DCTV ENCODING PROCEDURES

DCTV maintains that ALL programs must meet transmission quality standards. Please review the Guidelines documented in the "Producers' Policy Manual" (Dated December 16, 2014)

THE FOLLOWING REPRESENTS RECOMMENDATIONS AND PROCEDURES FOR PROGRAM ENCODING

I. PROGRAM DEVELOPMENT:

A. **DCTV STRONGLY** recommends the following Run Times for programs:

Length	Run Times		
* Half Hour	28:00	29:00 and/or	30:00
* 1 Hour	58:00	59:00 and/or	60:00
* 1 & ½ Hours	1:28:00	1:29:00, and/or	1:30:00
* 2 Hours	1:58:00	1:59:00 and/or	2:00:00

   NOTE: A 3-hour or more program should follow the above format.

B. To promote Programs effectively, Producers should develop **PROMOs** for each program:
   Length - :15 sec and/or: 30 sec

The promo should be GENERIC in nature, demonstrating what the show is about. It should also include the following TAGLINE:

Airing on DCTV Channel Comcast Ch. xx , RCN Ch. xx and Verizon CH. xx
For exact Dates and Times go to www.dctv.org

II. SHOW ID / PROGRAM SUBMISSION REQUEST FORM:

A. ALL Producers MUST submit one Program Submission Form per program
B. Producers can submit Program Submission Forms in-person at DCTV or via e-mail at Programming@dctv.org
C. Show ID's will be assigned within 48 hours upon receipt of Program Submission Form (s).
D. Upon receipt of a Show ID, the producer *must encode the program within 2 days*
E. All producers are **required** to document encoding usage by completing the **Sign In Sheet** at the encoding station utilized. (For Each Program Encoded)
F. Once the program is encoded, the Producer is required to submit the Program Submission Form to DCTV's Programming Dept. Mon – Fri 10am – 6pm
Production Dept.   Mon – Fri   6pm – 9pm or Sat 12 noon – 5pm
G. Encoding sessions **must be completed by 9pm Mon-Fri and by 5pm Sat.**

III. ENCODING PROCEDURES:

A. **FORMAT:** All Programs must be encoded via DVCam, DVD, or FTP Site
Recommended DVD Brands = Memorex DVD + R or Maxell DVD-R
(The request to utilize a specific brand will significantly increase the reliability of the encoding session. Other brands have been known to FAIL during telecasting)
B. When encoding each program **MUST have 5 – 10 seconds of BLACK** at the **start and end** of the program. If not, program will be **REJECTED** and sent back to the producer to be re-encoded.
C. Format: **All Programs recorded on DVD must be formatted:**

   1. **MPEG 2, Two (2) Channels of Audio @ 48khz**
   2. Setting Includes: Video Resolution = **MPEG -2 Full D1 720x480**
                                                   Audio Sample Rate set at 48khz
   3. When using music from a CD, you **MUST** first convert the audio file to **48khz via a QUICKTIME CONVERSION**

D. Encoding Setting: (**DO NOT CHANGE SETTINGS**)

F. **NOTE: Producers may request DCTV Staff to encode their program(s) for a fee:**

   DC Resident - $35   :00 minutes – 1:00 hour
   Non DC Resident - $45   :00 minutes – 1:00 hour