

## *Planning CCTV Video Coverage:*

The following are helpful hints when asking CCTV to videotape your event:

- Event agendas are VERY helpful to us. Getting us an agenda before the event gives us an idea how long the event will be so that we can select a CCTV airing time, if it will be airing on CCTV. It is helpful if the agenda includes the correct spelling and titles for speakers.
- Please provide contact information such as a phone number or web site to put at the end of the program should the public want more information.
- Please provide a description of the event or its objective.
- If there are windows in the room, make sure the podium or speaker's tables are NOT in front of them.
- Make sure the room is set up so that the videographer is able to videotape everyone who will be speaking. If in doubt, please ask questions.
- If there will be more than one speaker at a time (ex. panel discussion) or if there will be audience questions, please direct them to a microphone. If speakers are not using a microphone, there is a good chance we won't get their voices on tape. Another option is to ask your main speaker or moderator to repeat questions into the microphone.
- If you have arranged for a sound system in the room, will there be an audio operator available to assist us if necessary? If so, please let the videographer know. If not, is there a way for us to get a feed from the sound system?
- Finally, ask your event participants to avoid wearing white, red, or striped clothing if possible.

## *What CCTV Will Do: \**

- Shoot the event.
- Edit the videotape (if airing on CCTV). This includes adding an opening title page, superimposing names and titles of speakers, and an event description; and tag the end of the program with information useful to the viewers.
- Schedule a cablecasting date and time and provide other services on an as-needed basis.

\*Some fees may apply.

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