



NAPT Public Media Content Fund

Postmark Deadline: March 16, 2012

Notification: July 15, 2012

NAPT invites proposals for projects intended for Public Television that represent the values, experiences, histories, and cultures of Tribal Nations, communities and people.

Programs should be accessible to a broad audience, have **the potential for a national broadcast**, and can be used for **effective outreach and engagement activities** to reach audiences beyond the Public Television broadcast. Assignment of exclusive broadcast rights for four years and off-air recording rights are included in NAPT's Production License Agreement. Completed programs must meet the PBS technical standards as outlined in the PBS Red Book, online at <http://www.pbs.org/producing/red-book/>.

Projects will be offered additional distribution opportunities through NAPT, including educational and home DVD distribution through www.VisionMaker.org. Theatrical, non-theatrical, television (free, pay syndicated and video-on-demand), multimedia and Internet broadcasting (including podcasting and streaming) rights are included in this distribution opportunity.

NATIVE WORD: STORIES PAST & PRESENT. NAPT wishes to extend the impact of the documentaries broadcast on PBS. **Priority** will be given to projects that can be part of an **overarching series** presented to PBS about Native American peoples, history, culture and contemporary issues. NAPT is particularly interested in **projects that profile Native American leaders, activists and artists**—those whose work has great impact on Native culture today. ***NATIVE WORD: STORIES PAST & PRESENT*** is the working title for this documentary series.

FUNDING TYPES & AWARDS

NAPT will consider funding projects at any production stage. You may submit only one NAPT Public Media Content Fund application per review period. NAPT Funding for each production stage ranges as follows:

Research and Development \$5,000 - \$20,000

Requests should provide funding for producers to fully develop their storylines, identify engaging characters, talent and complete a production proposal and budget. Eligible activities include: (i) research; (ii) clearance of life story rights or other rights necessary to initiate production; (iii) development of a script or treatment, including the hiring of writers; (iv) preliminary filming, if necessary prior to the commencement of principle photography; and (v) completion of a production proposal and budget.

Production \$25,000 - \$100,000

Requests should provide funding for producers to film, record and produce their programs, and may/may not include full completion of the program. Eligible activities include: (i) principle



photography (including all production activities, hiring of crew, talent, clearance of rights for public media use); (ii) development of a website for the program and (iii) post-production (including editing and completion).

Post-Production \$25,000 - \$100,000

Contracts provide funding for producers to complete programs already-in-progress. Eligible activities include: (i) post-production (including editing and completion); (ii) clearance of rights required for public media use; (iii) development of a website for the program; and (iv) if approved by NAPT, promotion and community engagement expenses for the initial release of the program.

New Media \$5,000 - \$20,000

Requests provide funding for producers to research, produce and complete “short form” (no more than 20-minute) programs for primary distribution over the Internet or another Public Television platform, and include vignettes, webisodes and other New Media content. Eligible activities include: (i) research; (ii) clearance of rights necessary to produce, complete and distribute the program; (iii) all standard production and post-production activities; and (iv) creation of community engagement materials (including promotion and marketing materials).

ELIGIBILITY

- Independent and Public Television producers, film and video makers. Applicants must hold artistic, budgetary and editorial control and must own the copyright of the proposed project.
- Applicants must be 21 years of age and a U.S. citizen or legal resident of the United States or its territories.
- Applicants must have previous television or filmmaking experience as demonstrated by video work samples submitted with the application.

NOT ELIGIBLE

- Commercial projects.
- Industrial or promotional films and videos.
- Student productions such as thesis films.
- Projects for which four-year exclusive Public Television broadcast rights are not available.
- Projects intended solely for theatrical release.
- Producers or production entities that are foreign-based, owned or controlled.
- Projects funded in part by a government entity or group featured in the content of the program.

NAPT CRITERIA AND REVIEW PROCESS

NAPT convenes a panel of Public Television professionals, independent producers and Native resource experts to evaluate proposals and work samples based on the review criteria. Following in-depth evaluation and discussion, the panel recommends the highest quality proposals to NAPT. Recommendations are subject to final approval of the NAPT Board of Directors and successful contract negotiations with NAPT.



The panel considers these factors for delivering a successful NAPT Public Media Content Fund proposal:

- **Strength of Storytelling.** Is the story compelling, engaging, original and well-conceived? Does the content and style show originality?
- **Power of the Program.** How is the subject matter important to the national Native community? Does it show accuracy of Native content and portrayal? Does it shed new light on and spur dialogue about the Native experience?
- **Audience Potential.** Will the project appeal not only to Native American viewers, but to a broader Public Television audience?
- **Program Reach.** Is there evidence that new media will be used to enhance the project and broaden its impact? Is there a plan for educational materials, outreach and/or community engagement to support the broadcast? Will it have a life beyond the broadcast?
- **Demonstrated ability to complete the project.** Can the proposed team complete the project within budget, on schedule and with high quality production standards? If an emerging media maker, is he/she supported by an experienced crew?
- **Budget.** Does the proposed budget match the needs of the project? Is it appropriate?
- **Funding for production or completion.** Are funds already committed? Has the producer identified potential funders or outlined plans for fund raising? Are the proposed funders appropriate for the project? Does the fund raising plan complement the timeline for completing the work?
- **Native American participation.** Are Native people in key positions behind the screen (producer, director, director of photography, writer, editor)? Are there opportunities for training or internships?
- **Appropriateness of sample work and/or work-in-progress.** Does it support the proposal and demonstrate the abilities of key personnel?
- **Quality of sample work and/or work-in-progress.** Does the DVD show the skills and/or potential of the applicant to produce a high-quality program for Public Television?

CONTRACT TERMS

Projects that are funded will be required to show proof of general liability insurance. Producers who have not previously received funding from NAPT will be required to have a fiscal sponsor. All finished broadcast projects must be in compliance with PBS Redbook and Technical Operating Specifications (TOS), and production guidelines. These standards and guidelines are on the Internet at www.pbs.org/producers.



- The preferred video format for programs is HD on HDCAM (1080i).

MAILING ADDRESS

ATTN: Public Media Content Fund
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Support for the NAPT Public Media Content Fund is provided by the Corporation for Public Broadcasting.

About NAPT

Native American Public Telecommunications, Inc. (NAPT) is a non-profit 501(c)(3) founded in 1976 to advance Native media that represents the values, experiences, histories and cultures of Tribal Nations, communities and peoples. As part of an effort funded by the Corporation for Public Broadcasting (CPB) to empower minority voices in public broadcasting, NAPT supports the production, promotion and distribution of Native media. NAPT also owns and operates VisionMaker, which is the premier source for quality Native American educational and home DVDs for the domestic and global markets. NAPT is headquartered in Lincoln, Nebraska, and located with Nebraska Educational Telecommunications (NET) on the campus of the University of Nebraska-Lincoln.

***GROWING NATIVE* Request for Stories**

Postmark Deadline: March 16, 2012

Notification: April 15, 2012

NAPT seeks stories that can be included in the seven-part series, ***GROWING NATIVE***, which will focus on reclaiming traditional knowledge and food ways to address critical issues of health and wellness, the environment and human rights. ***GROWING NATIVE*** will focus on Tribes, stories and events from seven geographic regions, including the Northwest, Southwest, Southern Plains/Oklahoma, Northeast, Southeast, Northern Plains/Canada and Alaska. Across the country, Native people are regaining health and strength through the recovery and revitalization of traditional knowledge systems of land, language, traditional arts and health. Segments intended for ***GROWING NATIVE*** will be five to fifteen-minutes in length, and will also be part of rich, web-based interactive media.

Guidelines are available at www.nativetelecom.org/growingnative.