

STANDARD OPERATING PROCEDURES

Guidelines & Job Description – What I need to do after I get some experience?

These procedures were designed to give the person responsible in this area some indication to what needs to be achieved after a lengthy exposure and work experience. The person(s) selected for this particular position will be allowed time to adjust and train him/herself while working with the producer. Not in-depth experience or qualification is required at this stage. Please come along and share your experience with the rest of us. Thank you.

Producers

Plan and coordinate various aspects of radio, television, stage, or motion picture production, such as selecting script, coordinating writing, directing and editing, and arranging financing.

PRODUCER (FILM/TELEVISION/VIDEO) PROFILE

Producers choose or come up with an idea for a film or television programme, put together a team to create the film or television programme, and supervise the project.

Alex's opinion: ***"You need to be able to deal with about three things at once. You might be in charge of researchers, a production manager, a project manager and a designer and you have to keep them all going at the same time."***

Personal Requirements

Skills

Producers need to have good organisational and planning skills, business skills and excellent problem-solving skills. They also need to have story-telling skills, team-management and people skills.

Alex's opinion: ***"You need to have people skills and the ability to talk to clients in a way that they understand, especially when you have to discuss technical stuff."***

Knowledge

Producers need to know about:

personnel management, team building and how to motivate people

literature and drama

analysing scripts, books, plays and writing of all kinds

using moving images and sound to tell a story.

Producers must also have a good understanding of as many aspects of film/television and video production as possible.

Personal Qualities

Producers need to be motivated and good at setting goals. They also need to be good at creating and maintaining professional and personal relationships with people. Producers should also be creative, imaginative and able to work well under pressure.

Alex's opinion: ***"You have to be able to handle stress. It can get very pressured because of deadlines and sudden changes."***

Physical Requirements

There are no specific physical requirements for producers, but a good level of fitness and health is an advantage, as the hours are often long and demanding.

Useful Experience

Production can only be entered once a person has experience in other areas of the film, television or video industry such as work as a production manager or director. Other experience that may be useful includes work in current affairs, media, the visual arts, marketing, or arts administration.

Alex's opinion: ***"If you want to get into producing then get yourself onto shoots. Go on a commercial shoot and work as a runner. You have to do jobs like make coffee, but you get to see what goes on and it gives you some understanding of how a commercial is made."***

Training on the Job

Skills are gained on the job. Producers often attend conferences and seminars to gain new skills in areas such as technical knowledge or personnel management.

Working Conditions

Work Places and Travel

Producers work in offices, film and television studios, and on location. Conditions may be stressful at times.

Equipment

Producers use office equipment, computers and computer software, such as accounting and spreadsheet packages, and a cellphone.

Sample of reported job titles: Producer, News Producer, Television News Producer, Promotions Producer, Television Producer, Animation Producer, Radio Producer, General Manager, Independent Video Producer, Newscast Producer

Tasks

- Coordinate the activities of writers, directors, managers, and other personnel throughout the production process.
- Monitor post-production processes in order to ensure accurate completion of all details.
- Perform management activities such as budgeting, scheduling, planning, and marketing.
- Determine production size, content, and budget, establishing details such as production schedules and management policies.
- Compose and edit scripts, or provide screenwriters with story outlines from which scripts can be written.
- Conduct meetings with staff to discuss production progress and to ensure production objectives are attained.
- Resolve personnel problems that arise during the production process by acting as liaisons between dissenting parties when necessary.
- Produce shows for special occasions, such as holidays or testimonials.
- Edit and write news stories from information collected by reporters.
- Write and submit proposals to bid on contracts for projects.

Knowledge

- **English Language** — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- **Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- **Administration and Management** — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

- **Customer and Personal Service** — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Personnel and Human Resources** — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Skills

- **Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Time Management** — Managing one's own time and the time of others.
- **Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.
- **Speaking** — Talking to others to convey information effectively.
- **Writing** — Communicating effectively in writing as appropriate for the needs of the audience.
- **Judgment and Decision Making** — Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- **Coordination** — Adjusting actions in relation to others' actions.
- **Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Monitoring** — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
- **Social Perceptiveness** — Being aware of others' reactions and understanding why they react as they do.

Abilities

- **Oral Comprehension** — The ability to listen to and understand information and ideas presented through spoken words and sentences.
- **Problem Sensitivity** — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- **Oral Expression** — The ability to communicate information and ideas in speaking so others will understand.
- **Speech Recognition** — The ability to identify and understand the speech of another person.
- **Written Comprehension** — The ability to read and understand information and ideas presented in writing.
- **Speech Clarity** — The ability to speak clearly so others can understand you.
- **Inductive Reasoning** — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- **Near Vision** — The ability to see details at close range (within a few feet of the observer).
- **Deductive Reasoning** — The ability to apply general rules to specific problems to produce answers that make sense.
- **Originality** — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Work Activities

- **Establishing and Maintaining Interpersonal Relationships** — Developing constructive and cooperative working relationships with others, and maintaining them over time.
- **Getting Information** — Observing, receiving, and otherwise obtaining information from all relevant sources.
- **Interacting With Computers** — Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.

- **Communicating with Persons Outside Organization** — Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- **Making Decisions and Solving Problems** — Analyzing information and evaluating results to choose the best solution and solve problems.
- **Thinking Creatively** — Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.
- **Communicating with Supervisors, Peers, or Subordinates** — Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- **Identifying Objects, Actions, and Events** — Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events.
- **Updating and Using Relevant Knowledge** — Keeping up-to-date technically and applying new knowledge to your job.
- **Organizing, Planning, and Prioritizing Work** — Developing specific goals and plans to prioritize, organize, and accomplish your work.

Work Context

- **Telephone** — How often do you have telephone conversations in this job?
- **Electronic Mail** — How often do you use electronic mail in this job?
- **Work With Work Group or Team** — How important is it to work with others in a group or team in this job?
- **Face-to-Face Discussions** — How often do you have to have face-to-face discussions with individuals or teams in this job?
- **Impact of Decisions on Co-workers or Company Results** — How do the decisions an employee makes impact the results of co-workers, clients or the company?
- **Importance of Being Exact or Accurate** — How important is being very exact or highly accurate in performing this job?
- **Structured versus Unstructured Work** — To what extent is this job structured for the worker, rather than allowing the worker to determine tasks, priorities, and goals?
- **Time Pressure** — How often does this job require the worker to meet strict deadlines?
- **Freedom to Make Decisions** — How much decision making freedom, without supervision, does the job offer?
- **Responsibility for Outcomes and Results** — How responsible is the worker for work outcomes and results of other workers?

Interests

- **Artistic** — Artistic occupations frequently involve working with forms, designs and patterns. They often require self-expression and the work can be done without following a clear set of rules.
- **Enterprising** — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.
- **Social** — Social occupations frequently involve working with, communicating with, and teaching people. These occupations often involve helping or providing service to others.

Work Styles

- **Attention to Detail** — Job requires being careful about detail and thorough in completing work tasks.
- **Persistence** — Job requires persistence in the face of obstacles.
- **Adaptability/Flexibility** — Job requires being open to change (positive or negative) and to considerable variety in the workplace.

- **Dependability** — Job requires being reliable, responsible, and dependable, and fulfilling obligations.
- **Stress Tolerance** — Job requires accepting criticism and dealing calmly and effectively with high stress situations.
- **Initiative** — Job requires a willingness to take on responsibilities and challenges.
- **Integrity** — Job requires being honest and ethical.
- **Achievement/Effort** — Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.
- **Leadership** — Job requires a willingness to lead, take charge, and offer opinions and direction.
- **Self Control** — Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.

Work Values

- **Independence** — Occupations that satisfy this work value allow employees to work on their own and make decisions. Corresponding needs are Creativity, Responsibility and Autonomy.
- **Achievement** — Occupations that satisfy this work value are results oriented and allow employees to use their strongest abilities, giving them a feeling of accomplishment. Corresponding needs are Ability Utilization and Achievement.

Prepping the Cast

Before the production actually begins, it is important for the director, the actors and the writers to discuss the script so that everybody understands each scene of the film. This is the time to smooth out awkward scenes before the actual production. The director should rehearse with the actors. It is also important for the entire cast to assemble together and have a reading of the script. It would be even better if the writer could attend too. The purpose of the reading is so that everybody can get a feel of how everything actually sounds from just listening to the script. After the reading it would also be useful to work on individual scenes. The amount of time spent on individual scenes depends entirely on the actor. If he feels that too much rehearsing will make their performance stale, then it is best not to over-rehearse.

Prepping the crew

It is important to prep the crew so that during the production everything will run smoothly. This can add efficiency to the production process. More in-depth discussions will be needed with the key members of the crew such as the cinematographer, costume designer and production designer etc. Discussions about everything will be needed; from general things about the style, approach etc. to things concerning the props, fabrics, color etc.

Storyboarding

A good way for a director to convey his thoughts to the crew would be by using a storyboard. A storyboard is a multiple paneled pictorial demonstration of the film, something like a comic book. The more detailed it is, the better it will be for the crew. By the means of a storyboard, the crew can understand fully what each scene will include and how the setting will be.

PRODUCTION

It is important to treat the cast and crew with respect and thoughtfulness. The first thing that happens everyday of the production is the serving of breakfast. The cast and crew will appreciate the gesture and providing them with good meals not only helps improve your relationships but it affects their attitude towards work. If they have good meals then they're likely to work even better and harder on their job. Don't overdo it thought and provide them with too heavy meals, as that will make them sluggish and drowsy, therefore not able to do their job.

Producing unit

A producer's responsibility varies from film to film. Because of this, nobody is really sure what the job of a producer is. Nowadays films contain several producing credits with more than one name attached to each. For example, one film can have two executive producers, three producers, three co-producers, and one associate producer; this brings the total amount of producers to nine. Out of these nine

producers, some of them earned their credit while some of them did nothing whatsoever relating to the producing role. To allow you to understand more about each kind of producer, below are some brief descriptions of each one: Executive Producer: Traditionally this credit is given to the person who is responsible for assembling the whole production together, in terms of financially or creatively. Nowadays this has become an unclear title. An executive might be the star actor's associate or partner, or perhaps the owner of the production company that produced this film. Producer: A creative producer works hands-on the film and is involved in the whole process of filmmaking. He's the one who selects and works with the screenwriter, casting, editing etc. He is responsible for staying within the budget throughout the production and acts as a liaison between the production company, the studio and the director. Besides that, the creative producer supervises the line producer, who is responsible for the budget of the film. Line Producer: A line producer is usually involved in large-budget films and besides managing the budget he is second to the UPM (unit production manager) and acts as a supervising production manager. Besides that he is responsible for maintaining and make the most of the budget. They are not responsible for the "creative" parts of the film and are therefore not required to attend casting sessions and script meetings. A line producer is usually included in the head credits, unlike the UPM, which appears at the end credits. Associate Producer: Usually an associate producer acts as a supporting producer. Sometimes, an associate producer may even perform all the standard line-producer's duties. In other cases, this title is given to a UPM or the first assistant director for contributions that greatly go beyond that person's duties. Or, the writer could get this credit if he/she was actively involved in the production process. There is no fixed person who should get this credit.

Selecting the crew

Usually the director, along with the producer, will select the main members of each crew. These decisions will be based on personal preferences, budget, artistic and technical requirements etc. Once you have chosen the key members, then that person will naturally bring their own support staff, and your job of crewing will be over.

These Standard Operating Procedures [SOP] were designed only to be a guide and help to you

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