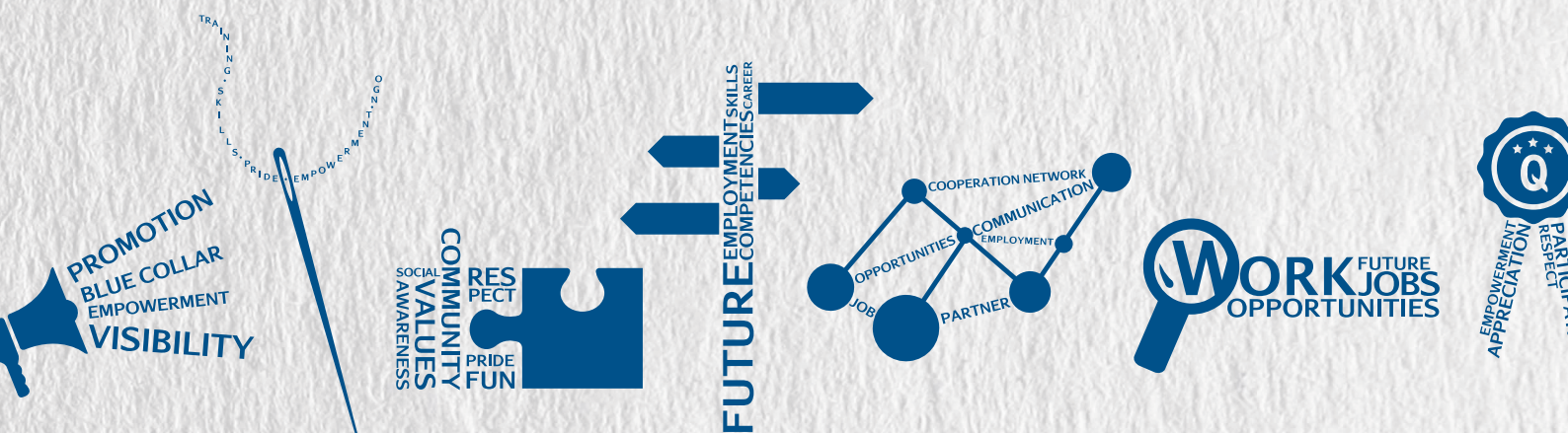


8.17 HOW TO BROADCAST DOCUMENTARIES AND IMAGE FILMS



HOW TO BROADCAST DOCUMENTARIES AND IMAGE FILMS



What Is It Useful For

There are 2 ways to disseminate a documentary: Print copy (see tool 8.18 “How to disseminate documentaries and image films”) or television.

Being on television is always attractive for everyone. You will get much more mass exposure than any other medium.

Please refer to tool 8.16 “How to produce documentaries and image films” for more detailed information about documentaries and image films in general.



When To Use

The dates of broadcasting have to be carefully chosen given the budget that should be allocated for airing a documentary. In general, they should be decided accordingly with a major milestone achieved or in relation with an event coming up.



How Long Does It Take

It is advisable to start planning a couple of months ahead given the GIZ restricted administrative procedures versus the media (at least, that was difficult in Lebanon).



Target audience

Please refer to tool 8.16 “How to produce documentaries and image films” for more detailed information about documentaries and image films in general.

Besides that, the channel you will be on will define your audience, for example before a show that targets only the youth, after a cooking show where you will be only targeting the mothers etc.



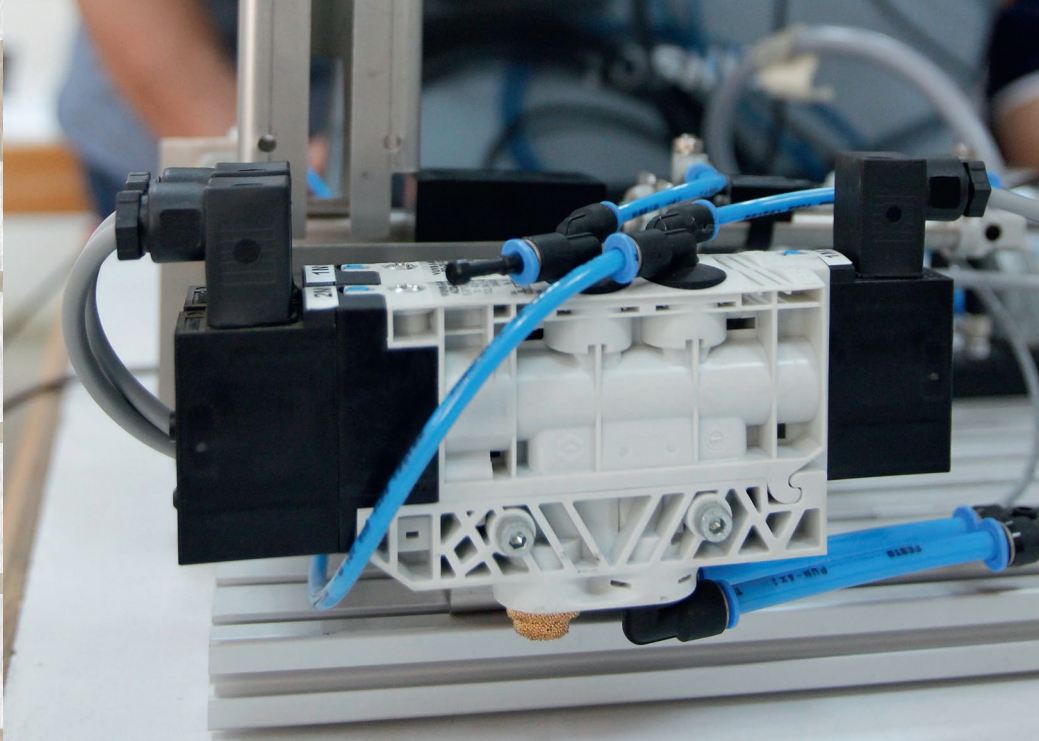
Examples

The DSME project has broadcasted the documentary on MTV Lebanese channel. (See lessons learned).



What Is Needed

- First of all, the documentary itself of course.
- Second, a budget – in Lebanon it varies from 2500 USD (not so successful channel) to 15 000 USD for a 15 minute documentary.
- And of course, an available media channel that is willing to allocate so much time for the documentary.



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:



- Define a target group.
- Depending on your budget and target group, you can either target all channels or be picky with the most efficient choice. In Lebanon, the DSME project went for the 2 biggest TV channels instead, to target as much audience as possible.
- The Lebanese law imposes that anything that goes on air should be censored by the General Security beforehand. Therefore it is recommended to check the local regulations.
- Establish contact with the selected channels or a media agency as a middle man (see lessons learned).
- Make sure no politics are involved in the issue (given that usually television channels are highly mediatised).
- Choose according to their time grid the best time to put your documentary (keeping in mind the lifestyle of your target audience).
- Fix a time and date with the media channel.
- Provide the TV channel with a “Beta Cam” version of the video – it is the only version that can go on air, and the provider thereof could be the production house or not (needs a few hours to convert).
- The TV channel should offer for free TV ads that will announce the documentary. If they produce the ad, you need to provide them with the text you want them to say in the ad; otherwise, you should find a production house that can produce an ad for your documentary.
- Better to announce the broadcasting using the following tools:
 - SMS (see tool 8.11 “How to use text messages (SMS) for awareness raising, promotion and information purposes”).
 - Facebook post and promote it (see tool 8.5 “How to use Facebook promotional posts”).
 - Announcement on your website.
 - Radio ads (see tool 8.10 “How to develop and broadcast radio ads”).
 - E-mailing your contacts to inform them.
- In the DSME project, the team designed a poster and placed it at the entrance of the Directorate General for Vocational and Technical Education (see annex).
- The TV Channel is supposed to develop a promotional spot announcing the documentary. You have the option to provide them with a specific text. You will find in the annex the promotional spot developed by MTV – the text was provided by the DSME project.



WHAT TO OBSERVE

The following lessons learnt should be observed:

ALCULATIONS • STAKEHOLDER
DER WORK • YOUTH • SUPP
ONSIBLE CSR • OPPORTUNIT
OR MARKET • EGYPT • LABOR M
AL COST CALCULATIONS, STA

Pros



- You will reach a very big audience – thus raise awareness and stand in front of your competitor.
- The people in the video will be the first ones to advertise the broadcasting of the video.
- Announcing that the video will be broadcasted has obliged several of our partners to watch it so that they could answer the questions that may arise later.
- Broadcasting a video about you is always seen as an achievement (much more than a newspaper article or so).

Cons



- In relation to the high budget required, the return on investment is not gushing.

Recommendations



- The extent of administrative procedures of projects can delay contracts.
- Thus, a middleman (media agent) that takes care of all this, is a useful investment.
- You can negotiate the contract with the TV channel, to get an additional interview for free with the documentary or the like.
- Think thoroughly about your audience when deciding on the best time to broadcast the documentary.
- With a relatively limited budget, it is better to target the huge channels, than several small ones.

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GIZ
YOUTH