

KWTX-TV offers a creative services department with a professional staff and production facilities that are state-of-the-art. A full range of studio and field production is offered. The award-winning staff at KWTX has over 59 years of combined experience in the field and utilizes the latest technology to create the highest quality commercial production in Central Texas. HD production and edit, animation, graphic design and digital conversion services are offered.

### **Creative Services**

Daniel Hamilton, Director  
 Jon Black, Editor and Videographer  
 Scott Lindemann, Editor and Videographer  
 Rita Hogan, Manager

### **Production Hours**

Field Shoot and Edit: Mon-Fri 8am-5pm  
 Studio Shoot: Mon-Fri 9am-1130am & 1pm-330pm

***All production should be scheduled at least 3 to 5 days prior to start on air.***

### **Production Rates**

\$150 per hour editing or shooting with 1 hour minimum and pro-rated to the nearest ½ hour thereafter.

Production charges will be handled separately from charges for air time. Payment for production charges will be required in advance of the material being broadcast or copied for other media sources.

### **Production Guidelines/Requirements**

Political spots must be within the time frame as purchased (i.e. a :30 second spot should be 30:00 and a :60 second spot should be 60:00) to prevent frames from being clipped.

A political spot will qualify as a "use" only if the candidate's recognizable voice or likeness appears in a positive manner.

All political announcements must carry sponsorship identification in compliance with the FCC's rules. All political announcements must carry a visual identification in which all characters occupy at least 4% of the vertical screen height for at least four seconds at the end of the announcement. Audio identification may be used in addition to, but not as a substitute for visual identification. If the announcement is longer than five minutes, the identification must appear at both the beginning and the end. This identification must read "Sponsored by..." or "Paid for by..." with no abbreviations used for Federal candidates and "Political Advertisement paid for (sponsored) by..." for State and Local candidates (Political & Advertisement may be abbreviated - Pol. Ad.). The identification must also have a reasonable degree of color contrast between the text and the background so as to be clearly readable. Additionally, Federal candidates for office must also authorize or approve their announcements by either appearing in a full-screen view while identifying themselves and making the required statement, or by including a voice-over in which the candidate identifies himself and makes the required statement while a clearly identifiable photographic or similar image appears on screen. (Clearly identifiable has been defined as occupying at least 80% of the vertical screen height.) All spots must be in compliance. (Sponsorship Identification Recon., 7 FCC Rcd 1616, 1618, n. 19 [1992] and The Bi-Partisan Campaign Reform Act of 2002).

Any negative political ad must have the sponsoring candidate pictured in order for the spot to be accepted by this station and to be considered a "use".

### **Continuity**

Production not post-produced by KWTX-TV should be provided in Beta SP or Sony SX format or delivered digitally to our FTP site (we will supply the link), via your FTP site (send link to <ftp://kwtx.com>) or via a third party server such as DG FastChannel, Extreme Reach, Javelin, etc.

Spots sent to our FTP site should be sent **First Frame to Last Frame** (No Slate). File title should include Client name, ISCI number (spot code) and spot length. (ex. JohnSmithJOSM01241230)

File Formats:

HIGH DEFINITION	File Format	File Dimension	STANDARD DEFINITION	File Format	File Dimension
	MPG 2 (.mpg)	1280 x 720 @ 30P or 60P		MPG 2 (.mpg)	720 x 480 30 fps
	MPG 2 (.mpg)	1920 x 1080 @ 60i		Quicktime Movie (.mov) at 30 mbits/sec	720 x 480 30 fps
	Quicktime Movie (.mov) at 30 mbits/sec	1280 x 720 @ 30P or 60P			
	Quicktime Movie (.mov) at 30 mbits/sec	1920 x 1080 @ 60i			

Traffic/Continuity Contact: Heather Anderson, 254-741-5008 ph, 254-751-1088 fx, [heather.anderson@kwtx.com](mailto:heather.anderson@kwtx.com) or [traffic@kwtx.com](mailto:traffic@kwtx.com).

***All spots and copy instructions or changes due by 12pm for the next day's log M-Th and 11am on Fridays.  
 Friday and Saturday logs clos on Thursdays and Sunday and Monday logs close on Fridays.***