



# Television Production: Improving Income & Increasing Production Values While Keeping Creatives (Relatively) Happy

*Christopher Santry*

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## **Television Production: Improving Income & Increasing Production Values While Keeping Creatives (Relatively) Happy** Christopher Santry

Detailing his own self-described road from "production idiot to production pro," seasoned advertising executive Christopher Santry pulls readers through all aspects of shooting a TV spot, comparing it to "raising a house in one day," starting from scratch, ensuring that all pieces meld perfectly together, and ending up with a concrete product. He guides readers through the ins and outs of doing it effectively, efficiently and to an agreeable end for everyone involved. Covering the subtle nuances of getting the most bang for your buck, including such tactics as piggybacking and paid product placement, leveraging key technologies and minimizing prop costs, as well as making sound decisions around casting, music, location and editing, Santry covers the essentials from beginning to end. Articulating the roles of directors and producers, and complete with simple procedures for dodging "a fat overtime bill," this is an engaging and insightful read that takes a fresh look at how television production goes in advertising, as no book has done before. Complete with a glossary of key terms anyone involved in television spot production must know, this title covers the basics to do what need not be daunting as it sounds, to raise a house in one day.

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