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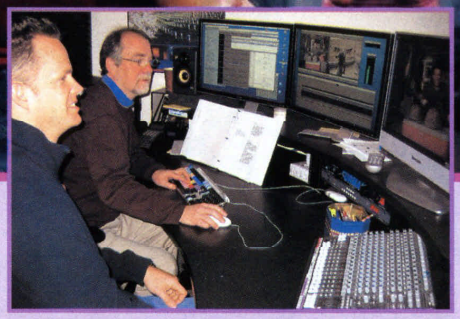

LMNO Productions's (L-R) Jeff Rice and Scott Reynolds are using the Teresis Productions Asset Manager on unscripted shows like SoapNet's *I Wanna Be A Soap Star.*

I WANNA BE A SOAP STAR

Encino's LMNO Productions (www.lmnotv.com), a provider of reality and documentary programming for network, cable and syndicated television, has established a tapeless, all-digital post workflow for all of its shows, including *I Wanna Be A Soap Star* for SoapNet, *What's With That House?* and *Over Your Head* for HGTV and *National Body Challenge* and *Lance Armstrong: Running for Life* for Discovery Health.

The company uses Teresis Production Asset Management (RAM) to eliminate thousands of VHS screeners normally used for viewing and transcribing reality-based programs. It also makes LMNO's media available to anyone it chooses, anywhere in the world. "If you've got an Internet connection, you can get your dailies and transcripts," says senior VP of post production Jeff Rice. "Always looking for a better and more efficient way to do things," LMNO thought PAM "would complement the way we work instead of forcing us into their workflow."

During production, dailies are digitized and stored on the Teresis Media Library where they are accessible and searchable via Internet browser. Tran-scribers create HTML documents with hyperlinks to the digital video; the documents are stored along with the video on the central server. In this way, story editors can call up the transcription documents and have immediate access to the video by clicking on the hot links. Documents can also be exported for word processing, an important factor for writers. The system's "great search tools" provide fast access to the transcript and its associated video. "Writers and producers love that!" Rice declares.

Now, story producers and editors on *I Wanna Be a Soap Star*, which has a shooting ratio of about 200:1, have gained the ability "to work with huge amounts of material much more efficiently," he notes. The show is offlined on Avid Media Composers and onlined on a Symphony Nitris in-house.

LMNO has seen its business "explode" in the last year: It has approximately 20 programs in production and several more in development, Rice reports. As a result the company is in the market for more editing gear to handle the parallel boom in post production.

ality TV

All that footage needs to be managed. Here's how some deal with those assets.

By Christine Bunish