



Student Video Network

FY 2010 – 2011
Student Fee Advisory Committee Request

February 9, 2010

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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:

Student Video Network (SVN) at the University of Houston is a student-run television station for all UH student wanting to expand their college experience by being creative and immersing themselves into an active studio environment.

Our mission is to:

1. To inform, educate, and entertain University residents and non-residents by creating and providing original student programming.
2. To act as a source of connection and networking for students, University and Houston community.
3. To provide opportunities for involvement to all students.
4. To develop students into student leaders.

Method of Accomplishment:

The 90+ members of the Student Video Network come from an array of majors, utilizing individual skills to maintain organizational efficiency and unique creativity to reach the goals that are set by the executives and members for the organization.

School of Communication has been a great asset to SVN, offering technical consultation and enhanced programming opportunities for SVN students. This working relationship with the School of Communication will help increasing the membership of communication students and enhance their own college experience.

Other on campus departments are welcomed to work with SVN to bring awareness to new opportunities that can be provided to students. Past and Current partnerships include: M.D. Anderson Library (Learning Commons), Distance Education, Residential Life and Housing, and etc.

Collaborate with numerous student organizations in the development of more informative and entertaining video content for the UH community. Thus, allowing SVN members to gain field experience and increase overall student involvement on campus.

Students in SVN have the opportunity to gain leadership experience in production management, event planning, media production, public relations, team/people management, studio management, etc.

Justification:

Among student organization, SVN holds one of the highest responsibilities as programming must be constantly airing. Scheduling and updating the broadcasting system to achieve 24/7 during the school semesters to maintain our level of expectation.

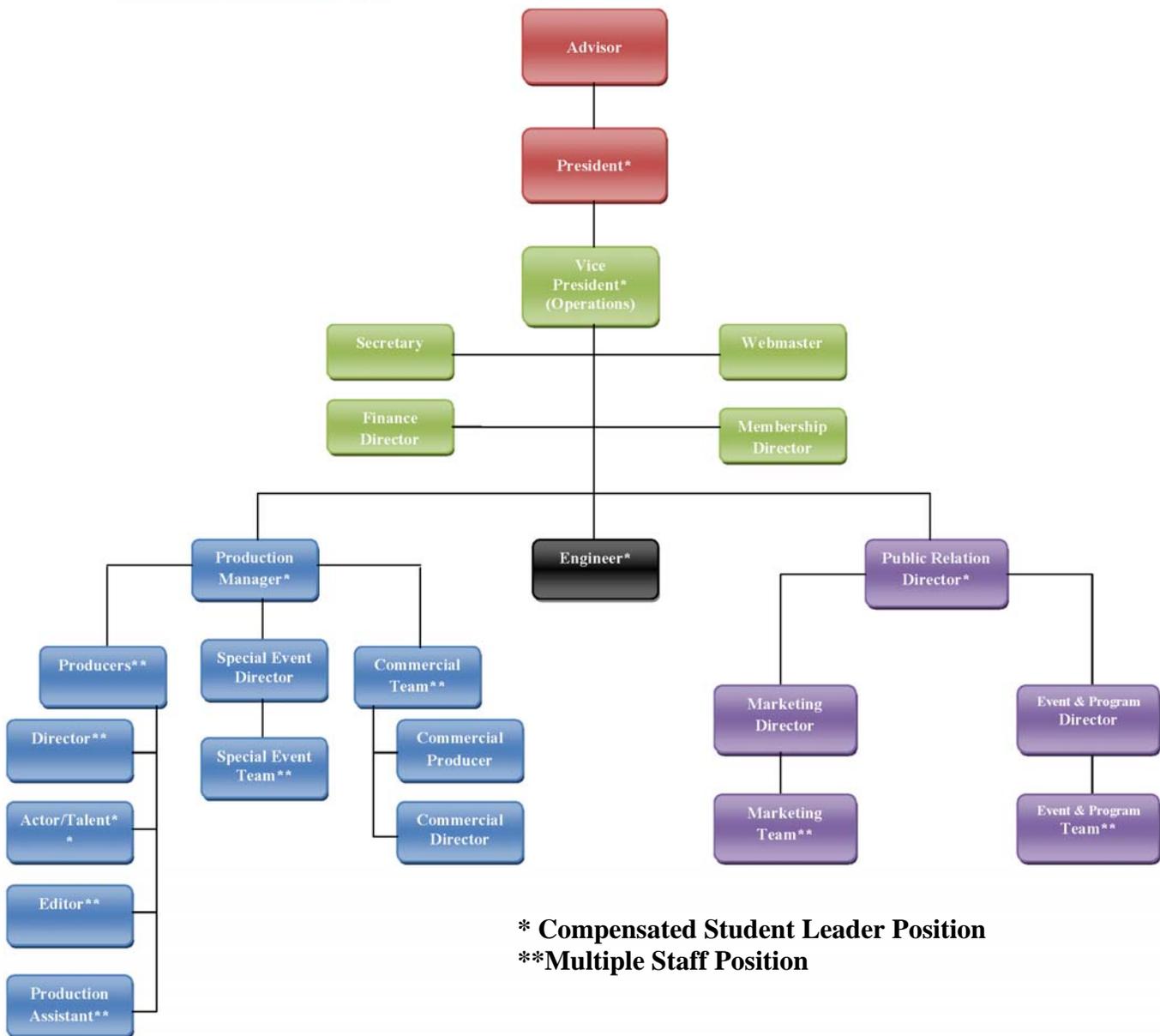
SVN: Channel 6 is the only on campus entity that provides students the opportunity to develop and broadcast their own media projects. SVN also airs recent popular blockbuster movies before released on DVD.

Question 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.



University of Houston
Student Video Network Organizational Chart



List the objectives that you provided with your 2009-2010 SFAC requests. 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

1. Create a new season each fall and spring semester of three or more student produced television shows.

Accomplished/Ongoing

- SVN has seven television shows in production during 2009-2010: “*Intuition*”, “*Cougar News and Views*”, “*Underground*”, “*Kick TV*”, “*Cougar Comedy*”, “*Voices of Color*”, and “*It came From the Public Domain*”

“*Intuition*” is a women’s talk show much like *The View* featuring four outgoing women who discuss topics related to current events and other entertaining material.

“*Cougar News and Views*” is a campus news show, created by the School of Communication, those talks about University related programs and the Houston Community.

“*Underground*” highlights local music artists and serves as a medium to promote these artists’ work.

“*Kick TV*” is a variety show that helps students and alumni to show off their creative work from class projects to short videos.

“*Cougar Comedy*” entertains the UH community by highlighting both local comedy shows and well known comedians.

“*Voices of Color*” is a show that promotes diversity by bringing together various races to discuss cultural awareness and similarities amongst growing community.

“*It came from the Public Domain*” is an educational and entertaining show that displays historical films and cartoons from the past.

- There is one show that is currently in pre-production: “*Working on my B.S.*”,

“*Working on my B.S.*” is a game show that tests not what you know but how well you can fake it. Last spring the show produced six episodes and currently a new producer is being interviewed for this position.

2. Maintain on-air programming during normal campus operation (no dead air).

Accomplished

- Throughout the years, SVN has educated and entertained our campus audience by broadcasting new original programming, movies, and PSA. To maintain a constant signal, we have strengthened our relationship with Residential Life Cinema (RLC), our movie provider. This year we have established a deeper connection with RLC by:
 - ❖ Obtaining a new broadcasting computer
 - ❖ Utilizing new features that allow us to insert commercials during “intermissions” between original programming and movies.

3. Identify and eliminate UH broadcast signal interference.

Accomplished

- In previous years SVN has encountered technical issues with the quality of the broadcasting signal. This was due to having two separate transmitters (one from the Residential Life and Housing Department, for students currently living on campus, and the other from Information Technology Department, which provides viewership throughout the University, referred to as the blue network.)
 - ❖ President Viral Bhakta and Rarish Patel, System Administration for the Residential Life and Housing Department, have met and resolved issues related to RLH transmitter.
 - ❖ President Viral Bhakta and Rashad Fogle, Analyst with Telecom, have discuss the issues related to the blue network and resolved issues with the transmitter.

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

Re-evaluated/Ongoing

- Engineer Jake Schnitzer has worked with high definition intensely for the last year. Due to the significantly amount of money needed to jump for Standard Definition to High Definition and the University signal only transmitting Standard Definition, SVN has decided to elongated the process switching to High Definition by slowly obtaining equipment as it become affordable. This will aid us in working with The New UC Committee to secure an adequate studio for larger productions and give the University time to switch to a HD transmission system.

5. Continue renovation efforts so more shows can be shot with better production quality.

- Work in conjunction with the “The New UC” committee to secure an adequate studio for larger scale productions.

Ongoing

- ❖ We are in contact with Sam Dike and Nicole Sopko of the UC committee about the current status of the UC. This semester, Viral will be following up with the committee to establish a better connection in order to stay informed about the development of the project.
- Submit a work order to remove the studio ceiling panels in our current studio and install a lighting grid.

Ongoing

- ❖ The installation of lighting grid within the SVN Studio will be delayed till Summer 2010 due to less usage of the studio during that period.

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

In process

- ❖ We are in process of meeting with Marcella Leung, Director of Campus Activities, about unused space to be utilized effectively.
 - Recently we discuss using the small conference room to be used as space, but this space was allocated to SGA for Elections.

○ **Objective 2:** Increase Student Body Awareness of Student Video Network.

1. Build a relationship with the Bauer School of Business and establish a schedule agreement similar to the UC agreement.

In process

- Currently, we are making contact with Jessica Robertson at the Bauer School of Business. Establish an agreement with the school in order to broadcast Channel 6 from their televisions in exchange for airing promotional and informative videos provided by the Bauer School.

2. Create a marketing campaign to distribute SVN paraphernalia.

Accomplished/Ongoing

- In Fall 09, SVN has purchased and distributed various paraphernalia material such as:
 - ❖ Pens
 - ❖ T-shirts (Members)
 - ❖ Flyers (Shows and Recruitment)
 - ❖ Stickers (Apply to posters, RA magazines, etc.)
- This spring, we plan on purchasing more paraphernalia to market for :
 - ❖ Shows (Cougar Comedy, Underground, etc.)
 - ❖ Events (Outdoor Movie Festival, etc.)
 - ❖ Involvement (Spring Retreat and Spring Banquet)

3. Continue to hold events such as the annual Outdoor Movie Festival where SVN interacts directly with the student body.

In process

- SVN Outdoor Movie Festival is a three day movie event that occurs once every spring semester and has been with our organization for 2 years. Movies are selected based on three categories Independent, Blockbuster/Hit, and Foreign.
- Last spring, we rented an inflatable screen and screened three movies:
 - ❖ Trainspotting (Independent)
 - ❖ Beetlejuice (Blockbuster/Hit)
 - ❖ Iron Monkey (Foreign)
- This spring, we plan to purchase an inflatable screen and have 2 Outdoor Movie Festivals. The first movie festival will be showing on Feb. 23-25:
 - ❖ In Bruges (Independent)
 - ❖ Transformers 2: Revenge of the Fallen (Blockbuster/Hit)
 - ❖ Pans Labyrinth (Foreign)

4. Continue to update the SVN website, Facebook group, and YouTube Channel.

Accomplished/ Ongoing

- The SVN website is updated bi-weekly with latest announcement such as events, production classes, and other leadership and production opportunities. Our Facebook website is updated when new events and production schedules become available for commercials and shows. Our YouTube Channel is updated each semester with video content accumulated throughout the semester.
- Recently, a Twitter website was created for the use of constantly informing member and UH community before, during and after events and on-going productions.

5. Development of a new SVN website to allow member and other student for easy accessibility

Ongoing

- SVN has recruited Jack Chaiyakhom, web developer of the Campus Recreation website. Recently, Jack has been working on the SGA website, after the project has been completed; He has agreed to create the SVN website.

- **Objective 3:** Enhance skill development among members' to maintain efficiency.

1. Develop and maintain production classes to enhance member's production skills.

Accomplished/Ongoing

- At the end of Fall 09, SVN has started providing production classes to keep members more involved and educated about our equipment and software as well as general theory and techniques. The following are some of classes are established for the spring:

- ❖ Composition
- ❖ Lighting
- ❖ Scriptwriting
- ❖ Editing
- ❖ Camera Theory

2. Develop hands-on training experience during field production shoots.

Accomplished

- Throughout this semester SVN members have gained experience by working with Production Manager Roman Perez and Special Event Director Oshea Deans on productions throughout the UH community. At each event students will have the opportunity gain hands on experience with XL2 Cameras, Ultra-cardioids Microphone, Lighting Equipment (if needed), along with developing skills as project managers and directors.
- Past events include:
 - ❖ CEO International Explosion
 - ❖ CEO Marketplace
 - ❖ SPB Comedy Shows
 - ❖ SPB Outdoor Concert Series
 - ❖ Athletic Games (Football)
- Future events include:
 - ❖ SPB Outdoor Concert Series
 - ❖ SPB Last Cougar Standing
 - ❖ Frontier Fiesta (Concerts)
 - ❖ Athletic Games (Basketball)

- **Objective 4:** Procure equipment to continue the technical development of Student Video Network.

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

Evaluated

- Though high-definition cameras would increase the quality of our videos, the amount for obtaining a HD camera is significantly high; we must go over the details of our budget and the productivity of our current equipment before committing to purchase a new camera.

2. Update and acquire equipment to enhance overall productivity process.

Accomplished and Re-evaluated

- We have purchased 6GB of RAM for our 3 Mac Pro to increase the speed of our video rendering process during editing. This has allowed us to work at a faster speed when dealing with large projects.
- School of Communication were planned on denoting 2 Mac G5's for teaching audio production classes for Spring 2010, but found alternative spacing. Though, Paul Schneider, lecturer of the audio production classes, will allow SVN members to speak to his class about the opportunities SVN offers.

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

In process

- We are working with SVN Advisor Jason Bergeron to order new equipment which will allow us to increase communication amongst production crew and technical crew during live editing, obtain a better audio quality during productions and original programming, and establish smoother shoots during in the field productions. These items include:
 - ❖ Wireless Microphones
 - ❖ Portacom Headset & Belt pack
 - ❖ Adapter for Teleprompters
 - ❖ Cables (various input and output cables)
 - ❖ 3 Tripods

- **Objective 5:** Continue to build a partnership with the outside entities, other student organization, and on-campus departments.

1. Establish better a relationship with the School of Communication to increase productivity of the SVN.

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

Accomplished/Ongoing

- ❖ As a student organization that meets the needs of various majors within the School of Communication, increasing the amount of students with production, public relations, and technical skills is a must.

At the end of Fall 08, SVN had 70+ members within the organization. This Fall 09, SVN has 90+ members in the organization 49 of these members are media production students. The increase in membership was due to:

- Attending Media Production Classes to inform students of the opportunities within the organization.
 - Attending four student organization fairs.
- Secure the rights to air student produced content created inside the School of Communication.

Ongoing

- ❖ Last semester, we have spoke to Professors Keith Houk, Randy Polk and Craig Crowe at the School of Communication to speak with students in advanced production classes about televising student projects. We are in the process of setting up a schedule to speak to these classes once a semester to keep students informed about this opportunity.
- Seek the guidance of Media professors in an effort to wisely and efficiently develop an advanced SVN.

Ongoing

- ❖ Ward Booth, Manager of Media Production Facilities at the School of Communication, has verbally agreed to inform us when they are going to be inviting studio experts in the development of their new studio. So that we might utilize their instruction and knowledge.
- Create a relationship with the Daily Cougar to secure story ideas in order to produce news with higher frequency.

In process

- ❖ We are in process of contacting the Daily Cougar to establish a good relationship to secure various news ideas and adverting space.

2. Establish a better connection with Residence Life Cinema (RLC), our movie provider, to increase communication and obtain more content.

Accomplished

- Josh and Kyle Huelsing from RLC have sent us video content related to student awareness and campus communication.
 - ❖ 35 Videos on student awareness.
 - ❖ 58 short videos on campus communication.

- SVN received a new broadcasting computer from RLC which has decreased the number of technical problems.
3. Work with other student organizations to obtain video content and promote their events.

Accomplished/Ongoing

- SVN filmed and produced the Council of Ethnic Organizations' International Explosion and Marketplace to promote diversity throughout the campus. This project helped SVN gain extra video content for 10 other organizations for future development of commercials.
 - SPB and SVN's producers have collaborated together to obtain content from various comedy show and concerts on campus. These videos were given to SPB and used for our shows, "Underground" and "Cougar Comedy".
 - This semester, Frontier Fiesta and SVN will be working together to create a commercial in exchange for filming the live concert for the "Underground."
4. Work in with University Relations to establish better connection with the University.

Accomplished/Ongoing

- Within the last year, SVN has been involved in two collaborative projects with SVN. First, University Relations produced an institutional marketing video for the University of Houston; SVN and some of its members assisted on the production. In addition, several members of the SVN organization assisted in several photo shoots for UH Magazine. Moving forward, other exciting collaborations blossomed. In fall 09', SVN was involved in a grass roots campaign with University Relations to co-produce a student-volunteer group called Pride Ambassadors. The purpose of the Pride Ambassadors program is tri-fold:
 - ❖ Integrate "**You Are The Pride**" brand with the UH campus and local Houston communities via guerilla marketing and grass roots campaigning.
 - ❖ Designate UH student volunteers as Pride Ambassadors to implement student-run brand awareness projects that promote the image, visibility, feelings and perceptions of the brand message and University's big rock initiatives.
 - ❖ Market Pride Ambassadors as walking, talking student success stories of the "**You Are The Pride**" initiative.

With this program, SVN will be assisting the organization filming events and programs that derive from the event. Firmly established in spring 2010, SVN will begin its first collaborative effort with Pride Ambassadors, filming video packages for the "Legacy of the Pride" event

February 8-11. Throughout the next semester, we anticipate the project load to increase.

5. Utilizing SVN logo for marketing with other department and student organizations

Accomplished/Ongoing

- Assisted the Learning Commons in M.D. Anderson Library to market a video competition using SVN and Library Logos on flyer and distributed amongst students within the School of Communication and SVN members.
- Currently working with SPB Marketing to insert SVN logo on to Concert Series and Comedy Shows.

6. Develop a relationship with Residential Life and Housing (RLH) for marketing and promotions.

Ongoing

- SVN worked with Apollo Woods at the RLH department to establish an agreement allowing SVN to advertise through RLH's list serv and website in exchange for broadcasting RLH events dates and marketing videos on Channel 6. This will open up more awareness to current residents. Currently, agreement is being written for documentation.

7. Continue to work with UC to obtain more televisions constantly airing SVN: Channel 6

In process

- This semester President Viral Bhakta and Advisor Jason Bergeron have met with Keith Kowalka to establish an agreement for the UC to play Channel 6 on the new televisions that the UC are acquiring. The agreement was delayed due to a AT&T Uverse contract agreement being discussed. This semester we plan to follow up with Keith to ascertain the progress of the contract and continue with the agreement.

8. Establishing connections with outside entities to receive video content and promotional items

Accomplished/Ongoing

- SVN has worked with Reinhart Marketing to receive free movie passes and promotional items to distribute amongst members that are participating in events, on-going production, and the development of the organization as well as viewers. Recently, Reinhart gave SVN the opportunity to interview Sean Patrick Flannery from Boondocks Saints II. This going to be placed as a short for "Kick TV."
- SVN has worked with Hogan Communications, a company that produces video content spliced with cinema trailers. This

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

Any student watching an on-campus TV tuned to Channel 6 receives programming specifically geared toward the UH student population. During 2009-2010, SVN has produced six original shows and is currently expecting one more by the end of FY 2010. We are currently in production of five commercials for other student organizations and nine public service announcements to inform and educate students about public safety. Recently, SVN has obtained and aired several videos that inform the student body about important deadlines such as for financial aid issues, last day to drop with a “W”, RLH check out, etc. Along with airing new movies and content related to specific holidays and events such as MLK Day, community development, constitution week, etc.

Programming Time

SVN has maintained an estimated 98% uptime since Fall 2008 (including nights, weekends, etc.) With receiving new broadcasting computer and updating our Digital Media Player from 6.3 to 6.3.6 our signal glitches will be minimal (only during power outages).

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

This year Public Relations Director Claudia Hualde has created a new survey and distributed amongst many students during events. The purpose of the survey was to gather data according to student’s time of viewership and type of programming. The survey asked various multiple choice questions. During these events a total of forty eight surveys were taken. After reviewing, the preferred time of viewership was 12pm to 2pm, 4pm to 8pm, and after 10 pm. The majority of students expressed interest in music, comedy, news, and movies for programming.

A new method of collecting data was with Survey Monkey. The survey was embedded on to the SVN website for two weeks at the beginning of December and a total of seventeen surveys were collected. We project this number to increase significantly by the end of FY 2010 due to marketing. SVN will continue to place the survey on the website every other bi-weekly update.

Please discuss any budget changes from your last (FY2010) 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 FY2009 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

For Fiscal Year 2010 – 2011 SVN has decided to cut general fund and distribute the allocated money throughout the budget to compensate for other charges.

The FY 09' Fund Equity balance was \$20,367. The two main categories which contributed to this were: funds left over from compensated student leaders and maintenance and operations. The amount of student leader wages unused was \$15,044 and \$5,200 left from maintenance and operations.

The main reasons that some student leaders were not compensated

1. Some student leaders' GPA would not qualify them to access funding.
2. Some student leaders had PeopleSoft issues and were not able to access funds until resolved.

Since these students had an extension background about audio/visual equipment and showed significant amount of leadership experience, they were chosen to be a part of the Executive Board.

The reason unused wages for maintenance and operation was because the budget report was simply showing less money than we had. Not knowing this we decided to cut back on certain expenses only to find out later that we had more funds available.

Throughout the years SVN has been a stable and steady organization. Along with there was a minor period of disarray due to the transition of a new advisors, which left SVN slow to start the new school year.

Please list your 2010-2011 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:** Maintaining quality on-air programming
Strategy
 1. Create a new season each fall and spring semesters of 4-8 student produced television shows.
 2. Maintain 24/7 programming through fall and spring semester
 3. Continue providing 24/7 programming through summer and winter break consisting of movies, commercials, trailers, and reruns.

- **Objective 2:** Increase student body awareness and involvement of Student Video Network.
Strategy
 1. Make original programming more accessible on the web.
 2. Increase the responsiveness of General Assembly by promoting events.
 3. Develop a new SVN website that is more accessible to members and university.
 4. Continue to update the SVN website, Facebook group, YouTube Channel, and Twitter webpage.
 5. Speak to more classes within the University to increase membership and awareness.

- **Objective 3:** Enhance skill development among members
Strategy
 1. Continue to have production classes to inform and educate new and current members.
 2. Maintain project management system through Producers.
 3. Develop leadership abilities through administrative roles and production team.
 4. Increase documentation and communication skills for smooth transition for all branches.

- **Objective 4:** Improve events and marketing strategies for SVN.
Strategy
 1. Develop a yearly and semesterly public relations strategy and implement in a timely manner.
 2. Increase the use of the SVN logo amongst video content.
 3. Continue to design creative flyers, banners, and promotional items with Student Video Network logo.
 4. Utilize on campus magazines and newspaper to advertising events and production classes
 5. Increase the occurrence of the Outdoor Movie Festival in the Fall and Spring

- **Objective 5:** Continue to build a partnership with the outside entities, other student organizations, and on-campus departments.

Strategy

1. Work with more on-campus departments to tune TVs to SVN.
 2. Establish stronger relationship with Residential Life and Housing.
 3. Continue to work with student organizations to inform and educate students at UH.
 4. Continue relationships with Reinhart Marketing and Hogan Commercials.
 5. Build stronger relationship with the School of Communication.
 - a. Increase student produced content created in media production course on channel 6.
 - b. Recruit a greater number of members from school.
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- **Objective 6:** Update current and acquire new equipment to improve development of SVN into an advanced TV station.
 1. Update latest version of Final Cut Studio.
 2. Acquire new video editing software that allows more graphic based productions.
 - Adobe After Effects
 3. Update various cables and equipment to enhance production process.

Question 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.)?

The Student Video Network has worked with several departments and student organizations on campus to increase the video content amongst the university.

This year, we tried to collaborate with more student organizations departments, and outside entities to market the organization to bring more awareness to the university.

SVN only accepts donations in the form of equipment from campus and outside entities based on their generosity.

Question 8

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

There was no overlap