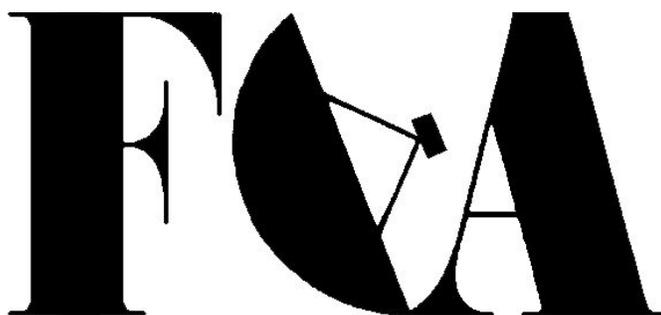


# **SPORTS BOOSTERS**

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*Get Your Team's Games On TV!*



**A GUIDE TO TELEVISION COVERAGE  
OF FOXBOROUGH YOUTH SPORTS ACTIVITY**

## *FCA Encourages and Facilitates Coverage of Local Youth Sports and School Athletics*

### **Want your group's events taped?**

Each year organizations around our community take advantage of FCA equipment, training and resources to have their events captured and shown on Foxborough's Public Channel.

These events are special opportunities to preserve family memories, showcase individual talents, and build community awareness of your sport. The kids love to see themselves on TV and often individual highlight videos are compiled for use in college scholarship applications. Members of the wider community enjoy keeping up with local athletics, and because of FCA's investment in live streaming video infrastructure, grandparents can tune in from anywhere in the world!

### **YOU Produce...WE Help**

Programs you see on FCA Channels are PRODUCED BY VOLUNTEERS, **NOT** FCA. FCA is not a service you call to come tape your event, but we are a resource to provide you with equipment, training and possibly additional volunteers. Foxboro Cable Access is a non-profit organization funded by mandated contributions from local cable television providers and by donated equipment from a variety of sources. Our mission is to facilitate local public access programming through training and the use of our state-of-the-art equipment and facilities.

With only a few paid staffers who operate the studio and manage the broadcast equipment, almost all of the programming produced is created by volunteers. In fact, that is what makes community television so special. It's a unique opportunity for average citizens produce TV programming of their own, on any topic without commercial considerations.

### **COLLABORATION is the KEY**

Collaborations take many forms – local churches have parishioners that record services weekly with borrowed FCA equipment; high school basketball provides 3 camera operators and 2 announcers a week for the entire season and FCA provides the equipment and technical volunteers to operate the more complicated devices; School Committee and Selectmen meetings are all taped by volunteers on FCA equipment; school concerts are taped by parent volunteers; youth sports games are taped by parent volunteers and the historical society has a dedicated volunteer who ensures their presentations are all recorded.

New volunteers often discover that being part of a cable shoot is a great deal of fun. Learning to use the equipment is easy and there are always more experienced volunteers around to help. Volunteers typically need only show up for the event, no pre-training is necessary. However, FCA does offer classes and assistance for those who would like to become more skilled in editing and using the terrific array of high end equipment that FCA is proud to have available.



# SPORTING EVENT COVERAGE CHECKLIST

**CALL OR EMAIL EXECUTIVE DIRECTOR MICHAEL WEBBER**

[mwebber@fcatv.org](mailto:mwebber@fcatv.org) 508-543-4757

The best way to initiate the process is through a phone or email. the Executive Director can walk you through the process, begin the reservation process and answer any questions you might have.

**SUBMIT/REQUEST DATES, SIGN RESERVATION FORMS**

Would you like to cover one game, a few games or the entire season?

Equipment requests are handled on a first come, first served basis. Reservation forms will need to be signed.

**SINGLE CAMERA OR MULTI-CAMERA TRUCK PRODUCTION?**

Some events may be covered satisfactorily with a single camera and one or two announcers. For larger events and groups with adequate volunteers a multi-camera Mobile Unit production may be preferred. The most efficient way to have multiple camera coverage is to use our Mobile Studio or Video "Flypack" because switching cameras "live-to-tape" eliminates the need for lengthy post production editing. This allows the finished game to be scheduled for playback as quickly as possible. However, this type of production requires more crew, more time for set-up, and more technical expertise.

**COORDINATE VOLUNTEERS**

This is one of the primary roles of a Booster Club producer. Anyone willing to spend some time to help can be part of a crew. There is no special experience necessary and it is fun to work together for a common purpose. All of our equipment is very user friendly and a brief training is usually sufficient to feel comfortable operating it.

Sports booster groups often establish a media committee to maintain continuity and create more opportunities for parents to be involved. Generally two announcers will be needed to help describe the action for the TV audience, 3-4 camera operators and a few volunteers to assist with setup up and break is the normal crew size.

**REMINDER: YOU MUST HAVE VOLUNTEERS ON-SITE TO HELP WITH SETUP AND BREAKDOWN. FCA STAFF AND VOLUNTEERS ARE AVAILABLE TO ASSIST, NOT TO DO ALL THE WORK...THIS IS YOUR TV PRODUCTION.**

**TRAINING**

Foxboro Cable Access offers a number of training opportunities to help you produce the best possible coverage. We are prepared to help in many ways ...

<b>AUDIO &amp; VIDEO EQUIPMENT</b>	<b>TECHNICAL ASSISTANCE</b>
<b>MOBILE STUDIO</b>	<b>TIPS ON ANNOUNCING</b>
<b>HELP WITH PUBLICITY</b>	<b>TIPS ON PLANNING</b>
<b>TRAINING</b>	

**SUBMIT FOR AIR**

Fill out the FCA Channel Time Request Form to have the event scheduled for air.