



Request Your Production

Online at RVTV.org/request

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Media Services Menu

Roanoke Valley Television (RVTV) is a government and educational access channel, and provider of creative media services for the City of Roanoke, Roanoke County, Town of Vinton and their respective school systems. Requests must be on behalf of one of these organizations. Fulfillment may be limited due to volume, with preference based on order of request and equitably of service to our partner organizations. **Basic services include:**

- VIDEO: LONGFORM** - Typically 9 to 30 minutes in length, suitable for reproduction for a target audience or full show on RVTV channel 3 and associated social media outlets.
- VIDEO: SHORTFORM** - Typically 3 to 8 minutes in length, suitable for use on social media or a segment on RVTV channel 3 and associated social media outlets.
- VIDEO: PSA** - Typically 15, 30, or 60 seconds in length designed for re-broadcast on local media or an online promotional campaign.
- LIVE MEETING** - On-site live documentation of a municipal meeting (limits apply).
- EVENT** - Attendance at a special event, ribbon cutting, or groundbreaking for documentation purposes. Typically a highlight video is created.
- BEAUTY SHOTS** - Capturing video, still photography or drone footage for unknown future use
- MESSAGE BOARD** - Content designed to run as text based information on RVTV channel 3.
- CUSTOM GRAPHIC DESIGN** - Custom creation of an infographic, animated graphic, or brand specific graphics package for digital, print or video use.
- PRINT LAYOUT & DESIGN** - Branded content creation for print including fliers, brochures and small publications of under 12 pages.
- MEDIA DUPLICATION & DISTRIBUTION**: Modifying the format of an existing piece of media, or creating multiple copies such as a DVD.

After Completion

We're here to provide you with the media resources to reach and engage with your citizens!

- RVTV ROTATION** - Most finished productions will qualify to be played in rotation on RVTV's cable channel and associated social media outlets.
- DIGITAL RESOURCES** - You'll receive formatted versions of the content for your own social media accounts or internal administrative needs.

Ver. 10/15/20