

## Opportunities for Nonprofits & Community Groups

An important part of PhillyCAM's mission is to provide nonprofit organizations and community groups an opportunity to access media making tools and facilities, training workshops, and an outlet through which to distribute programming content that promotes community-benefiting programs and services.

### How to Get Your Organization or Group Involved

| Step 1   | Step 2   | Step 3   |
|--|--|--|
| <p><u>Join:</u> Become a member of PhillyCAM. Membership is required for all classes, equipment use and special programs. To join, we ask you complete the following:</p> <ul style="list-style-type: none"> <li>• Attend a PhillyCAM orientation session.</li> <li>• Determine which membership category applies to your organization.</li> <li>• Submit membership payment.</li> </ul> | <p><u>Plan:</u> Meet with PhillyCAM membership and outreach department to determine which programs and services will be the most beneficial for your organization.</p> | <p><u>Create:</u> Collaborate with PhillyCAM staff to produce media that promotes your organization/group.</p>   |
|  |  | <p><u>Participate:</u> Schedule and participate in media training sessions to become certified to use PhillyCAM production equipment and facilities to produce your own media.</p> |
|  |  | <p><u>Initiate:</u> Start exhibiting pre-produced videos on PhillyCAM.</p>   |

#### Step 1: Become a PhillyCAM Member

To access PhillyCAM's programs and services, nonprofits and community groups must become an organizational member of PhillyCAM. Memberships are good for one year and may be renewed by the end or during the middle of the calendar year depending on when your membership status is activated.

Becoming a PhillyCAM member is a simple process that can be completed via [www.phillycam.org](http://www.phillycam.org) where you can fill in the online membership form and securely submit your payment. You're also welcome to visit PhillyCAM's offices or send your membership information by mail.

In addition to your membership enrollment, we ask all individuals and groups that intend to submit content to air on PhillyCAM and/or participate in training activities attend one of PhillyCAM’s free membership orientations. These sessions are opportunities for you to ask questions and get clarity on PhillyCAM programming, workshop and production policies and procedures. Upcoming orientation dates are listed on PhillyCAM’s website.

### **Annual Membership Fees**

PhillyCAM membership fees are based on the organization’s annual operational budget. For example, if your organization/community group has an annual operational budget of \$50,000 or less, the membership fee is only \$30. If you are a local chapter of a larger organization, you may use the operational budget of the local chapter to determine the applicable membership fee.

Listed below is the fee structure for all the operational budget categories.

| <b>Membership Fee</b> | <b>Organization Operational Budget</b> |
|-----------------------|--|
| \$30                  | \$0 - \$50,000                         |
| \$75                  | \$50,000 - \$250,000                   |
| \$125                 | \$251,000 - \$500,000                  |
| \$250                 | \$501,000 and over                     |

If you prefer to send or deliver a check or money order, please make it payable to: Philadelphia Public Access Corporation.

For organizations that need invoices to process payments, please contact PhillyCAM to request an invoice that reflects the correct membership fee due.

### **Organization Member Benefits**

Once you become a PhillyCAM member, you will have access to a variety of benefits.

- A \$25 credit towards any PhillyCAM certification workshop.
- Free access to PhillyCAM’s cameras, editing systems and studio/multipurpose facility space.\*
- Free channel time to air single programs or series of programming.
- Two votes in PhillyCAM’s annual board election and the opportunity to nominate a representative to run for the board.
- Create and post announcements on PhillyCAMs community bulletin board.

- Receive production support to create a 30-sec. – 2-minute public service announcement (PSA) to promote the organization/group or an upcoming community event.
- Receive production support to organize and create a 30-minute studio shoot to raise awareness about a particular issue.

*\*One representative from the organization must be certified to reserve and use PhillyCAM production equipment and editing systems.*

In 2011, PhillyCAM will open its new office and production facilities in Center City. This expansion will include a number of additional benefits for organization members. These benefits include the following:

- Free access to television production studios, editing suites and computer lab.
- Free or low-cost access to multi-purpose spaces that can be used for screenings, meetings and special training sessions.
- Discounts on blank media materials and transfer/duplication services.

## **Step 2: Plan for Production**

We understand the needs and available resources of groups vary. To determine the best way we can work together, we ask a representative from your group to schedule a meeting with a PhillyCAM's Outreach and Membership Director. We can explain all that is technically involved in producing programming and then help you decide whether it's best for you to participate in production workshops or collaborate with other producers to help you create media content. If you are interested in producing a series of programs, we highly encourage you to have a small group (at least 2-3 staff/volunteers) become certified PhillyCAM producers.

### **Certification & Training Opportunities**

A key aspect of PhillyCAM's programs and services are the training opportunities it provides for its members. PhillyCAM will offers additional production workshops for organizations and individuals. These trainings are offered to ensure and certify that members are comfortable with and capable of operating PhillyCAM's production equipment. Once a member has successfully completed the certification process, s/he is able to reserve and use the production equipment. There are various classes of certification—the most current is digital video production.

Information about dates and fees for upcoming workshops are announced via PhillyCAM's website and emails distributed to members. Workshop registrations are accepted on a first-come-first-serve basis so be sure you are on our email list. If you know a person who has production experience and is interested in helping you create media, s/he may contact us to schedule a time to "test out" of our workshops. In order to "test out," these individuals will need to pass a written proficiency exam and demonstrate knowledge of operating PhillyCAM's equipment.

Workshops to be offered in 2011 include the following:

- Intro to Digital Video Production
- Intro to iMovie Editing
- Intro to Final Cut Pro Editing
- The Big Idea (production planning)
- Multi-camera Production
- Social Media Strategies

## **Production Opportunities**

The following are a few points that may help you determine which production services and formats will work best for your organization.

Public Service Announcement (PSA): Video or audio that communicates a defined message in a short amount of time. PSAs commonly run 30 or 60 seconds in length. We can also help you produce a 2-minute PSA if you think it will communicate your message better than a shorter format.

### Advantages

- Can air on PhillyCAM and other channels, be embedded into websites and linked through social media networks.
- Can run for a longer period of time if no dated information is included.
- Inexpensive and simple to create with, for example, one person reading a scripted message that matches a series of images and on-screen text.
- Good way to drive audiences to visit your non-profit website or call phone number for more info.
- Effective ways to raise awareness about a defined issue.

### Limitations

- Difficult to get good air times through other media outlets.
- Not as effective influencing broad policy issues as they are encouraging people to do a specific action.
- May need more time to address your issue.

30-minute Special: One-time program that focuses on an issue identified by the organization.

#### Advantages

- More time to focus on a defined issue.
- Can run for a long period of time if no dated information is included.
- More time to appeal to viewers to take action on a particular issue.

#### Limitations

- Need to have access to production crew.
- Requires more time to edit complete program.

Program Series: 30 to 60-minute series that runs on PhillyCAM on a weekly, bi-weekly or monthly basis.

#### Advantages

- More opportunities to address a variety of topics.
- Program stands a better chance to build up a viewing audience.
- More time to address issues and topics.
- Requires you to have defined production timelines.

#### Limitations

- Need to have access to production crew that is available to produce ongoing programming.
- Requires more time to edit complete program.

Community Bulletin Board Post: 800 x 600 Powerpoint slide with information about upcoming community events, education opportunities, volunteer and internship recruitment, ongoing services, etc.

#### Advantage

- Easy way to produce quick and ongoing information to the community.

#### Limitation

- Limited amount of space in which to include text and images in the Powerpoint slide.

**Step 3: Create, Participate & Initiate**

After joining and meeting with PhillyCAM, you are ready to either learn how to produce your own programming, work with a producer to help you tell your story, or submit videos that are already complete and ready to air on PhillyCAM. Please contact [programming@phillycam.org](mailto:programming@phillycam.org) for more information about channel time slots and programming policies.