Why use electronic media?
- Need to select media/medium based on audience characteristics.

Media Characteristics
Production Processes and Audience Analysis

Media characteristics
- Print -- Extending ideas & speech in words.
- Conveys pictures and other images.
- Advantage: Tremendous amounts of information can be packaged easily.
- Printed matter can be readily mass-produced, distributed and sold as a product.
- Disadvantage: Requires that consumers are literate.

Media characteristics
- Radio -- Ideal for extending voice and music.
  - A linear, fixed-pace sequence.
  - Produced on-location or in studio.
- Audience is self-selected. (It CHOSES to tune in.)
- Advantage: Stimulating listener's imagination.
  - Costs are relatively inexpensive.
- Disadvantage: Listeners continuously tune in and out.

Media characteristics
- Slide-tape presentations -- Disadvantage: Slides alone can be boring.
  - Lack of movement within a frame.
- Advantage: "Projectibility" with a large crowd.
  - MULTIMEDIA presentations are taking place of slide-tape presentations -- using video, audio, slides.

Media characteristics
- Computers -- Advantage: handle mundane tasks automatically.
  - Can process vast amounts of information.
- Disadvantage -- impersonal.
  - High-tech, expensive equipment.
### Media characteristics
- **Video** -- Ease of production and distribution.
  - Portability.
  - Has become the medium of choice for businesses.
- Advantage: Shows what’s going on.
- Disadvantage: Costs, access to production equipment, need for talent and technical knowledge, expense of tape duplication.

### Advantages of radio and TV
- Universally.
  - More than 98% of all US households have at least one TV set in working order.
  - Almost every home in the US (99%) has at least one radio.
- Popularity.
  - The average American family spends about 6.75 hours per day watching TV.
  - Average adults spend 3.5 hours daily with the radio.

### Advantages of radio and TV
- Immediacy and timeliness.
  - No delay in reception as there is in printed media.
- Use of sound.
- Integration of commercial messages into program content.
  - Advertisers benefit because commercials helps insure acceptable attention levels.

### Unique advantages of television
- Visual and sound capabilities.
  - Creates nearly ideal level of salesmanship.
- Compelling medium.
  - Involvement levels for programs/commercials are quite high.

### Unique advantages of radio
- Stimulates the imagination.
- Pervasive.
  - Because of its portability/mobility, listeners may be reached at almost any time/location.
  - People may listen while they are engaged in other activities.
- Flexible. Many offer specialized programming to well-defined target groups.
- Geographical flexibility.
  - AM and FM stations reach different locations.
- Low cost.
Unique advantages computers/multimedia
- On-demand instruction.
- Individual progression -- work at own pace
- Integration of audio, video and text.
- Growing accessibility.
- Tremendous amount of information available.

Production Process
- Phase 1: Program/audience analysis
- Phase 2: Preproduction
- Phase 3: Production
- Phase 4: Postproduction

Phase 1: Program/audience analysis
- Outline the project and plan your approach.
- Idea/purpose/outline -- need to have idea for program.
- Project plan -- want to conduct a needs assessment.
  - WHY do this video?

Parts of project plan
- Purpose statement – Why make the program?
- Audience -- Who is your audience?
  - Target your communication to particular audience.

Parts of project plan
- Content -- What is the subject matter?
- Program format -- What is most appropriate format?

Audience
- Group to whom a message is aimed.
- Target audience -- group whose characteristics has been identified and studied.
- Market -- people who will buy the videotape.
What to identify

- Need to identify as much as you can about intended audience.
- Characteristics/Demographics
  - Age, learning level
  - Attitude toward message
  - Cultural context
- Psychographics -- lifestyles, values, beliefs, habits and perceptions.

What to identify

- Attitude "clusters" -- "Pro-animal rights?"
  "Health food-conscious?"
- Relevant behaviors -- What do audience members do (and why)?

What to identify

- Communications issues -- Where do they go for information?
- Topic knowledge -- What do they already know? is this new information you're presenting?

What to identify

- Analyze your audience by considering its functions and values/attitudes.
- The larger the audience the more likely that you'll define it as "general," but target specific characteristics.
- "Match" your audience, topic, and purpose to your message.

Program formats

- Documentary -- history, subject, issues
- Event coverage -- sports
- Demonstration -- training
- Magazine -- variety of techniques, segmented

Program formats

- Newscast
- Interactive -- w/ computer
- Drama -- entertainment, education
- Comedy -- humor, education, training
Parts of project plan

- Program elements -- What will the “parts” be to the program?
- Program use -- How/where will it be used?
- Financial matters -- What are the financial matters?
- Equipment -- What equipment and facilities will be used?

- Locations -- What locations will be involved in the production?
- Personnel -- Who will be involved in the production? One-man-band? Many?

- Scheduling -- When will the production occur and be completed?
- Evaluation -- How will the success of your program be measured?

Previsualization

- When you’ve settled on content, want to “see” what your program will look like.
- Imagine through “previsualization” what the program will look like.

Preliminary outline

- Once the concept is crystallized, need to write a preliminary outline.
- Treatment:
  - Gives the program specificity and shows how the content relates to the format.
  - An outline in prose form.
  - Can be just about any length, but deals with the program in detail

Phase 2: Preproduction

- Research -- Have to have basis for program in terms of content.
- Scriptwriting
- Storyboarding -- Visual representation of the sequencing of shots within a program.
Phase 3: Production

- Arranging talent -- buying an actor/narrator
- Crew assignments -- Who's doing what?
  - Producer?
  - Shooter?
  - Editor?

Phase 3: Production

- Scouting locations -- Electrical outlets? Lighting? Sound (ambient sound)?
- Actual shooting -- What most people consider "PRODUCTION."
  - Actually a small part in the big picture.

Phase 4: Postproduction

- Audio/mixing
- Off-line editing -- Makes cuts-only transitions.
  - Preliminary step to making the final program master.
- On-line editing -- Off-line editing's edit decision list (EDL) is used to make a master, with dissolves and special effects, and other transitions.

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