

Shaw Community Access Programming FAQs

Q How do I pitch my Community Knowledge Centre story to Shaw TV?

A That is very simple! Just complete the [Story Request Form](#). Concentrate on giving a very strong human interest angle and be sure to think of visuals – television is a visual medium. Talking heads are not stimulating, so you need to think of what visuals could accompany your story idea.

Q How far ahead do I have to plan?

A It is a good idea to send in your Story Request Form to Shaw TV at least one month in advance and, if possible, even further ahead to allow for thorough research and planning.

Q Is it important that I already have television experience?

A Absolutely not! Shaw TV personnel are trained to work collaboratively with people in our community – we help shape the story, and determine the points that would be covered. We work with many people who have little or no knowledge of television production.

Q How do I know if my story has merit?

A Shaw TV personnel will help advise you – we are the experts in television but **you** are the expert in your organization! Please be sure to give us a complete understanding about the story you require and who, in your organization, would be involved (either appearing on television or helping with logistical planning).

Q How long will my story be, and will it happen in a TV studio?

A Stories are usually in the neighbourhood of 2 to 3 minutes, and we can pack a punch in that time! Stories of that length are popular with viewers and retain their interest. If accepted, your story will probably be videotaped on location, not in a TV studio. That gives the story more authenticity and flexibility in how we tell the story – also it is more visually stimulating!

In addition, people being interviewed are generally more comfortable in their own environment than in a foreign atmosphere, like a television studio.

Q Will we be able to use our story for other purposes (securing funding, for instance)?

A By all means! While the story becomes the property of Shaw TV, stories are often powerful tools in advocating for funding or other kinds of support. Generally speaking, if permission is received from all those participating in the story to use their image for other purposes, Shaw TV is pleased to share the information with both The Victoria Foundation's Community Knowledge Centre, and with your own non-profit organization. The only stipulation about other use is that our **Shaw TV stories may not be used for**

personal financial gain and admission prices may not be charged to view them. Also, you may not use our Shaw TV stories on other television networks, without our express permission.

Q I am nervous about doing anything for television – I don't have any experience. Can you help me with preparations for a Shaw TV story?

A Absolutely! It is our pleasure to work with individuals and groups in the community. It is part of our CRTC mandate to assist people in accessing the community channel, which is Shaw TV. The CRTC is our Federal regulator, the Canadian Radio-Television and Telecommunications Commission. We have considerable experience – we work with over 600 non-profit organizations, and have produced stories for many years.

We look forward to collaborating with you!