

Rogers State University



## The Kid Stuff Show: A web series

By Amanda Herrin

Communications Major (Radio/TV)

Psychology Minor

Capstone

Spring 2013

This is the capstone project of Amanda Herrin. The purpose of this capstone project is to provide a children's program that is fully educational and yet still has the mechanics of entertainment for Herrin Productions for their YouTube Channel and Web Page. Furthermore, the video exhibited by local parents to educate their children to get them interested about various subjects.

This written capstone functions as the documentation of specialized projects emphasizing the amassed academic experience. It is not without the constant support and encouragement of certain individuals that Amanda expresses an eternal gratefulness to the following:

- Dr. Jeff Gentry
- Dr. Juliet Evusa
- Ms. Cathy Coomer
- Mr. Lee Williams
- Mr. Donovan Ewing

## Table of Contents

Introduction.....	4
Proposed Project.....	4
Academic and Professional Background.....	5
Background.....	6
Methodology.....	7
Budget.....	8
Key Personnel, Equipment, and Facilities Needed.....	8
Timeline.....	9
Works Cited.....	22
Appendix.....	i
Figure 1: Press Release.....	12
Figure 2: Promotion Links.....	14
Figure 3: Promotion Screen Shots of Social Media View Counts...	15-16
Figure 4: Story Board....	17
Figure 5: Script.....	18
Figure 6: Merchandise Designed....	19
Figure 7: Media Release.....	20
Figure 8: Music Rights.....	21

# **Introduction**

The client, **HERRIN PRODUCTIONS**, desired need to produce a web series show for children entitled “The Kid Stuff Show.”

## **Project Rationale**

Before the 1990s, little to no how-to shows or gross, entertaining and educational shows existed. The Children’s Television Act of 1990 ensured that commercial broadcast television stations provided programming “specifically designed” to serve the educational needs of children in return for the free use of the publicly-owned airwaves. The targeted audience was mainly children aged four to eleven. (Children Now, 2013)

In this day and age of new technology and media advances, the entertainment industry and education providers, specifically teachers and actors, are now more capable of reaching much wider audiences than they were able to in previous years. People in the entertainment industry use new media such as social networking and video-sharing websites on which users can upload, share and view videos. With software available it makes producing video series much easier than before. The only downside of this advancement is that any user with a decent camera, computer, editing software and access to the internet can make a video and post it on a video-sharing website and try to pass it off as a quality item.

Television networks and other potential clientele, thanks to social networking and video sharing communities, now have a direct line of communication and talent scouting with producers. Networks can check out the show itself, talent behind the camera and also see how well liked the show is. Checking on the video sharing site and other social networking sites created for the show are ways to monitor popularity and feedback.

## **I. Challenges/Targets**

How television series were taken from an idea, formed and produced into a tangible reality was a source of awe and passion for Amanda. For her capstone project she wanted to attempt to not only produce a show that could run as a series, but also to promote it in ways that she thought had been successful for other producers of similar inspiring shows that she wanted to create. In a situation where students do not have access to a substantial budget for their work, finding various locations that were free and easily accessible, or without paying others to help work on the set or be the talent was a challenge. These networking communities and sites are vital to blossom in the entertainment industry. In Amanda’s capstone project, she handled three different aspects in producing and promoting her show:

- **Producing:** The first challenge was to get all the equipment needed, talent rehearsed and ready to perform, and edit the footage captured.
- **Designing:** In order to put an identity to Amanda’s production company, a logo was needed to brand it. In the graphic design of the logo to writing press release material, knowledge of both creative writing and graphic design was required.
- **Promoting:** Video sharing communities, press releases and social networking, created viewers who turned into fans of the show which in turn created a connection that ultimately headed towards a financial profit and promotional exposure.

In promotions, it is imperative to know the exact audience HERRIN PRODUCTIONS is marketing their show to. For this case, Amanda's desire was to promote herself to elementary school aged child and the parents with children in that age bracket. To successfully do so, Amanda needed to understand why, how and what HERRIN PRODUCTIONS was promoting and who they were promoting to, as well as to recognize strengths and weaknesses. In order to evaluate these issues, she conducted a SWOT and PEST analysis on the show as if it were a brand.

### **SWOT Analysis:**

**Strengths:** Six years of experience in camera operating, 2 years of knowledge of various editing software, ten years of child rearing and observation (well enough to understand what keeps a child's attention) of the trends of what types of shows that we popular with that age base group.

**Weaknesses:** Low budget and lack of time to create, produce and promote due to also working a full-time job that requires every bit of my constant attention.

**Opportunities Available:** Social networking and video sharing communities allowed HERRIN PRODUCTIONS to reach an abundantly wider viewing audience than they would have reached simply by putting it up on a website and hoping that someone dropped by it and watched the video.

**Threats:** More entertainment based children's programs rather than educationally based children's programs may have a better fan-base than HERRIN PRODUCTIONS, and children could be more drawn to pure entertainment rather than "edu-tainment."

### **PEST Analysis:**

**Political environment:** The children's show Amanda has created, "(The Kid Stuff Show,)" is not politically motivated, so there was no burden of having different political opinions having an influence on the show.

**Economic environment:** The show is geared towards the elementary school aged (4-11 years) and parents of that age base spectrum, (i.e. students and young working/stay-at-home parents). The show provides affordable access to the series by simply being able to obtain a teacher's or parent's permission to go online and view the video.

**Social environment:** As stated before, the show's market is primarily elementary school aged children and their parents.

**Technological environment:** Due to her promotion being practically internet-based and word of mouth, the environment consists of a video sharing community, social networking sites and a web page.

Amanda's production company's show and its successful production and promotion are clearly defined, measurable in terms of success (how many people watch the show, visit the social network site and visit the website) within a reasonable and realistic goal that is reached within the anticipated timeframe of the course of the class.

## **II. Qualifications/Academic and Professional History**

Amanda Herrin first went to Oral Roberts University in Tulsa in August 2004. The first two years, she worked primarily on general education courses. Once she completed those courses, Amanda began focusing on main degree courses in communications. Those classes included Radio/TV Announcing, Audio Production, Television Production, Acting, Script Writing, Public Relations and News Production. Not only did she learn the different aspects of communication by taking a variety of media courses but also completed classes in courses that helped with media writing as well as skills in producing and live camerawork.

Before leaving ORU and transferring to Rogers State University, she became a member of the Public Relations Student Society Association. In 2005, she took a job working with Fat Lip Entertainment which included booking bands and promoting events. That experience encouraged her to start her own promotions/management business during the summers when she returned to New York.

This gave her the opportunity to showcase the abilities that she learned in Announcing, Audio Production and Public Relations class. That same year Amanda was fortunate to gain experience working with Director, David Dellecese on the set of "Anchor Eddy's," an independent movie shot in New York. She worked as part of the crew, learning the steps of directing and observing the process from start to finish. After sampling and exploring these different career paths, Amanda chose to focus on television production for the rest of her academic experience.

Since transferring to Rogers State University in August 2011, Amanda was able to further her learning and developed skills by taking Advanced Broadcasting Practicum. That course, along with the production and writing courses she took at RSU, helped her the most when she began her capstone project. She was fortunate to present a content analysis presentation at the 2011 Oklahoma Speech and Theater Communication Association conference in Oklahoma City. During the conference, she became an active voting member of the association. That same year, Amanda joined the RSU Student Broadcasting Association. In this variety of experience and her personal challenge to herself to learn as much as she could, that has helped her most in accomplishing this project. She feels that she is qualified to assist her capstone client in the best way she possibly can.

When Amanda was 7 years old, she started writing down ideas she had for television shows she would watch and jotting down ways in which she wanted those shows to conclude. Later on throughout the years she would start jotting down her ideas for shows of her own that she dreamed she would create/produce. Most of her ideas centered on comedy. Her influences ranged from characters like Ernest P. Worrell (Jim Varney) and Pee-Wee Herman (Paul Reubens), Pappy Drewitt (Michael Cariglio) and actors/entertainers like Shari Lewis ("Lamb Chop's Play-a-long"), Carol Burnett, Tim Conway, Jackie Gleason, Lucille Ball, William "Bud" Abbott and Lou Costello, Vicki Lawrence, Jerry Lewis, Jim Carrey, Robin Williams, Steve Martin, Gene Wilder, Victor Borge, Charlie Adler (voice actor) and many more. Amanda had a huge imagination as a child; she often recruited her younger siblings to take part in the mini- plays she wrote to act out for her parents. She was usually in her room writing, rehearsing and contemplating ways to beg her father to let her borrow the new camcorder so she could record her "shows." From a child to adulthood, Amanda has harbored a constant passion for writing and producing children's television.

Her passion for television has been a driven dream. Amanda's aim is to showcase what she has been learning, writing, creating and envisioning for half her life. This passion is what has propelled her to select doing a children's educational show for television as her capstone project. Her passion for

children's programs is the simple fact that like the imagination of a child at play has endless possibilities. Amanda believes her passion stems from not only watching television as a child, but also from the constant encouragement from her family to be creative in her ways to entertain them. Through learning how to use the camcorders in the '90s and how to make sound effects like professional Foley artists, producing shows has been a creative outlet for Amanda for years. Finally, she was able to showcase a sample of what she is passionate about this semester.

For her project, she wrote, produced, and promoted a children's show, which will be a brief episode of her intended future work. She used a combination of RSU's and her own equipment, and also marketed the show using online video sharing communities, social networks and a web page she designed for it, with the graphic logo she designed. With the making and promotion of this show, it is anticipated that the show not only gains in popularity but gain support from the fans and foster the potential to profit financially through being picked up by a network such as Viacom. The desired outcome is to gain the attention of television networks throughout the country in order to obtain an internship or a career based on her passion and knowledge of production and creative writing. On the production side of the show, using the skills she has learned in audio production class, television production class, acting and script writing, she will be able to create a professional-level audio/visual sample of work using equipment that she obtained and has extensive knowledge of.

### **Methodology/Plan of Action**

#### **I. Equipment/Tools**

•**Conceptualizing:** The main concept for the show was to create and produce a show that will be part of a web-series to entertain and educate children ages 4-11.

In terms of methodology, the production of the show required: a Canon XL1 MiniDV 3CCD Professional Camcorder, mini DV tape, a green screen, lighting, cue cards, extension cords, extra batteries, tripod as well as post-production software. For the show, Amanda used two children as the talent and was difficult. It required her to do some acting coaching. To edit the footage that was recorded, she used Adobe Premiere Pro CS6. The camera and editing software are what professionals use in the field. She used a Mini DV Converter to be reformatted onto a computer.

## **II. Budget**

One of the biggest challenges in creating an album is considering one's budget. Due to the high cost of renting a recording studio and studio artists to provide extra instruments to one's work, many bands use home recording with self-purchased equipment to save money. The major significant factor of the project to consider is funding. From the audio/visual recording equipment to the software itself, a price tag for all of this equipment can get relatively high. Fortunately Amanda was able to borrow much of the equipment, adding up to be roughly forty four dollars.

### **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

Key Personnel: Lab Assistant to check out equipment, actors, assistant director.



### **III. Promotion-** Use of Video Sharing and Social Networking

With the development of social networking sites, Amanda is able to gain instant feedback from viewers about what they like and don't like about the show. She created a Facebook and Twitter page specifically for the show, which served as a threshold for news, updates and links to other sites for project. Due to her lack of funds to be able to purchase a full domain name website, she released the video publically on YouTube and through websites known as WordPress.com. The website YouTube, established in 2005, uses Adobe Flash Video and HTML5 technology to exhibit and distribute an extensive assortment of user-generated video content. The WordPress.com page was the primary way in which fans can learn about the show; watch videos get updates and talent bios. Other main sites for viewers to get constant updates are Facebook and Twitter. According to YouTube.com in 2012, it had four billion video views globally daily. According to checkfacebook.com, Facebook has an audience of 163,071,460 in the U.S. alone. Also, according to thesocialskinny.com, 1 million accounts are added to Twitter every day. And finally in July of 2012, Wordpress.com had peak page views of 5,000,000,000 (en.wordpress.com). With those numbers, it's impossible to deny the spectrum of possibilities for exposure with using these communities and sites to promote the show.

Throughout the project, Amanda used social networking to post updates regarding the progress of the show. Another key element of this project revolved around she released the video. While some YouTube users released all their videos at once on their channel with no prelude or anticipation, Amanda believed that in order to grab the attention of the audience and keep them in suspense, ready to see the show, she hyped up the event and gave updates up until the day of the release. As a fan of children's shows herself, she recalled loving being at the edge of her seat waiting for the premier of a new show to come out.

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>

### **Schedule of Tasks**

These are the certain tasks that Amanda has accomplished for the project. While specific dates may not be listed, on a monthly basis she accomplished the following (in chronological order):

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

### **Results**

#### **I. Results – Objectives Reached**

The project's focus was primarily production-based. The goal was to not only gain a following of viewers and fans, but to gain the attention of television networks. While my current status with obtaining an internship is not confirmed, Amanda has been in talks with children's television networks in Oklahoma City, OK and in Dallas, TX for PBS Kids and they have expressed interest in having her join their internship programs throughout the summer. This project will not only allow Amanda to exhibit

her creative side, but gain possible internship and potential employment opportunities upon graduation. The networks Amanda intends to approach are Viacom and PBS.

## **II. Results- Followers**

The Kid Stuff Show has 4 followers on Twitter, 12 likes on Facebook and 32 page views on Wordpress.com.

### **Evaluation Strategy**

After producing this show, adding promotions on websites, logo designs, Amanda Herrin has gained from the project once it's finished is exposure and self-satisfaction that she has made the step in making a dream into a reality.

### **Conclusion**

A challenge Amanda, the student consultant faced was to not only create an example of her production talents, but be able to use new media and online video sharing communities to promote her children's show and become distinguished from other producers. Without a massive budget, doing most everything with her own equipment, borrowing equipment from Rogers State and Donovan Ewing and skill is a necessity for staying successful in promoting her show. From cinematography and graphic design of the production company logo art and writing press releases and promotional notices to recording video, editing and mastering floor direction on locations, this all-inclusive project is intended to showcase her ability to produce, promote and succeed in the entertainment industry.

## APPENDIX

Figure 1.



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 asset in the educational spectrum. There are many sources of information available for children but one of the best ways to get that information through and to stick is through playing, imagination, simplicity and starting the fire of a passion for learning and trying new things.

**Figure 2.**

**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>

Figure 3.

**Facebook:**



**YouTube**

**The Kid Stuff Show**



flyingnunhaze · 3 videos



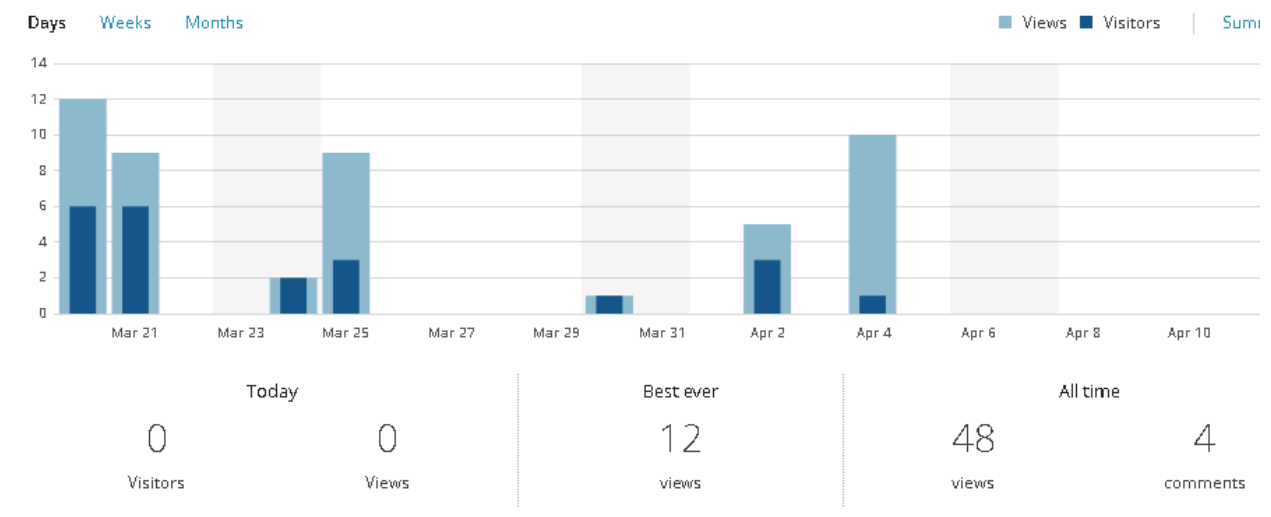
Subscribe

0

49 views

1 0

## WordPress



## Twitter



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

2 TWEETS

18 FOLLOWING

6 FOLLOWERS

 Follow



**Figure 4.**

## **Story Board**

Intro



Michael Story #1 Ocean Pee



Michael Story #3 Jelly Fish



Closing Together



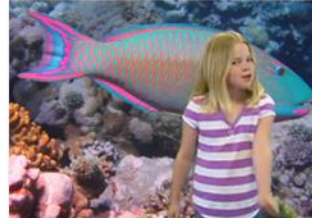
Today's Episode



Katie Story #2 Seagulls



Katie Story #4 Parrot Fish



Outro



**Figure 5.**

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**

<b>INTRO THEME SONG FULL</b>	<b>(( MUSIC PLAYING))</b>
<b>SOT (KATIE)</b>	<b>((SOT KATIE: Hi and welcome to The Kid's Stuff Show.))</b>
<b>SOT (MICHAEL)</b>	<b>((SOT MICHAEL: The show where you learn...stuff.))</b>
<b>SOT (KATIE)</b>	<b>((SOT KATIE: Today is about the beach.))</b>
<b>SOT (MICHAEL)</b>	<b>((SOT MICHAEL: According to <a href="http://urinecolors.com">urinecolors.com</a> about 45 percent of people admit to peeing in the ocean. That's a lot of pee.))</b>
<b>SOT (KATIE)</b>	<b>((SOT KATIE: Ahhh, cute seagulls, the sound of the summer beach. Well did you know that they poop a lot on the beach? In fact their poo drips on the sand and you don't even know you are sitting or playing on it. Not so cute now, huh?))</b>
<b>SOT (MICHAEL)</b>	<b>((SOT MICHAEL: Did you know that jelly fish can be as big as humans or as small as a pin head? Also they don't have brains, but some kinds do have eyes.))</b>
<b>SOT (KATIE)</b>	<b>((SOT KATIE: According to the Shedd Aquarium, Parrot fish have extra teeth in 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.))</b>
<b>THEME SONG (LOW)</b>	<b>((MUSIC PLAYING))</b>
<b>SOT (MICHAEL)</b>	<b>((SOT MICHAEL: So now you know some weird facts about the beach.))</b>
<b>SOT (KATIE)</b>	<b>((SOT KATIE: Look out for bird and fish poop! Thanks for watching!))</b>
<b>THEME SONG UP FULL/ ROLL CREDITS</b>	<b>((MUSIC PLAYING))</b>
<b>TRT 1:37</b>	

Figure 6.

Merchandise Designed



Figure 7.

Media Release Form

**Audio/Visual Image & Talent**

**RELEASE FORM**

Print Name: Michael / Kate Crabtree

Address: 2215 S. Delaware Ave

City: Tulsa State: OK Zip Code: 74114

This production and/or any materials including your image, voice, or likeness may be used by Rogers State University and/or any affiliated faculty or student group for an indefinite period of time.

By signing below I affirm that I am participating on my own volition and expressly release those persons involved in producing this project, Dwanda Herrin (Name of student producing project), Rogers State University, its agents, employees, licensees and assigns from any and all claims which I may have for invasion of privacy, right of publicity, defamation, copyright infringement, any form of remuneration, or any other causes of action arising out of the use, adaptation, editing, reproduction, distribution, broadcast, posting on the world wide web, or exhibition of such recordings of my image, voice or likeness.

I will receive no monetary or any other type of consideration for use of my image.

Project Producer: A. Herrin Project Title: Capstone Kid Stuff Show  
(Name)

K. G. 04/01/13  
Participant's Signature Date

IF THE PERSON BEING USED IN THE MATERIAL IS UNDER 18 YEARS OF AGE, A PARENT OR LEGAL GUARDIAN MUST SIGN THE FORM BELOW.

L. Crabtree 04/01/13  
Parent/Guardian Signature Date  
Kimberly Crabtree  
Parent/Guardian Name (Printed)

Figure 8.

## **Music Rights**

Re: Song Number One

↑ ↓ ×

To see messages related to this one, [group messages by conversation](#).



**Gabe Brasie** (gabbybrassy@gmail.com) 3/03/13 ▶

To: Amanda Herrin ▼

I give you the rights to my music.. I can't wait to see the video.. I'll send it around when its done..  
Thank you for the opportunity

-Gabriel Brasie

## **Works Cited**

Children Now. (n.d.). Children Now. Retrieved April 7, 2013, from <http://childrennow.org>

Pring, C. (2012, February 13). 100 more social media statistics for 2012 | The Social Skinny. The Social Skinny: social media stuff without the fluff. Retrieved April 7, 2013, from <http://thesocialskinny.com/100-more-social-media-statistics-for-2012/>

Facebook Statistics by Countries | Checkfacebook - Free FB Monitoring Tool. (n.d.). Facebook Statistics by Countries | Checkfacebook - Free FB Monitoring Tool. Retrieved April 7, 2013, from <http://checkfacebook.com>

Pring, C. (2012, March 12). 100 Social Media, Mobile and Internet Statistics for 2012 (March) | The Social Skinny. The Social Skinny: social media stuff without the fluff. Retrieved April 7, 2013, from <http://thesocialskinny.com/100-social-media-mobile-and-internet-statistics-for-2012/>

Traffic — WordPress.com. (n.d.). WordPress.com - Get a Free Blog Here. Retrieved April 7, 2013, from <http://en.wordpress.com/stats/traffic/>