

FOCUS ON

Our TVGwinnett Production Team: Getting up close and personal with the latest news and events

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Have you ever wondered what goes on behind the scenes of Gwinnett's government access cable channel? With a potential audience of more than 800,000 Gwinnett County residents, the production team at *TVGwinnett* works hard to bring you the most up-to-date information through regular programming, ongoing broadcasts, and special reports from all over the County. These programs are aired on the government access cable channels of Charter, Comcast, and AT&T U-verse and can be seen live and on-demand at gwinnettcountry.com. In addition to providing the channel at no cost to the County, the cable systems also furnish funding for video production equipment and distribution.



The TVGwinnett production team provides regular programming such as Eye on Gwinnett and People Helping People in addition to coverage of special events

The production team is made up of three skilled video producers who are involved in every aspect of video production from shooting and editing to scheduling and hosting programs. The team is also called upon to maintain and service all audio/visual equipment throughout the Gwinnett Justice and Administration Center's courtrooms, conference rooms, and auditorium.

You may have learned about an upcoming County event or new service in your community from one of the bi-weekly episodes of *Eye on Gwinnett*. This program provides coverage of County events, highlights community services, and airs important announcements. *TVGwinnett* video producer Matt Wilson is the host. "*Eye on Gwinnett* is a great resource to find out what's going on in our local community," says Matt.



Video producer Alex Roman frames up a shot for an Eye on Gwinnett segment

"It's an effective communication tool where we can cover a lot of different subjects in a short period of time and provide residents with news about programs and events they may not have known about before."

Other regular programming includes *Growing in Gwinnett*, a monthly program aimed at local seniors and *People Helping People*, a bi-monthly program hosted by the Department of Community Services focused on ways residents can get involved in the community.

In addition to providing these programs, the production team is responsible for covering all Board of Commissioners meetings. Commission meetings are aired live on *TVGwinnett* and

gwinnettcountry.com, where viewers may also access the meetings on-demand following the original air date. The videos are the official record of the meetings.

Throughout the year, the production team goes on location to provide coverage of all major County events. They work on County holidays such as Veterans Day and Memorial Day to provide footage of annual celebrations of veterans and active duty military personnel. They arrive on the scene to document groundbreakings, grand openings, and award presentations. And coming up on January 16, the team will be on-hand for the Chairman's 2014 State of the County address. It will air the following day on local government access cable channels and will be available on-demand at tvgwinnett.com.

Several County departments collaborate with *TVGwinnett* to produce informational broadcasts for their customers. The Cooperative Extension Service has been featured frequently over the years in their efforts to educate the public about topics like lawn care, native plants, and nutrition. Other departments such as the Environmental and Heritage Center and the Department of Water Resources partner with the production team to create special programming for public outreach.

County employees make up an entirely different audience for videos. For example, videos detailing employee benefits are produced annually to help employees make informed decisions during annual enrollment. In addition, some training programs are provided to employees via online video, eliminating the need for classroom time and costly teaching material.

"It has been proven that when people see and hear a message at the same time, the message is more effective," says Multimedia and Web Manager Trent Bumgardner. "Over the years, more and more departments have seen the value of getting out their messages using video."

As technology advances, the ease of accessing on-demand video is on the rise. Many of *TVGwinnett's* programs are now more accessible than ever. "We have recently started using a new format for online videos," says Bumgardner. "The format is much more universal and works well with mobile devices, phones, and tablets. It is not dependent on any particular operating system, so video buffering issues are much less common."

This year, expect to see more County department outreach, more guests on *Eye on Gwinnett*, and more special reports of exciting events and programs. If you would like to see a Gwinnett County Government subject covered on *TVGwinnett's* programming, contact the department responsible for the subject matter or email the production team at tv@gwinnettcountry.com.



Victor Fishman, video production coordinator for TVGwinnett, handles editing duties in the studio control room