REGIONAL ROADBLOCKS

RETAINING AUTONOMY IN CO-PRODUCTION

Thoughts by Julie Coetzee
What is a Regional Producer

- Clients
- Content
- Crew

What are Regional Inserts

- Representation
- Balance
- Interest

What are the Problems

- Expected standards vs Reality
- Disconnect
- Skills transfer vs Control

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REGIONAL PRODUCING

WHAT
Regional Production Support

WHO
National & International TV shows & channels

CREW
Basic ENG Team
My Theory

WHAT ARE REGIONAL INSERTS MEANT TO ACHIEVE?
REGIONAL CONTENT

REPRESENTATION  Represent reality outside broadcast hubs

BALANCE  A Variety of Voices

INTEREST  A glimpse into lives
My Theory

WHAT LIMITS REGIONAL COVERAGE BEING REPRESENTATIVE?
PROBLEMS

EXPECTATIONS
- Script vs Budget Reality
- Welcome to NOT-Hollywood

SKILLS
- Skills transfer vs Cookie Cutter

DISCONNECT
- Different reality to Broadcast hub
- Real results are not always perfect results
SOLUTIONS

- Saying NO
- Downsize: Create your own
- Broadcast Elsewhere
Regional representation is critical.

South Africa needs to know that all areas have a voice.
That they can be represented fairly and in the best light.
Let us spread the message that your reality is an worthy reality too.
THANK YOU
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