SFAC Report

Fiscal Year 2010 Budget Request

Compiled by Francisco Calza, Vice President of the Student Video Network
Office: 713-743-5216
Cell: 713-410-2910

Presented by:

Luis Gonzalez
Francisco Calza
Victoria Guerero

1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

Mission:

The Student Video Network (SVN) maintains and develops a nationally recognized and prestigious organization that provides University of Houston students the opportunity to immerse themselves in an active studio environment involving leadership roles. Members air original student-created programming as well as recent blockbuster movies for the entertainment of campus residents and non-residents alike.

Method of Accomplishment:

Tapping into the knowledge and creativity of students from across a broad span of majors, SVN uses the unique skills of its members acquired at the university to reach the goals the executives and members set for the organization.

Communication students who enter SVN are surrounded with the familiar industry technology and software they study at the School of Communication. These members excel in the organization with little help from senior members. Students outside the School of Communication apply the knowledge they have gained from their area of study toward a position within SVN that best suits them (Ex: financial officer for accounting majors).

SVN is organized into Executive level positions and production teams for individual shows. Each production team is lead by a Director who is responsible for executing a creative vision. The Director works closely with the Producer. The Producer keeps the project organized and complements the Director to make sure the production is completed to the highest possible degree of quality.

Justification:

SVN provides its campus with entertaining programming. Each month, Channel 6 updates its Digital Media Player with new movie releases to be broadcast across campus. SVN plays movies before they are released on DVD. SVN is the only on-campus entity that offers students the opportunity to develop their own creative media projects and see them aired on television.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.
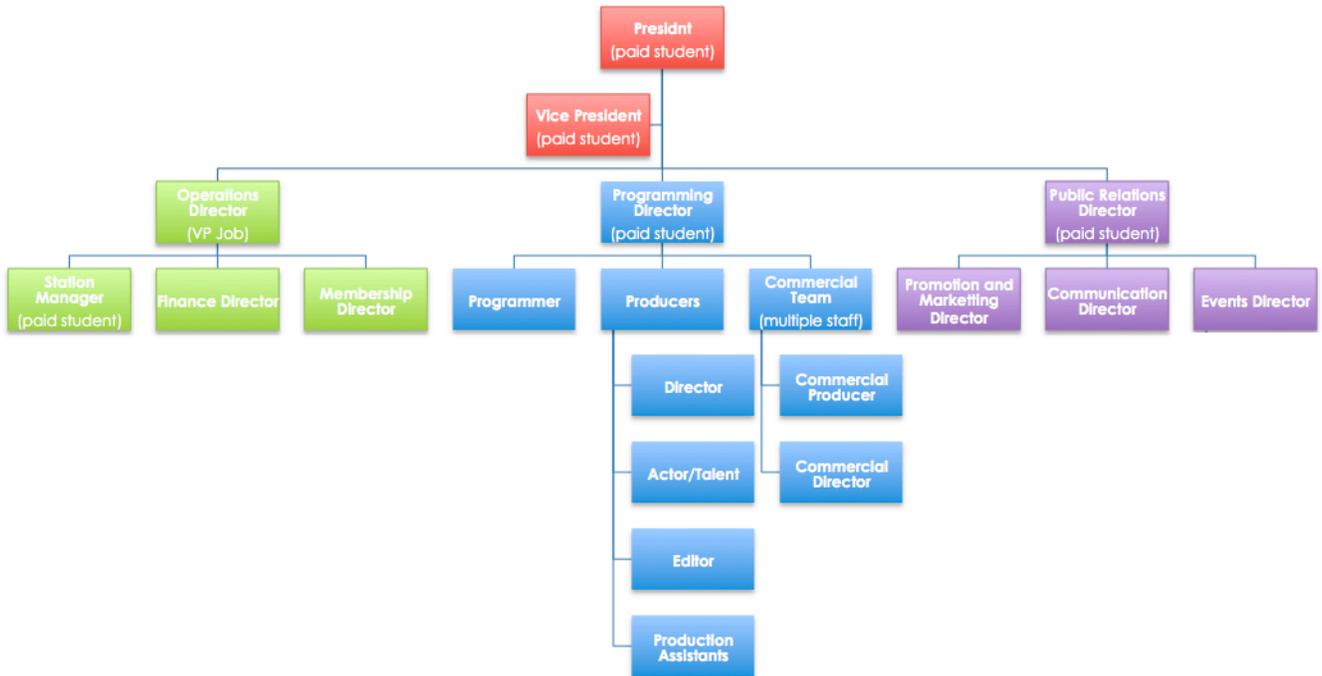
SVN Responsibilities

President – Overlooks the three branches of SVN, and works with the leaders in order to fulfill its goals.
- Responsible for Executive Evaluations

Operations

Vice President - 2nd in command and oversees the Operations Branch
- Responsible for supplies and equipment acquisition
- Responsible for Executive Evaluations
- Responsible for SFAC

Studio Manager – Manages the Studio
- Makes sure all three rooms are organized
- Present during all Studio shoots
- Maintains equipment
- Handles Studio and Equipment Reservations and displays reservation schedule on the board
- Keeps and updates the inventory of all equipment
- Keeps desktops clean of unnecessary files and videos (i.e. makes sure they are on a hard drive)
- Archives to Master Hard Drive (Archive) and makes a DVD Copy and makes a record in the film library at the end of each semester

Finance Manager– Manages the Money
- Helps with SFAC
- Keeps Records of equipment purchased over the academic year
- Handles payments made out to SVN
- Deals with any other financial needs

Membership Director – Manages New Members/ Human Resources
- Inputs new members into the "People Management" Database
- Offers group and personal orientation for new members
- Recruits new members

Programming

Programming Director – Executive Producer for all the shows
- Approves what shows go on the air
- Remain in constant communication with producers about their progress

- Approves Production Binders and returns them to their show's designated box
- Makes suggestions to improve quality of shows before and after each episode (e.g. "use teleprompt" or "use graphics")
- Screens every episode with the producer, before broadcasting and delivering it to the programmer (e.g. leave a sticky on hard drive)
- Responsible for holding wrap meeting with producer, crew, and talent
- In charge of ordering movies for SWANK two weeks before old SWANK expires

Programmer - Responsible for what is broadcast
- Export episodes to SWANK (in WMV format)
- Make the SWANK Schedule
- Update the SWANK with new movies
- Return the SWANK hard drive

Commercial Team – Produces products for Clients, in exchange for contractual agreements. (E.g. commercials and events)
- Commercial Producer – Organized Execution
  o Coordinates commercial and event deals between SVN and outside entities
  o Quotes the price with the help of the Commercial Director, Vice President, and President
  o Draws up the Contract
  o Assembles the crew for commercial and event production
  o Delivers commercial request to the Director
  o Initiates contact with other entities in order to set up commercial business for the network
- Commercial Director – Creative Execution
  o Draws up a script, if client doesn't provide one
  o Executes the creative vision
  o Responsible for the final cut of the commercial
  o Communicates to producer crew, equipment and any other needs.
  o Provides client with one review session before product is finalized

Producers – Responsible for overall production of the show
- Fill out Production Binder and turn into Programming Director's box
  o Responsibilities, duties, and other information is included in the binder
- Responsible in recruiting crew for their designated show through the SVN "People Management" Database

- Keep in contact with the Programming Director before and after a shoot

** If producer does not satisfactorily meet the requirements, Programming Director will put them on probation. If performance improves by the next episode probation will be lifted.
If performance is not improved, a <u>Final Notice</u> document will be given. If performance improves by the next episode <u>Final Notice</u> will be lifted.
However, once the first <u>Final Notice</u> is given, each violation there after will disregard probation and will result in an immediate <u>Final Notice</u>.
After <u>Final Notice</u>, if performance still does not improve then the producer will be relieved of their position.

<u>Public Relations</u>

Public Relations Director – Oversees the Public Relations Branch of the Network
- Meets and coordinates with PR branch in order to fulfill SVN needs

Promotion and Marketing Director – Builds awareness of SVN around campus
- Creates and executes clever ways to promote the network around the campus (e.g. promoting the recruiting of new members, promoting brand new shows, awareness of programming schedules with the use of tag lines or graphics)

Communication Director – Facilitates the flow of information
- Updates website weekly
- Delivers mass E-Mails
- Uploads videos to YouTube and Facebook
- Updates Whiteboard Calendar
- Updates member's responsibilities on "People Management" Database

Event Director – Coordinates and executes events (e.g. Retreat and Banquet)
- Secures event locations
- Draws up events budget
- Finds help for events organization if needed

NOTE TO ALL
All goals that are delegated to SVN members should be sent to the Communication Director, so it may be posted up on "People Management" database

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3. List the objectives that you provided with your 2007-2008 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

Objective 1: MAINTAIN QUALITY PROGRAMMING

- Create a new season each fall and spring semester of 4-8 student produced television shows
Re-evaluated and Ongoing

      Based on the number of members and amount of equipment SVN currently has, it was not considered feasible to produce the proposed number of shows. Instead, SVN produced three television shows during 2007-08: *Intuition*, *SVN News*, and *Kick TV*. *Intuition* is a women's talk show much like *The View* featuring four attractive and outgoing women who talk about topics that audiences find interesting. The show is mostly catered to women between the ages of 18-30, but we have found through a survey and the SVN facebook group that men watch the show as well. *SVN News* is an experimental project that seeks to provide students with breaking news about the campus. The show has been successful to a degree, but to get the *SVN News* to the desired level, a partnership has been established with the School of Communication (See objective four). *Kick TV* is a variety show with a combination of approved clips created and submitted by SVN members and non-members that are edited into a thirty-minute episode. *Kick TV* is used as a creative outlet for students to show off their creativity. It serves as a tool for recognizing potential talent in both members and non-members and then harnessing that talent to the benefit of SVN.

      Three shows are currently in pre-production: *Working on my B.S.*, *Sketch Comedy Show*, and *Seekers*. *Working on my B.S.* is a game show where students come into the studio and compete for prizes. *Working on my B.S.* currently needs a producer. *Sketch Comedy Show* is a series of comedic skits created and performed by three theater majors. *Seekers* is a sci-fi narrative set in a post-apocalyptic world.

      Two shows are currently in production; *So Mean I* and *The Underground*. *So Mean I* is a narrative comedy created by Caleb George, a theater major, who also plays the lead role. Fifteen episodes have been written and three have already been shot. *The Underground* highlights local artists and serves as a medium to promote these artists's work. Two episodes have been shot.

- Maintain programming during regular university operation
Accomplished

      SVN strives to educate and entertain its audience while the campus is open. In order to do this, SVN has to program a schedule and input it into SVN's Digital Media Player to make sure content is always playing and never airing dead black. This task is tedious and time consuming. It requires the dedication of a programmer to learn the technology and set aside approximately five to seven hours each week to program what content gets aired at what time. After programming is created for the week, the

programmer must monitor the schedule and address any issues that may occur. For example, as hurricane Ike developed, SVN posted emergency evacuation messages for students. The programmer must also load the new shipment of movies each month into the Digital Media Player and remove the movies whose license has expired.

- **Develop studio to facilitate "live editing" which will expedite the production process and allow more shows to be produced**
Accomplished

  With a great deal of help from the Studio Engineer Jake Schnitzer, a workflow was created during Spring 2008 that allowed footage to be instantly digitized onto the editing dock. The new workflow allowed SVN to completely cut out the log-and-capture process during studio shoots, saving about an hour and a half of editing time per camera per episode. In Spring 2008, nine episodes of *Intuition* were shot in the studio. Episodes shot in the SVN studio use a 3-camera set-up. With the new workflow, SVN saved approximately forty hours and thirty minutes during the Spring 2008 semester.

Objective 2: INCREASE STUDENT BODY AWARENESS OF SVN

- **Make original programming available through iTunesU account**
Re-evaluated.

  The iTunesU received unfavorable evaluation as students associate iTunes with purchasing music. Instead, a YouTube channel was created which is more effective at reaching the target audience. SVN also has a facebook group where videos and commercials are posted. Content is posted to these sites after it has been premiered on Channel 6.

- **Keep SVN website updated**
Ongoing

  The website is updated bi-weekly with new information. Neither video clips nor the constitution is posted onto the website. Instead, all of the SVN policies are posted. The Membership Database is also accessible through the website.

- **Work with more on-campus departments to tune more TVs to SVN Channel 6**

In Process

     The UC will be putting up big screen plasma televisions across campus. Francisco Calza met with Keith Kowalka and the UC policy board to negotiate terms for tuning some of these televisions to SVN Channel 6 on Tuesdays and Thursdays from 11 am to 1 pm, which is when it is estimated the UC and the Satellite receive the most traffic from students going to lunch. Since UH is still a commuter school, this is calculated to be primetime for UH television exposure to non-residential students. During the two hour proposed time slot, SVN will air campus news followed by an original SVN show followed by the start of a feature film. This level of exposure will introduce many students, especially commuters, to SVN Channel 6 and allow SVN to reach a larger audience. This may influence commuters to become active in university activities and help the university reach tier 1 status.

- **Maintain students access to SVN TV guide**

Accomplished and Ongoing

     The TV guide is updated every month as we receive new movies and finish producing new episodes. The TV guide is posted to the website and the facebook group. SVN does not air during breaks.

- **Develop tracking system for viewer data**

In process

     Surveys were taken at Cougar Place and the Moody Towers, where it is estimated that the largest SVN audiences gather. The goal of the survey was to gather viewer data about the campus audience. The survey asked students what time they were most likely to watch TV during the day, what kind of shows they like to watch, if they ever watch Channel 6, and what kind of shows they would like to see on Channel 6. (See question 4)

Objective 3: ENHANCE SKILL DEVELOPMENT AMONG MEMBERS

- **Develop project management skills through producer roles**

Accomplished

     A show takes a great deal of organization and labor to create. Producers lead the project in order to ensure it is successfully executed and on schedule. They recruit the most talented writers, crew, and talent for the show. They make sure that writers submit their scripts on time, that talent is punctual, and that the technical crew knows how to operate the equipment necessary to create an episode. A Producer makes sure that all the equipment needed for production is available and reserves it for their show. Producers are expected to submit a production binder two days prior to filming for review by the Programming Director and Vice President. Included in the binder are all the previously mentioned elements. The binder is used as a tool to ensure that a show can be produced effectively and with quality.

- **Provide practical experience for students interested in advertising, marketing, and public relations**

Accomplished

   SVN utilizes the talents of a PR team and a Commercial team (See question 7).

- **Develop leadership skills through committees, production teams, and administrative roles**

Accomplished

   Executive positions as well as producer and director positions provide leadership experience for senior members. Executive positions require a great deal of self-motivation and creativity because SVN has only been reorganized for three years. Executives have already pioneered strategies and discovered what works to build a successful organization different from any other.

   When the house lights go down and the cameras begin rolling, the director becomes the head of crew. He tells camera-operators what to shoot. Directors provide leadership examples for the crew.

Objective 4: CONTINUE TO NETWORK WITH OUTSIDE ENTITIES TO PROVIDE OPPORTUNITIES FOR SVN, ITS MEMBERS, AND UH STUDENTS

- **Re-establish a relationship with the Jack J. Valenti School of Communication**

Accomplished

   Vice President Francisco Calza and communication professor Craig Crowe have made a deal for the School of Communication to produce a Campus News show in association with SVN. SVN members with a communication major will help produce a quality weekly newscast to be aired across the university highlighting education, entertainment, and sports. The School of Communication has reserved time for some thirty-second commercial spots within the newscast. SVN will also have time within the newscast to air its own commercial spots.

- **Establish a relationship with the School of Theater**

Evaluated and Accomplished

   President Luis Gonzalez met with Brandy Robichau, Associate Dr. for Community Relations, and made a deal in which SVN creates commercials promoting School of Theater plays in exchange for space on the theater bulletin board for SVN to recruit talent. This deal has yielded fifteen actors for the narrative comedy *So Mean I*. The deal has also aided in bringing SVN actors for commercials.

- **Create a commercial policy and begin advertising for outside entities to develop SVN by meeting budgetary needs**

Evaluated and Ongoing

   SVN created a policy to receive donations in exchange for services rendered by Channel 6 (commercial policy can be reviewed at the end of section 3). In the 2008-09

year, SVN completed commercial agreements with the American Buddhist Society and M.D. Anderson Library. The Library purchased a two terabyte hard drive for SVN in exchange for three commercials that were created promoting different library services. SVN is currently awaiting payment from the American Buddhist Society. The library and Buddhist commercials currently air on Channel 6.

SVN also created a three-minute public service announcement for the university's power plant. The power plant will tentatively purchase five computer desks that will be used to furnish our pre-production/conference room.

SVN has also partnered with UH marketing to cover President Khator's Investiture. For services rendered, SVN is currently in the process of closing a deal that would result in $2000 worth of donations from UH marketing. Pending the deals close, part of this donation will be added to the budget of the Student Life orientation video.

- **Monitor the development of the Campus Video Committee**
Evaluated and in process

UH Marketing has a tentative proposal that would create a Campus Video Committee. The committee will be chaired by a representative from UH marketing and have representatives from SVN, the School of Communication, IT services, and PBS. The committee will discuss video projects that would benefit the university. Videos produced through this committee would be submitted onto the University of Houston's multimedia website. This committee will provide an opportunity for SVN to produce content for the University while at the same time affiliate its members with other media professionals in order to facilitate the flow of knowledge.

Objective 5: CREATE STRUCTURE AND ORGANIZATION WITHIN SVN STUDIO

- **Create a tracking system for members**
Goal assessed and Accomplished

SVN has created the Membership Database using Filemaker Pro software. The Membership Database allows SVN executives to manage up to hundreds of members by creating unique member profiles for each individual and assigning projects to these members. Executives can check the status of projects in the database and guide members accordingly. The Membership Database is also available online as read-only for members to stay on track within SVN projects and fulfill the needs of the organization.

- **Create a Media Library**
Goal assessed and ongoing

SVN has also created a Media Library using the Filemaker Pro software. The library serves as an archive for all student-produced projects such as episodes for shows, commercials, and any other media created by SVN members. Content is burned onto a DVD, which is labeled and filed away. If the content of the DVD needs to be accessed, it can be found by accessing the Media Library and entering a search for keywords. Content is then backed up as data files on the two terabyte external hard drive the library purchased for SVN. The hard drive serves as a master archive.

Objective 6: FINISH PRODUCTION ON THE STUDENT LIFE ORIENTATION
VIDEO

● Find an Assistant Producer for the Student Life Orientation Video
Evaluated and in process
　　　　SVN currently has a finished script and has begun production on the Student Life
(SL) video. SVN met with the SL producer, Gus Forward, who gave a report of the
project's status. Some scenes have already been shot and the projected completion date of
the video is Summer 2009. In order to expedite the process, SVN will find an Assistant
Producer to help schedule and budget for the SL video.

● Provide funding for the Student Life Orientation Video
Evaluated and in process
　　　　SVN will tentatively budget $500 of the $2000 from the Investiture toward the
completion of this project. Additional funding will be granted at the discretion of the
Executive Board.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.

Programming Variety

SVN produced three original shows in 2008-2009 and currently have five more in the works for 2009-2010. SVN updates the Digital Media Player at the start of every month with the newest releases as well as classic titles. We also air student-produced commercials, public service announcements, and constitution videos during constitution week as mandated by the state of Texas.

Programming Time

SVN has been on-air during regular university operation (including nights and weekends) with the exception of a few glitches that result in black video. This problem has been addressed with updates to the Digital Media Player (DMP) from version 5.7 to 6.3. A programmer has been appointed to manage the DMP. Any student watching an on-campus TV tuned to Channel 6 receives programming specifically geared toward the UH student population.

Persons Served

UC and Satellite: Various TVs in Chili's Too, cafeteria/seating area, lounge, etc.
Moody Towers: 950 students
Cougar Place: 400 students
Bayou Oaks: 470 students
The Quadrangle: 740 students
Cullen Oaks: 870 students
All other on campus televisions may be tuned to SVN.

Method for Collecting Data

Previous Marketing Director Maddy Johnston conducted SVN's first survey on students at Moody Towers and Cougar Place. The purpose of the survey was to gather data for the number of people who watch SVN at what time and what type of programming they prefer. The method used was open-ended questions. Thirty-one surveys were taken.

Upon review of the survey, the data showed that most students watch television from noon to 3 pm and from 7pm to 11 pm. Students expressed interest in movies, drama, comedy, news, and reality TV shows.

The executive board reviewed the survey method and made some changes. The spring 2009 survey will be distributed at all of the previously mentioned student residencies. The survey will gather at least 100 pages so that results drawn from the data can be considered a valid. Questions will be multiple-choice.

5. Please discuss any budget changes from your last (FY2008) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY2007 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

For Fiscal Year 2009-2010 SVN is eliminating the Fall banquet and cutting back on the staff retreat and prop budgets.

SVN has decided to only host an annual banquet to celebrate the accomplishments of the year, send off graduating members, and welcome the new executives.

The budget for the retreat was cut back because past retreats were hosted at Dave & Busters, which was too expensive. This retreat had a low turnout and SVN sought a more cost effective solution. Last year the retreat was hosted at Memorial Park, and the only cost incurred was food. The turnout was greater than the Dave & Busters retreat and members bonded through athletic recreation and a brainstorming circle.
Props were cut back because students have been able to furnish their own props for shows. SVN will still budget for minimal props.

The money from the cutbacks will be allocated toward the purchase of new equipment to reach the growing needs of SVN Channel 6.

SVN had a fund equity balance of $11,679 in FY 07-08, but does not reflect the most recent information. Lights were bought in FY07 but were not charged until the following year. The remaining fund equity was not used because the appropriate vendors were not found yet.

SVN reduced Telephone-Long Distance because we use very minimal of it.
SVN increased travel by a total of $400 for a trip to TSTV at the University of Texas at Austin.

6. Please list your 2008-2009 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

Objective 1: MAINTAIN QUALITY PROGRAMMING

Strategy: Create a new season each fall and spring semester of three to four student produced television shows.

Strategy: Maintain on-air programming during normal campus operation (no black).

Strategy: Identify and eliminate UH broadcast signal interference.

Strategy: Make the jump from Standard definition to High definition by experimenting with high definition formats.

Objective 2: CONTINUE TO BUILD A PARTNERSHIP WITH THE SCHOOL OF COMMUNICATION

Strategy: Recruit a greater number of students proficient in production technique to become members of SVN.

Strategy: Secure the rights to air student produced content created inside the School of Communication.

Strategy: Seek the guidance of Media professors in an effort to wisely and efficiently develop an advanced Student Video Network.

Strategy: Create a relationship with the Daily Cougar to secure story ideas in order to produce news with higher frequency.

Objective3: INCREASE STUDENT BODY AWARENESS OF SVN

Strategy: Build a relationship with the Bauer School of Business and establish a schedule deal similar to UC deal.

Strategy: Create a marketing campaign to distribute SVN paraphernalia (door hangers, stickers, magnets).

Strategy: Continue to hold events such as the annual outdoor film festival where SVN interacts with the student body.

Strategy: Continue to update the SVN website, Facebook group, and YouTube Channel. We will use Facebook to send updates to our audience.

Objective 4: CONTINUE RENOVATION EFFORTS SO MORE SHOWS CAN BE SHOT WITH BETTER PRODUCTION QUALITY

Strategy: Work in conjunction with the UC 2010 committee to secure an adequate studio for larger scale productions.

Strategy: Submit a work order to remove the studio ceiling panels and install a lighting grid.

Strategy: Work with Campus Activities to turn unused storage space into a second studio.

Objective 5: PROCURE EQUIPMENT TO CONTINUE THE TECHNICAL DEVELOPMENT OF SVN

Strategy: Obtain a high-definition camera to experiment with HD formats.

Strategy: Obtain two Mac pro G5's for editing and visual effects.

Strategy: Obtain wireless microphones, a signal amplifier, and a VGA to composite adapter.

7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)?

SVN has produced commercials for a number of campus entities. In the past, SVN has accepted equipment donations from these entities based on their generosity. During Fall 2008, SVN executives created an official quote policy for possible clients. With this policy, SVN meets with the client and quotes the cost of the production based on services to be rendered. If the client agrees, both parties sign an agreement. Since SVN cannot accept money at this time, SVN makes a donation request of equal or lesser value for the client to purchase and donate to the network. This policy provides SVN members with business experience while at the same time allowing SVN to meet it's equipment needs.

SVN is striving to be able to accept money from clients instead of donations. While donations are beneficial for obtaining small pieces of equipment, taking money would allow SVN to save its resources to make substantial developments like the ability to shoot in HD.

The following are SVN's policies for generating funding as found on the website:

EVENT TAPING
$100 - $500 quotes

Tell SVN about your event and what coverage you want. The commercial producer will quote a price. SVN will sign a contract and request an equipment donation less than or equal to the quoted price.

COMMERCIALS
$75 - $200 quotes

SVN's commercial package includes production of a 30-second spot and will allow the client 5 airings each week for the remainder of the semester. Contact the commercial producer: **Tnguyen.tx@gmail.com**

Air Time

$50 for 10 airings/week for 4 weeks.

$75 for 20 airings/week for 4 weeks.

- *The client is entitled to one CD copy; additional dubs will warrant additional charges.*
- *The client is entitled to one review session where revisions may be suggested*
- *SVN reserves the right to refuse service to any client for any reason.*
- *SVN reserves the right to negotiate barter agreements with clients to receive goods or services of equal cash value, including co-sponsorship rights of a campus event.*

8. Please describe any overlap between your unit and any other units(s) providing services to students and the rationale for the overlap.

SVN currently provides media production experience to all students of the university. SVN is the only UH organization that sends a video signal to campus televisions. The Jack J. Valenti School of Communication educates students in the field of television. These students learn the skills needed to successfully operate SVN channel 6. SVN and its facilities provide a developmental experience to communication students outside the School of Communication.