“Your Face, Your Voice”

Production Book

For 2015-2016 School Year

Founded Fall 1997

Production Book edits:

2006 by Antonia Naglieri

 2008 by Sandeep Sharma

2009 by S. Michelle Pruitt

2012 by Jake McLernon

2015 by Robert Horan

Mission Statement

Mason Cable Network is the television network for students, by students.

The primary mission of Mason Cable Network is to provide our members with the opportunity to work with a fully functioning television network.

Mason Cable Network hopes to be a powerful and influential presence on campus. MCN hopes to raise its viewership and strengthen its reputation by increasing the quality of programming and by actively recruiting membership.

This quality, awareness and involvement with the campus community will lead to a strong program schedule based on student-produced programming and the continued proliferation of Mason Cable Network as a student organization.

In this modern age, the programming created is produced dually for television and also the internet. MCN extends its reach to the off-campus community through online live broadcasting as well as through online video sharing websites like YouTube.com, allowing the student produced content to be seen by a wider audience.

MCN strives to bring the Mason community the best programming possible as well as offer the students involved a beneficial experience in which they can take the skills and knowledge acquired with them into the job market.

MCN History

1. The Organization

Mason Cable Network, MCN, is an organization created by students to produce and run a student cable television station on the George Mason University on-campus cable system.

MCN is part of the Student Media, an office of University Life, which also includes, Fourth Estate (Print and Online), WGMU Radio, Mason Votes, GMView, Society of Professional Journalists, and the various literary journals.

The mission of the student media group is to provide an interdisciplinary community for experiential learning in media; support collaborative learning opportunities involving students, faculty and community residents; provide flexibility for experimentation and development; facilitate technology development for Mason student media; and guarantee the freedom that must be accorded student media activities while also holding accountable the individuals and media activities for the appropriate and intelligent exercise of those freedoms. The vision is that student media activities will be carried out within a learning community that will in turn enhance communication across the entire university community.

MCN has been a recognized student organization since fall 1997. At the time the organization was formed, the Media Authoring Center agreed that the students could program one or more of the local origination channels on the GMU campus cable system and designated Channel 19 as Mason Cable Network. As the fall semester 2000 began, MCN was prepared to assemble a broadcast schedule, create its own programming, accept and run programming it deemed appropriate from other groups and provide a voice for the Mason campus community. MCN then aired on Channel 89 and 231 in later years.

Starting in 2012, the Network started to broadcast in high definition and had better control over the broadcast schedule. MCN moved away from using disc drives to run the network, and instead moved to all digital files.

During the start of the Fall 2012 semester, Mason Cable Network brought the push to produce both offline and online content that was both entertaining and informative to its new channel, 231 and YouTube.com.

In 2012 as well, MCN made huge strides as it gained the ability to produce live, online content. In the fall semester alone, the channel broadcasted the entire home schedule for the club football team, Mason Madness, the midnight madness celebration for the university’s basketball team, hosted feeds for both the Obama and Romney campaigns during their rallies at Mason, and produced a postgame show for Mason men’s basketball games. MCN continued to push the bar in the 2013 spring semester as it integrated live programming into its scheduling as well as brining on a morning news program, sports talk program. MCN also broadcasted several Mason lacrosse games as well as other Mason events.

Mason Cable in the Fall of 2013 partnered with Mason Athletics to live broadcast games for gomason.com and the Atlantic 10 Digital Network. Through this partnership, the student-led crew broadcasted Men’s and Women’s Soccer and Women’s Volleyball, and then continued the program in the Spring of 2014 with Women’s Lacrosse, Men’s Volleyball, and Men’s Baseball. Highlights of the program included recognition of a play on ESPN and getting over 50 thousand views on the play alone. In the 2014-2015 school year, MCN was involved with 70 live sporting events.

MCN saw several improvements to the station during the 2015 school year. This included renovations to the studio, complete with a separate control room, two areas for sets, and a direct connection to the cable network. The Summer of 2015, the campus moved to an all-digital distribution, so MCN was moved to channel 61.1.

MCN Structure and Responsibilities

1. Structure
2. MCN is a recognized student media organization and a voting member of Student Media. It is governed by its constitution and operating guidelines provided herein.
3. The head of the organization is the General Manager, formerly the Executive Producer, who is selected by the Student Media Staff and MCN staff each year. The GM in turn is responsible for selecting and hiring all senior staff members and for the operation of the network.
   1. In the event that the General Manager resigns and there has not been a vote on a new GM before the semester ends, a student shall be selected by the Office of Student Media director and assistant director for an interim semester to keep the organization operating.
4. As a student organization, MCN must have a faculty/staff advisor who will be involved with the organization and advise them in the administration of funds and staff operation.
5. Student Media provides funding and oversight of Mason Cable Network.
6. Membership in MCN is open to all George Mason University students.
7. The Student Media Group encourages co-curricular links and believes that all functions of the media group experience is part of the learning experience. MCN will identify courses across the disciplines that might contribute programming and it is interested in working with academic departments to develop coursework to support the channel.
8. MCN Responsibilities

MCN is responsible for the content and administration of Channel 61.1 along with its online presence including Masoncablenetwork.com and its YouTube channel. MCN’s responsibilities include:

* + Selecting and/or developing all programming shown on the student run channel including programming, commercially produced programs and advertising
  + Schedule programs (traffic) and oversee the channel’s online presence on its live broadcasts and YouTube Channel
  + Schedule time and crew for MCN studio and field productions, live or prerecorded
  + Promote the network to the Mason Community and metropolitan area through various venues including, but not limited to, social media, print, web, along with on campus and off campus advertising.

Funding and Income Sources

1. Student Media

MCN has a student fee allocation from the Student Media Group that provides a small stipend for key staff, supplies and equipment. All students groups must follow Administrative Policy No. 6 regarding financial policies and purchasing procedures.

Student Media groups are allowed and encouraged to earn self-generated revenue through advertising, as both a learning experience and as a means of supporting the organization. MCN, like all groups, can set its own rates with the approval of the Student Media Group.

2. Sponsorships

Since the money allocated to MCN from Student Media is limited, it is up to the network to seek outside vendors. This will not only allow MCN to generate more income, but will also allow the network to be recognized by the community. The rate sheets for both live content and network commercials are included after this page.

Acceptable Standards of Programming

Mason Cable Network seeks programming from many sources:

* Original programs created by MCN staff
* Programs proposed and produced by Mason students
* Programs or other material created for coursework
* Tapes and digital files of events and speakers on campus
* Convergence and collaboration with various Student Media organizations.

Developing programming for the student audience is part of the learning experience that is central to the mission of all student media groups and it is the responsibility of student staff with the advice of the faculty advisor.

Because Mason Cable Network is not broadcasted outside campus, the channel is considered “in-circuit” and does not have to follow guidelines set by the F.C.C. However, a media group may produce what in its best judgment it deems proper and must accept full responsibility for its product.

According to recent MCN staff this means:

* No nudity or pornographic material
* No program may not violate policies and procedures of GMU found in the Student Handbook, Student Conduct Code, and other university policies.
* Program content must not be slanderous, obscene or indecent as defined by Virginia law, or promote unlawful conduct.
* All programs will adhere to U.S. Copyright Laws. Any program that contains copyrighted material must adhere to fair use standards. The airing and broadcasting of programing with copyrighted material is up to the discretion of the General Manager.

For more info see page 12

Network Operating Guidelines

(MCN on Channel 61.1)

\*\* THE FOLLOWING IS A STATEMENT OF MCN’S OPERATING GUIDELINES FOR CHANNEL 61.1 AND WILL BE REVIEWED BY EACH INCOMING STUDENT GENERAL MANAGER AND MAY BE REVISED UNDER THE PROVISIONS OF THE ORGANIZATION CONSTITUTION. \*\*

* The General Manager makes the final decision to air any show that is produced by MCN or other groups and determines policies of editing and selecting material.
* Program content may not violate policies and procedures of GMU found in the Student Handbook, Student Conduct Code, and other university policies.
* Program content may not be slanderous, obscene or indecent as defined by Virginia law, or promote unlawful conduct.
* Programs must meet technical standards established by MCN
* MCN encourages a diversity of points of view
* MCN may run syndicated programs and other material produced outside the university.
* Program proposals for individual shows or for series must be submitted to the GM for approval.
* Any student who wishes to create a show must have a student representative who will coordinate with the GM and production manager on the scheduling, production, and quality of the show.
* Before a show will be begin broadcasting and distribution, the show must have at least one pilot episode/test shoot completed for viewing and approval of the show by the GM.
* The GM reserves the right to pull a program at any time.

Network Operating Guidelines

MCN On:

YouTube.com/MasonCableNetwork

MCN established the YouTube channel in August of 2008. The site will publish content that allows for the exploration of online video and viral videos as well.

\*\* THE FOLLOWING IS A STATEMENT OF MCN’S YOUTUBE GUIDELINES AND WILL BE REVIEWED BY EACH INCOMING STUDENT GENERAL MANAGER AND MAY BE REVISED UNDER THE PROVISIONS OF THE ORGANIZATION CONSTITUTION. \*\*

* The General Manager makes the final decision to upload or take down any video on the channel without prior notice to any MCN member.
* The General Manager will hold sole ownership of the account and will pass on the account upon the voting in of a new GM.
* The channel must adhere to Google and YouTube Community Guidelines.
* Any aesthetic changes to the channel will be approved prior to application by the GM.
* Playlists, information and subscribers will be maintained by whomever GM appoints to do so.
* MCN copyright information must be placed in the description of every video.
* Any video uploaded to the channel will have a “Standard YouTube license”.
* No video uploaded to the YouTube channel may infringe on copyright.
  + If copyright is infringed on, it will be up to the GM’s discretion to remove the video.
* The following tags will be added to any video uploaded to the channel:
  + Mason Cable Network, MCN, George Mason University, GMU, Patriots, Patriot, Fairfax, Virigina, Office of Student Media, (The author of the video), (any music credits such as musician name and song). ( any other tags that would apply to the subject matter)

This statement must be attached to the description of every MCN Youtube video:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

“This video is property of Mason's Office of Student Media and Mason Cable Network. Any unauthorized copying/downloading of this video is not allowed. Please contact us at [MCN@gmu.edu](mailto:MCN@gmu.edu) if interested in gaining a copy of this video.

Copyright (year) Mason Cable Network”

Network Operating Guidelines

Live Broadcasting

Mason Cable Network gained the ability to produce and distribute live programming in Fall 2012. Programming and broadcasts produced by MCN allow the student body to be involved in broadcasting in every aspect. Programs produced for MCN will have previews on the channel or full uploads depending on the circumstances below.

\*\* THE FOLLOWING IS A STATEMENT OF MCN’S OPERATING GUIDELINES FOR LIVE BROADCASTS AND WILL BE REVIEWED BY EACH INCOMING STUDENT GENERAL MANAGER AND MAY BE REVISED UNDER THE PROVISIONS OF THE ORGANIZATION CONSTITUTION. \*\*

* The General Manager makes the final decision on what may or may not be broadcast.
* Any previews/commercials/promotions of the live broadcasting that deal with another party’s information must be shown to the second party for approval.
* All streams/broadcasts must be run through Vop Ed, with the exception of NeuLion for Athletic Games, or Twitch for Videogames.
* Switch over from MCN to live broadcasts must be done by an operator designated/approved by the General Manager.
* After the broadcast is finished, MCN must be switched back on to normal programming.
* Copyright law should be respected. Intros and prerecorded material must adhere to copyright law.
* All live broadcast equipment must be checked out through the proper procedures and returned after the broadcast is completed.
* All equipment used during live broadcasting must be handled with the utmost care. Any damage, theft, or loss must be reported immediately to the Associate Director, Faculty Advisor, and the General Manager.
* Staff/crew participating in the broadcast will be held to the highest degree of professionalism during the production. You are representing MCN and the Office of Student Media in a public setting. No swearing, fighting, or shouting is permitted by MCN staff during any live production.
* Permission must be attained in advance from the location/event sponsor to conduct a broadcast.
* Permission must be attained in advance from the internet/broadcast connection provider to connect to conduct broadcast.
* Permission must be attained in advance for space and power requirements from location/event sponsor for broadcasting.
* Access and connection to the Student Media Verizon MiFi for live broadcasts must be used solely for Student Media and broadcasting purposes only.
* The only computer(s)/device(s) that will be allowed access to the Student Media Verizon MiFi will be designated by the broadcast leader. The password will not be distributed publicly.
* All loose cables and equipment must be secured to ensure safety of operators, participants, and audience. Failure/neglect to ensure safety of the previous will result in suspension from the crew.

This statement must be under the embedded player of every MCN Broadcast:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This broadcast is property of Mason's Office of Student Media and Mason Cable Network. Any unauthorized copying/downloading of this video is not allowed. Please contact us at [MCN@gmu.edu](mailto:MCN@gmu.edu) if interested in gaining a copy of this video.

MASON CABLE NETWORK – COPYRIGHT INFORMATION

The materials available through this website are the property of Mason Cable Network, and are protected by copyright, trademark and other intellectual property laws. You may view, copy and print pages from the Website only (1) for personal use, provided that you maintain all copyright, trademark, and other proprietary rights or notices, or (2) for communicating with Mason Cable Network about a company product or service. You may not otherwise use, reproduce, download, store, post, broadcast, transmit, modify, sell or make available to the public content from the Website without the prior written approval of Mason Cable Network.

COPYRIGHT NOTICE

© 2008 Mason Cable Network. All rights reserved.

TRADEMARKS

The Mason Cable Network name and logo, and other trademarks are trademarks of Mason Cable Network and may not be used without permission.

LINKING TO THE WEBSITE AND CONTENT

Mason Cable Network is committed to providing entertaining programming for students at Mason and services to its viewers. To ensure that information regarding its production is communicated accurately to students at George Mason University, Mason Cable Network asks that you adhere to the following linking guideline:

1. Mason Cable does not object to hyperlinks to the home page of the MCN unless the hyperlinks dilute or tarnish MCN’s name or trademarks. You may not use any Mason Cable Network trademark, logo or other proprietary graphic to link to the Website (or for any other purpose) without the group’s prior written approval.

DIGITAL MILLENIUM COPYRIGHT ACT

Mason Cable Network respects the intellectual property rights of others and is committed to complying with U.S. copyright laws, including the Digital Millennium Copyright Act of 1998 ("DMCA"). The DMCA provides recourse for owners of copyrighted material who believe their rights under U.S. copyright law have been infringed on the Internet or other telecommunications networks.

Mason Cable Network will terminate all account holders and subscribers who are repeat infringers of intellectual property laws.

Process for creating and producing an

MCN Original Show/Program

Those interested in producing an original MCN show as part of the Network must follow the procedures below.

Participation

MCN offers the opportunity to produce and participate in shows to any George Mason University student at the non-degree, undergraduate, or graduate level. It is the responsibility of the General Manager and Production Manager to ensure and confirm this status.

Any student(s) interested in participating must submit an application through the Student Voice system on the Mason Cable Network website: Masoncablenetwork.com or wherever the application is available to students.

Any student involved with the production of said program must have the application filled out with 24 hours in advance or after the production.

Pitching a show

Shows must be pitched to the General Manager and/or Production Manager. Those interested in pitching a show must also fill out a show proposal form which can be attained by visiting MCN in the HUB or by going online to Masoncablenetwork.com and downloading the form.

The General and/or Production Manager reserves the right to deny pitches and proposals.

Shows put into production

For a show to be put into production, the pitch/proposal must be accepted/cleared by the General Manager.

The show must go through a pilot/test shoot before it can begin full production to give not only the General Manager an understanding of the program, but also to allow the show producers and participants the knowledge of the work load and commitment necessary to complete the program.

Shows in production must meet the deadlines (if any) agreed to by the show producer and General Manager.

Ownership of content

Any program produced for Mason Cable Network is property of Mason’s Office of Student Media and Mason Cable Network. Students and participants may not sell/distribute for profit.

Students and participants in the show/production may request the original program file for resume/demo reel purposes.

Shows/productions online on the Mason Cable Network designated source for the video may be shared online.

Shows/productions may not be downloaded/copied without permission from the General Manager.

Student Producer Position

For each program, a single representative participating in the show must be designated as the Student Producer for the production. This student is responsible for the following:

Student Producers: (From Responsibilities of Staff Section)

* In charge of producing their own shows according to the agreement set up with the General Manager (for example, how often the show is produced and when/where it is turned in)
* Also, in charge of and oversees all production of their show, including staff, on camera talent, graphics and editing and distribution.
* The Student Producer will coordinate with the Production Manager to ensure the acquisition of equipment, space, and crew.

Video Studio Policies and Procedures

Studio Sign-Out Procedure

The Office of Student Media houses many of our organizations such as Fourth Estate and Mason Cable Network, both of which produce video based content. The Video Studio itself, room 1215 in the HUB, is available for schedule for Student Media staff members and in special circumstances, the Mason Community. The following are the policies and procedures for studio use and sign-out.

Scheduling Procedure

In order to schedule space and production time in the OSM Video Studio, room 1215, please email MCN Production Manager and MCN General Manager at mcn@gmu.edu with the following information:

* First name, Last Name
* Year, Major (If Applicable)
* What are you using the studio to shoot?
* Is there any special set up required?
* What equipment will you be using/needing?
* What time and day will you need the studio?
* Will your shoot be live?

OSM Video Studio Policies

By using the OSM Video Studio, you have read, understand, and agree to the following policies:

* Mason Cable Network, Fourth Estate and Office of Student Media staff and functions have first priority use of OSM Video Studio, room 1215.
* Any content shot in the studio or using student media equipment must be for student media purposes and scheduled properly through the proper staff.
* Special circumstances will be determined by Student Media Staff.
* No food  or drink (with exception of water) is allowed in the studio.
* All equipment used must be handled with care.  Any equipment damaged or broken/not working properly must be reported to Office of Student Media Associate Director, David Carroll.
* All equipment must remain in the OSM Video Studio unless checked out through OSM Staff.
* Those using the studio MUST sign in and out before and after use.
* All lights and equipment are off when not in use.
* Lights may not be on longer than one hour at a time.
* No more than 6 people may be in the OSM Video Studio during use unless otherwise noted.
* All equipment must be accounted for and returned to the proper location.
* When leaving the OSM Video Studio, the studio door must be locked on exit.

The Constitution of

Mason Cable Network

ARTICLES

1. ARTICLE I – Purpose

The purpose of this organization shall be to maintain a cable television channel on the GMU campus cable system. MCN will provide experience and education for its members and will strive to provide entertainment and information to its viewers, the students of George Mason University.

1. ARTICLE II – Membership

Active membership shall be open to all GMU students in undergraduate, graduate or non-degree status and shall include all volunteers, Officers and the General Manager and/or Production Manager.

* 1. Section 1 – Confirmation of membership will be made by the General Manager.
  2. Section 2 – Inactive members (not including Officers) will have their membership revoked without notice, at the discretion of the General Manager.
  3. Section 3 – All members will be held legally accountable for equipment and studio space used. All equipment and studio space to be subject to checkout procedures set forth by the MCN constitution and Office of Student Media administration. Members not following procedures are subject to have membership revoked without notice, at the discretion of the General Manager.

1. ARTICLE III – Officers

**Section 1-**

Officers of the organization shall include the General Manager, and Faculty Advisor, Production Manager, Video Editors, Promotion Manager, and Senior Production Assistant.

To qualify as a senior staff member of MCN, the prospective member shall have COMM 355 or be able to demonstrate equivalent video job experience.

In times of crisis or uncertainty of the organization, Officers may be appointed by Office of Student Media administration as necessary.

* 1. Section 2 – The Faculty Advisor of this organization shall be: A member of the Faculty of George Mason University with experience or expertise in an appropriate field. Will be approved by Student media Staff.The Advisor will not have the power to determine content, policy or structure of the network. The Faculty Advisor will be in continuous, direct contact with the GM, will have open invitations to all meetings and will have access to all Network documentation, including meeting notes, budget plans, programming, etc.
     1. In times of crisis, the Faculty advisor may be appointed to their position by the OSM administration and approved by the incoming or current GM.
  2. Section 3 – Resignation of an Officer must be provided in writing, with appropriate notice, to the GM and OSM administration.
     1. Resignation will mean immediate revocation of their Officer position and enable ineligibility to earn previous position back if in negative standing as dictated by Office of Student Media administration.

1. ARTICLE IV – Powers of Officers
   1. Section 1 – The powers and duties of all Officers shall be:
      1. The development and adoption of additional Amendments to this Constitution as may be necessary for the well being of the organization, provided that they do not conflict with elements and spirit of this Constitution.
      2. The determination of significant budget decisions, by a majority vote. Significant budget decisions are defined as involving sums greater than $100.
      3. The determination of policy of Constitution changes and the induction of Officers and Faculty Advisors by a 2/3 vote.
      4. The assurance that all issues put to a vote must have been provided in written form to all member of the organization with adequate time for concerns and questions to be discussed before the vote occurs.
2. ARTICLE V – Production
   1. Section 1 – All tapings/digital recordings produced or aired by MCN must follow the basic code set by the university: No overt nudity, profane of defaming language, scenes with excessive alcohol or drug use will be acceptable. An Officer of the organization must declare any concerns as to a production’s acceptability and the decision to eliminate productions based on this article will be determined by a majority vote by the Officers.

The General Manager will have veto power over all decisions regarding content.

* 1. Section 2 – Revenue generated from production or advertising will not be used for the purpose of Officer wages and must be directly applied toward the acquisition or creation of additional programming or for the betterment of the network.

AMENDMENTS

1. AMENDMENT I – Induction of Staff

Appointment of all Officers, including the General Manager, will be made prior to the end of the spring semester each year. While appointment of Officers for the following school year is made, this Amendment supersedes the processes described in Article 3, Section 1.

* 1. Section 1 – General Manager: All candidates for General Manager will submit a resume and a statement of goals for MCN as well as give a brief presentation to the current General Manager and membership. The current Student Media staff will make a decision.
  2. Section 2 – Candidates for Officer Positions: Candidates for Officer Positions for the next school year will be evaluated and inducted by the outgoing General Manager and the incoming General Manager. All current officers wishing to remain with MCN must also be reevaluated. Prior to the end of the spring semester, at a time to be determined by the incoming GM, incoming Officers must be confirmed, and the induction of Officers will once again require voting approval as described in Article 3, Section 1.

1. AMENDMENT II – Removing the General Manager

The General Manager may be removed from the organization by an unanimous vote from the Officers of the organization, once the following steps have been taken:

* 1. A written complaint must be signed and approved by all Senior Staff members.
  2. The complaint must be presented to the Faculty Advisor. The Faculty Advisor will not have the ability to approve or disapprove of the complaint and will only seek to provide a possible resolution to the problem. The Faculty Advisor will, under no circumstances, provide any advance warning that a vote to remove the General Manager is being considered.
  3. Officers of the organization may call a meeting without the consent of the General Manager, as described in Article IV, Section 2 and a unanimous vote by all active Officers must be achieved to complete the removal of the General Manager.
  4. Once a vote to remove the General Manager has been achieved, a new General Manager will be nominated and then elected by the Officers of the organization.
  5. It is the duty of the Faculty Advisor to inform the previous General Manager that the vote has occurred.
  6. The Director of the Office, the Associate Director, and the Faculty Advisor will make the final decision.

1. AMENDMENT III – Removal of Officers

The vote of an Officer who is being considered for removal from the organization will not be considered as part of the 2/3 requirement for removal.

An Officer being considered for removal will not be allowed to participate in, or be informed of, meetings in which his/her removal will be considered.

The Faculty Advisor will not be allowed to participate in, or be informed of, meetings in which his/her removal will be considered.

1. AMENDMENT IV- Executive Producer and Associate Producer changed to new titles

Any instance in this production book and constitution where “Executive Producer” and “Associate Producer” have occurred have been changed to reflect the new titles of “General Manager” respectively.

The title change has been instated due to the concern that too much focus has been on the production of programming instead of the implementation and distribution of said programming.

Their responsibilities have changed to reflect this new understanding of their titles.

Responsibilities of Staff

\*\*\* All following responsibilities are mandatory of said staff. These responsibilities do not limit staffer from participating in any stage of production of a program or the running of the Network. Staffer must keep the below responsibilities as their primary concern and must not shirk or delegate their responsibilities to other staffers. All positions are not necessary and do not have to be filled. These are for archival purposes should the need for the position arise. \*\*\*

General Manager:

* Oversee distribution of all programming on the cable channel and on the Internet, including MasonCableNetwork.com, live productions, and YouTube.
* Oversee all production
* Formulate a budget with the Faculty Advisor
* Keep MCN Production Book up to date
* Regularly meet with Faculty Advisor and staff
* Work with other Student Media groups
* Reads/responds to the MCN email account ([mcn@gmu.edu](mailto:mcn@gmu.edu))
* Determines titles and responsibilities for MCN staff members.
* Work with each staff member on every level to ensure the success of the network both offline and online.

Production Manager

* Reads/responds to the MCN email account ([mcn@gmu.edu](mailto:mcn@gmu.edu))
* In charge of coordinating production schedules for shows
  + When they will use the studio and equipment (times and people involved)
* Work with Producers of shows to help them with whatever they need to get their productions done.
* In charge of getting the shows from producers weekly.
* Organizes volunteers
* In charge of coordinating scheduling for studio and equipment in conjunction with General Manager.
* Assists in the day-to-day operations of Mason Cable Network.
* May participate in any production.
* Production Manager is the primary conductor of production meetings.
* Will change/update the website as needed
* Works closely with the General Manager.
* Maintains the scheduling of the Network, keeping it up to date and fresh.
* Is responsible for placing videos, shows, and programs into the Mason Cable Network schedule as directed by the General Manager.
* Is in charge of conversions and distribution of programs for MCN.

Senior Video Editor

* An editor is in-house and is hired by the General Manager.
* Oversees the video editors for MCN, and keeps a schedule of videos that need to be edited
* Editor is responsible for the completion of videos for airing and uploading on the network and various online video sharing websites.
* Videos to be edited will be dictated by the General Manager and or Show producer.
* Editor is responsible for the logging and capturing of video clips if necessary as well as up keeping and backing up of files.
* All edits will be finished within a deadline of receiving the necessary media to edit together final video.
  + Videos that are time sensitive will have a quick deadline. If video isn’t completed by that time, said video could be scrapped or continued at the General Manager’s discretion.
  + Uploads videos to Youtube, and then makes them public after approval from the show producer of General Manager

Deputy Video Editor

* An editor is in-house and is hired by the General Manager.
* Editor is responsible for the completion of videos for airing and uploading on the network and various online video sharing websites.
* Videos to be edited will be dictated by the General Manager and or Production Manager.
* Editor is responsible for the logging and capturing of video clips if necessary as well as upkeep and backup of files.
* All edits will be finished within a deadline of receiving the necessary media to edit together final video.
  + Videos that are time sensitive will have a quick deadline. If video isn’t completed by that time, said video could be scrapped or continued at the General Manager’s discretion.
  + Uploads video to Youtube, and then makes them public after approval from the show producer or General Manager

Marketing Manager:

* Works closely with the public relations coordinator to promote the network.
* Finds venues and ways to promote the network on and off campus.
* Conducts focus groups for the network.
* Follow through with sponsors by airing sponsor’s advertisement both on the network, online, and during live programming.
* In charge of promoting MCN around campus
  + Make and post fliers weekly in residence halls and campus buildings
  + Create promotions team to post fliers
* Try to coordinate promoting in Fourth Estate, on WGMU radio and other student media groups.
* Coordinates MCN social media presence on (including, but not limited to) Facebook, Twitter and Instagram
* Reads the Mason email account ([mcn@gmu.edu](mailto:mcn@gmu.edu))
* Work with campus organizations who want to create PSAs or other announcements on MCN.
* Will change/update the website as needed
* In charge of working with outside groups who want news coverage of an event they are hosting

Graphic Designer:

* In charge of creating graphics for the network and organization. Graphics would be static and motion.
* This includes graphics for, but is not limited to:
  + In-between shows and for each show
  + Fliers, advertisements.
  + MCN Website
  + Logos
  + YouTube Channel
  + Commericals
* Helps Student Producers with graphics if necessary.

Production Assistant

* Assists in the production and post-production of any Mason Cable Network show, production, or broadcast.
* May operate a camera, assist with lighting, and operate a teleprompter.
* Assists in the day-to-day operations of Mason Cable Network.

Student Producers:

* In charge of producing their own shows according to the agreement set up with the General Manager (for example, how often the show is produced and when/where it is turned in)
* Also, in charge of and oversees all production of their show, including staff, on camera talent, graphics and editing.
* The Student Producer will coordinate with the Production Manager to ensure the acquisition of equipment, space, and crew.
* They will work with a video editor to schedule when the video will be edited and posted online.

Mason Cable News

Job Postions

**News Director:**

(10 hours per week) (paid)

-       Oversees the entire production of Mason Cable News

-       Conducts weekly news meetings

-       Attends MCN staff meeting

-       Works with Production Manager to coordinate which videographer will go with which reporter.

-       Oversees the script for each newscast

-       Works with the switcher (technical director) graphic designers and video editors to add the pre-produced content to the newscast

-       Works with Fourth Estate to collaborate on stories that need video

-       Coordinates the production of weekday MCNews updates

-       Works with weather and sports anchors

Here is a quick rundown of all the jobs that the news will have (multiple jobs can be done by the same person):

News Director\*

Technical Director

Graphics operator

Switcher

PA

Anchors (2 main and 2 backup)

Sports

Weather

Reporters ( 2-3)

Photogs (2-3)

Video Editor

Graphics  Designer

Script Writer

Social Media

News crew:

**Anchors** : Anchors are the main on-camera talent and will be assigned to either Tuesday or Thursday morning, bringing in the week and taking us out for the weekend. Anchors are on-camera talent and as such, must exhibit a professional and personable sense on-air. You will be responsible for seeking out stories, writing script, and reading news on-air on a weekly basis. Previous experience preferred. Anchors will be responsible for reporting on 2 stories per day they are on the air.

**Reporters** : Reporters will seek out news, creating media packages with videographers/photojournalists, working to bring the Mason Nation exciting and informative stories. Reporters will be able to gain on-camera experience and work in the field and in studio. You will be responsible for seeking out stories, writing script, and reading news on-air on an on-call basis.

**Photojournalists**: Photojournalists will work with anchors and reporters to create informative media packages, using either video or photo to tell the story. They will produce stories, mini-documentaries, and more.

Scriptwriter- Responsible for typing up the script for the broadcast, and setting it up in the teleprompter.

Broadcast Crew:

Production Assistant: May operate a camera, assist with lighting, operate a teleprompter or graphics

.

Switcher: The switcher operator is responsible for monitoring camera angles, operating the video/audio switch board, and switching between angles.

Mason Cable Sports

Job Positions

**-Supervisor**

Graduate Student or Faculty Advisor that oversees the Stream Team. May act as Broadcast Director.

**-Broadcast Director**

In charge of leading broadcast team and makes final decisions pre, during, and post broadcasts on camera placement, angle choice, adjustments, graphics, commercials and on-team personnel. In cases where the broadcast director must step away from the production, the switcher operator will take charge.

To qualify for Director position, you must have worked at least 3 games and received the permission to direct from the Supervisor.

**Talent**

**-Play-by-Play**

The play-by-play commentator is responsible for providing technical while engaging commentary on the game broadcasted. He/she is the lead commentator of the broadcast and expected to lead the broadcast.

**-Color**

The color commentator is responsible for providing assistive secondary commentary while also adding technical while engaging commentary on the game broadcasted.

-**Sideline Reporter**

Works with videographer from highlights crew to conduct pre and post game interviews with coaches, players to give them a venue to voice their expectations for the game, key players, etc. Only added if all other positions are filled and a highlights crew is added.

**Crew**

**-Switcher Operator**

The switcher operator is responsible for monitoring camera angles, operating the video/audio switchboard, and switching between angles. Essentially, with the position they’re in, the switcher operator is the one who runs the show. In situations where the director has to step away, the switcher operator takes charge of the production and makes important calls concerning the execution of the broadcast.

To be switcher certified, the director will pull you aside from your position and have you switch live for a certain period of time. As he/she observes you work, he/she will make the judgment to keep you on switcher for the remainder of the game and/or will notify the Supervisor that you are ready. The supervisor will then certify you.

**-Graphics Coordinator**

The graphics coordinator works alongside the switcher operator and works the scoreboard, coordinates commercials and prerecorded pieces to potentially be played during broadcast, and assists the director in certain situations.

**-Camera Operator**

**Operates the camera. Must be familiar with the operation of a broadcast camera. Listens to instructions of the headset from the Director and follows the action on the field.**

**-Field Cam**

**-Wide cam**

**-Hero Cam**

**-Production Assistant**

Production Assistants can take on multiple roles during a broadcast and can be appointed different, but equally important duties. A PA is vital to the success of a broadcast and is a perfect position for someone who doesn’t have a high level of experience that a more experienced broadcast or production individual has. The following are examples of PA duties:

-Social Media Analyst: Works with the play-by-play and/or color commentators to post stats and keep followers of designated social media profiles updated with the broadcasted game. The analyst also doubles as a runner, getting scores and stats at halftime if necessary

-Setup Crew: Responsible for assisting in setup of broadcast equipment under the guidance of the broadcast Director. This is for students who seek volunteer hours for classes such as Comm 355, FAVS 100, etc. This is also great experience for those wishing to learn more about the technical side of a live broadcast.

-Runner: A runner is a position more suited for someone who is new to the team and needs to learn how a production runs from start to finish. The runner is a shadow and is responsible for helping with setup, breakdown and in case of emergencies, grabbing the necessary crew member to help out in certain situations. This is an all over position.

**-Highlights Crew**

The highlights crew is an experimental group consisting of positions for adding depth to the broadcast. These positions will only be filled if all other control and cam-op positions are filled.

-Editor: Skilled at speed editing and differentiating what shots and plays are special. Will be supplied with an editing computer.

-Videographer: Will be supplied with a camera and take shots of the game broadcasted from various angles and pull them from the recorded footage for post game coverage and Student Media purposes.

-Logger/Statistician: Logs score and plays for commentators, keeping track of who scored, what the score is, fouls, etc. They will note key plays that stand out in the game for the editor to use in the highlight reel.

Important Contacts

1. Maria Shuckahosee: Program Manager OSTN
   1. [maria\_shuckahosee@campuseai.org](mailto:maria_shuckahosee@campuseai.org)
   2. CampusEAI Consortium1940 East 6th Street, 11th FloorCleveland, OH 44114-2225
   3. Tel: 216-589-9626 ext. 157
2. Kathryn Magnus
   1. Director, Office of Student Media
   2. [kmangus@gmu.edu](mailto:kmangus@gmu.edu)
   3. 703-993-3004
   4. 1201 The Hub (Student Union Building II)
3. Erica Taylor
   1. MCN Faculty Advisor
   2. [etaylo21@gmu.edu](mailto:etaylo21@gmu.edu)
   3. 1201 The Hub (Student Union Building II)
4. Cindy Lont
   1. [clont@gmu.edu](mailto:clont@gmu.edu)
   2. 703-993-1100
   3. Robinson A 327
5. Jeff O’Bier
   1. Director, Patriot Productions Intercollegiate Athletics
   2. 201 Field House
   3. [jobier@gmu.edu](mailto:jobier@gmu.edu)
   4. 703-993-3261
6. GMU-TV
   1. Richard Wood
      1. General Manager/ Executive Producer GMU-TV
      2. [rwood@gmu.edu](mailto:rwood@gmu.edu)
      3. 703-993-3116
      4. 443 Innovation Hall
   2. Susan Kehoe
      1. Senior/Executive Producer, Director DoIT- Educational Media Services
      2. [skehoe@gmu.edu](mailto:skehoe@gmu.edu)
      3. 703-993-3108
      4. 443 Innovation Hall
   3. Amanda Kraus
      1. Producer/Director GMU-TV, Instructor COMM 360
      2. [akraus@gmu.edu](mailto:akraus@gmu.edu)
      3. 703-993-4592
7. Lauren Long
   1. Director of Office of Student Involvement
   2. [Llong3@gmu.edu](mailto:Llong3@gmu.edu)
8. Dennis Hicks
   1. Associate Director for Programming
   2. [Dhicks6@gmu.edu](mailto:Dhicks6@gmu.edu)
9. Maureen Nasser
   1. Associate Athletic Director of Communications for Intercollegiate Athletics
   2. [mnasser@gmu.edu](mailto:mnasser@gmu.edu)

Content Providers

1. George Mason University Classes:
   1. Communications 355
   2. Communications 157: Video Workshop
   3. Communications 347: Cable Marketing and Production
   4. Communications 360: Editing
      1. Amanda Kraus
         1. [akraus@gmu.edu](mailto:akraus@gmu.edu)
         2. 703-993-4592
         3. 440 Innovation Hall

Delta Kappa Alpha

President: Irem Dogancali

Student Media Organizations

Fourth Estate (Student Newspaper)

Faculty Advisor: Kathryn Mangus

Business Manager: Leslie Steiger

[www.broadsideonline.com](http://www.broadsideonline.com)

GMView Yearbook

Mason Votes

<http://masonvotes.gmu.edu/>

VoxPop Magazine

WGMU Radio

Faculty Advisor: Roger Smith

214 Thompson Hall

[www.wgmuradio.com](http://www.wgmuradio.com)

Take out?

1. OSTN (Open Student Television Network)
   1. Maria Shuckahosee: Program Manager
      1. [maria\_shuckahosee@campuseai.org](mailto:maria_shuckahosee@campuseai.org)
      2. Open Student Television NetworkCampusEAI Consortium1940 East 6th Street, 11th FloorCleveland, OH 44114-2225
      3. Tel: 216-589-9626 ext. 157Fax: 216-589-9639
2. National Lampoons
   1. Affiliate Relations
   2. tel: (212) 471-3566fax: (212) 582-4029
   3. [affiliate@nationallampoon.com](mailto:affiliate@nationallampoon.com)
3. Zilo Networks, Inc.
   1. Julie Zied: Affiliate Relations/Programming Coordinator
      1. 36 West 44th Street Suite 1205New York, NY 10036
      2. (p) 212.997.0505 ext 316 (f) 212.997.0209
      3. [julie@zilo.com](mailto:julie@zilo.com) [www.zilo.com](http://www.zilo.com)

Technical Support

1. John Hanks
   1. Advisory Network Engineer
   2. [jhanks@gmu.edu](mailto:jhanks@gmu.edu)
   3. 703-993-3451
   4. 8 Thompson Hall
2. ITU Support
   1. Technical Support Center: 3-8870
   2. Computer Accounts and info: 3-8870
   3. Itu.gmu.edu
3. David Carroll
   1. MCN’s Tech Man
   2. [dcarrol2@gmu.edu](mailto:dcarrol2@gmu.edu)
   3. 703-993-3560

Equipment List

(insert new one)

* Roland AV Mixer VR-3
  + Comes with: Power Adapter, USB Cable, VGA Cable, Male to Male 3.5mm Audio Cable
* Polaroid 4:3 Television
  + Comes with Power Adapter
* 4 Mono 1/4’ Audio Adapters
* 3 Giottos MT 9260 Tripods with Manfrotto 701HDV Tripod Heads
* Canon GL2
  + Comes with: Power Adaptor (2 piece), Firewire Cable 200 to 800, Lens Cap
* CC-191 PL Kata Camera Bag (Goes with Canon GL2)
* Canon XA10
  + Comes with: Canon CA-570 Charger (2 Piece), 1 Canon BP-819 Extended Life Battery, Lens Hood, Lens Cap, XLR Microphone Holder, 5 ft. RCA A/V adapter
* Canon XA10
* 4 Pearstone 20 ft Omni lavalier microphones
* 3 RCA to RCA Female adapters
* 3 Vivitar 8 Button Remote Lanc Controllers for Canon, Sony ad other Camcorders.
* Azden Phantom powered XLR shotgun mic with coldshoe adapter and Windscreen
* Vanguard Stone Bag SB-100
* Acebil D-1 Tripod Dolly
* iPad Teleprompter Holder
* Mic Stand (Telepromter Stand)
* Ethernet Cable (hook up in studio for live broadcasting)
* 3 surge protectors
* 4 Velcro Cable Covers
* Hawking Tehnology Hi-Gain Wireless-150N USB Window Adapter with Range Amplifier
* 2 15’’ Male to Male RCA Cables
* 6’’ Male to Male RCA Cable
* 3’’ Male to Male RCA Cable
* 50’’ Coaxial Cable
* Avermedia Game Capture HD
  + Comes with: Power Adaptor, Remote Control, Component Male to Male Cable RGB, RCA Audio Male to Male Cable (RW)
* Atlona AT-AVS100 Composite + S-Video to Component or VGA Scaler/Converter
  + Comes with: VGA to Component Cable, 5w Power Cable
* Tripp Lite Power Protection 8 plug surge protector
* 2 Extension Cords
* Savage Port-A-Stand 10 Feet
  + Comes with: 2 stands and connector pole
* Accent Solid Muslin Backdrop
  + White
  + Black
  + Green
* Impact 5 Flouresent light kits VA 902
  + Comes with: LS-8AB Light stand, Light, Power Cable
* Impact VA 902 5 Flouresent Light Kit
  + Comes with: LS-3B Light Stand, Power Cable
* Botero Backgrounds Portable Green Screen
* Bescro Model LED-70 Dimmable 96 Bulb LED Ligh
* 2 Impact Octacool 9 Light kit
  + comes with: impact Ls-96HAB Light stand, Power cable

Past Executive Producers

2000-2001

Eric Bolstridge

2002-2003

Andrew Gittens

2003-2005

Koorosh Farchadi

2005-2007

Antonia Naglieri

2007-2008

Sandeep Sharma

2008-2009

S. Michelle Pruitt

2009-2010

Justin Duke

2010-2011

Calvin Siler

2011-2012

John Ross Hawkins & Ashlee Duncan

Past General Managers

2012-2013

Jacob McLernon

Future Goals

1. For every student who lives on campus to know who we are and watch our programming regularly.
2. To have 20-50 active members/producers who participate with events, meetings and create shows every week.
3. To have our own studio with a control room, editing space, studio cameras, sets and live streaming capability.
4. To have 24 hours a day, 7 days a week of Mason made content. But, until then to run OSTN 24 hours a day, 7 days a week and show mostly Mason content during peak hours.
5. To work together with all Student Media Branches and report on important Mason related events together.
6. To work with the Communications department (especially all classes involved with production), the English department, AVT department and Art/Theatre groups to create shows.
7. To find sponsors that will buy advertising and sponsor shows to make create a higher budget for Mason Cable Network that will allow us to pay all our staff.
8. To stream all our content on our website and to the Northern Virginia community.
9. To add a movie channel, where movies are chosen by the MCN staff and students.
10. For Mason Cable Network to be a respected channel and creative outlet for all students in the future.