

AMANDA HERRIN
CAPSTONE 2013



BACKGROUND AND OBJECTIVE

- **Client Background**
- **Project Rationale-** Little to no “how-to” shows or gross, entertaining and educational shows. The Children’s Television Act of 1990 ensure that commercial broadcast television stations provide programming “specifically designed” to serve the educational needs of children in return for the free use of the publicly-owned airwaves.
(http://www.childrennow.org/index.php/learn/media_and_education/)
- **Producers Background**
 - i. Professional
 - ii. Educational

RESEARCH AND DEVELOPMENT

- Goal
- Strategy and Methodology
- Outcome/Feedback

RESOURCES

- Budget
- Technology
 - i. Canon XL2 Video Camera
 - ii. Adobe Premiere Pro CS6
 - iii. Green Screen
- Personnel- working with child actors/music composer/assistant director /lighting
- Facilities

BUDGET

Expenses:

Camera (Canon XL1) – \$0

Mini DV tape – \$14.00

Editing hardware/software – \$0

Green Screen – \$28.00

Lighting– \$0

Cue Cards – \$2.00

Extension Cords– \$0

Extra Batteries – \$0

Tripod – \$0

Post-production software– \$0

Total: \$44

PROCESS

- Script

Slug: Kid's Stuff Show	Name: Amanda Herrin	Date: March 09, 2013
PRODUCTION INSTRUCTIONS ALL CAPS-LEFT COLUMN		SCRIPT-spoken words in Upper and lower case
INTRO THEME SONG FULL	((MUSIC PLAYING))	
SOT (KATIE)	((SOT KATIE: Hi and welcome to The Kid's Stuff Show.))	
SOT (MICHAEL)	((SOT MICHAEL: The show where you learn... stuff.))	
SOT (KATIE)	((SOT KATIE: Today is about the beach.))	
SOT (MICHAEL)	((SOT MICHAEL: According to urinescolors.com about 45 percent of peo admit to peeing in the ocean. That's a lot of pee.))	
SOT (KATIE)	((SOT KATIE: Abhh, cute seagulls, the sound of the summer beach. Well did you know that they poop a lot on the beach? In fact their poo dirt the sand and you don't even know you are sitting or playing on it. Not so cute now, huh?))	
SOT (MICHAEL)	((SOT MICHAEL: Did you know that jelly fish can be as big as humans or small as a pin head? Also they don't have brains, but some kinds have eyes.))	
SOT (KATIE)	((SOT KATIE: According to the Shedd Aquarium, Parrot fish have extra inn their throat that crush coral and when it poops it out, it looks like sand. So the next time you are sinking your feet into the sand, it just might be fish poop.))	
THEME SONG (LOW)	((MUSIC PLAYING))	
SOT (MICHAEL)	((SOT MICHAEL: So now you know some weird facts about the beach.))	
SOT (KATIE)	((SOT KATIE: Look out for bird and fish poop! Thanks for watching!))	
THEME SONG UP FULL/ROLL CREDITS	((MUSIC PLAYING))	
TRT 1:37		

STORY BOARD

Intro



Today's Episode



Michael Story #1 Ocean Pee



Katie Story #2 Seagulls

Michael Story #3 Jelly Fish



Katie Story #4 Parrot Fish



Closing Together



Outro



EVALUATION

YouTube counts so far:

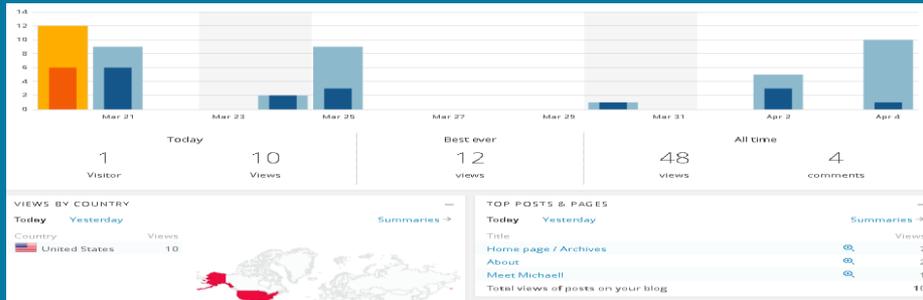


The Kid Stuff Show

flyingnunhaze · 3 videos

38 views

WordPress counts so far:



Facebook counts so far:



25 Likes

Twitter counts so far:



TheKidStuffShow
@TheKidStuffShow
The Kid Stuff Show...the show where kids learn about...stuff!

2 TWEETS | 18 FOLLOWING | 6 FOLLOWERS

Follow

CLASSES

- Script Writing
- Acting
- Audio/Video Production
- Communication Research
- Media Law

TIMELINE

February

- Announced the beginnings of production of the children's show by having launched multiple social networking sites and a video sharing community to promote "The Kid Stuff Show" by HERRIN PRODUCTIONS.
- Started the process of creative writing and script writing.
- Designed the logo for HERRIN PRODUCTIONS.

March

- Rehearsals with talent and crew.
- Put together photographic montages of that show plus future shows in the making.
- Started shooting the video for the show.
- Wrote press release.
- Maintained active discussions with online social networking sites such as Facebook.
- Began post production.
- Announced completion of show.

April

- Made plans to release and premier "The Kid Stuff Show" on all related websites and communities set up specifically for the show.

LONGEVITY



- There's always something to learn about!

PROMOTION

- **Facebook-** <https://www.facebook.com/pages/The-Kids-Stuff-Show/387522784695798>
- **Youtube-** <http://www.youtube.com/watch?v=-HLNG8qBcrc>
- **Wordpress-** <http://kidstuffshow.wordpress.com/>
- **Twitter-** <https://twitter.com/TheKidStuffShow>

PRESS RELEASE



FOR IMMEDIATE RELEASE: 03/11/13

CONTACT: Amanda Herrin 918.853.2545

HERRIN PRODUCTIONS URGES TV VIEWERS TO TUNE IN TO THE ALL NEW TELEVISION SHOW FOR KIDS

Tulsa, OK – HERRIN PRODUCTIONS is launching an educational program “The Kid Stuff Show” to inform and entertain the younger audiences of the public.

In assisting efforts launched by Amanda Herrin, Rogers State University is providing Herrin the opportunity to unveil her productions and other media so that as many people as possible are aware of the new generation of children’s television.

Herrin said, “I want to marry education and entertainment in new ways and yet bring back classic elements from my own childhood.” Hopefully in the productions to come it will transform your children’s television viewing experience in not only the home but in schools worldwide. Parents can rest assure that their children will be viewing quality programing that is tasteful and appropriate for children of all ages and is completely family friendly. Little by little HERRIN PRODUCTIONS is attempting to restore elements that give parents back more control over the quality of television their children are watching, worry-free.

Viewers who are currently anticipating the new series will not regret tuning in and allowing their children to run free with imagination and education.

Beginning in spring of 2013, U.S. households will be able to view the series on the web via YouTube, Facebook and also the Wordpress website created for the show. Also fans will be able to follow updates on the Twitter account. The program and media sites will be run and up kept by Amanda Herrin of HERRIN PRODUCTIONS herself.

Why should you tune in to watch “The Kid Stuff Show”? There are several reasons, the first being that HERRIN PRODUCTIONS deliver a much needed educational experience of information and clean fun entertainment. Moreover, the show will serve as a valuable teaching

MERCHANDISE



CONCLUSION

- Not only produce a show that could run as a series. In a situation where most students do not have access to substantial major budget for their work, doing everything on various locations that you they need to work with and around other people because you they do not have the means to rent out, or without paying others to help work on things with you or be the talent, these communities and sites are vital to blossoming in the entertainment industry.