedule

Spring 2013

Watch shows created by students, for students on Channel 12!

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12 AM-6 PM	UVVMtv Original Content, including but not limited to: UVVM Weekly (news, weather, sports) UVVMtv Presents All events filmed in Davis Center						
6 PM	Dirty Pop <i>UVVMtv's premiere pop culture show!</i>	Dirty Pop <i>UVVMtv's premiere pop culture show!</i>	Dirty Pop Live!	Dirty Pop <i>UVVMtv's premiere pop culture show!</i>	Dirty Pop <i>UVVMtv's premiere pop culture show!</i>	Dirty Pop <i>UVVMtv's premiere pop culture show!</i>	Dirty Pop <i>UVVMtv's premiere pop culture show!</i>
7 PM	Uvm Sports Show <i>Everything new in UVVM sporting events</i>	Exile on Church Street <i>All that's new and old in music</i>	Exile on Church Street <i>All that's new and old in music</i>	Exile on Church Street Live!	Exile on Church Street <i>All that's new and old in music</i>	Exile on Church Street <i>All that's new and old in music</i>	Exile on Church Street <i>All that's new and old in music</i>
8 PM	UVVM Weekly	Catcall <i>A DJ show featuring house music spun in-studio!</i>	Catcall <i>A DJ show featuring house music spun in-studio!</i>	Catcall <i>A DJ show featuring house music spun in-studio!</i>	The Love Gurus Live! <i>Jack and Dan give callers love advice!</i>	Catcall Live!	Catcall <i>A DJ show featuring house music spun in-studio!</i>