



Why You Should Choose VisionMaker

Our Guarantee

- You'll be included every step of the way on every project associated with your film, as we partner to make sure that all details and technical specifications are met and are within budget.
- NAPT will stay true to the fundamental vision of supporting Native media. The vision includes placement of NAPT as the curator of Native voices in public media in a rapidly changing world.
- We'll oversee the entire process from the beginning of the agreement to the end, answering any questions that you might have along the way.

Our Statistics

- Over 7,000 copies of the VisionMaker Catalog are mailed out annually to targeted, educational buyers.
- Our monthly VisionMaker E-Newsletter has over 5,000 subscribers.

Marketing, Outreach & Publicity—We've Got Connections!

- We take our mission of sharing Native stories with the world very seriously and we'll market your film efficiently and effectively.
- We'll help you implement and evaluate a marketing plan and strategy for your film.
- We'll market your film through various media—online, print, collateral, direct mail and in-person.
- We'll handle the logistics of design and production of all promotional materials, the DVD graphic design elements and DVD mastering/duplication.
- We lead creative efforts for your film's press release, online press kit, educational catalog listing, electronic viewer guide, online social media marketing and web page layouts on our NAPT sites.
- Post cards promoting your film mailed to our educational and home distribution lists including copies for your personal needs.
- Representation at trade shows, conferences and film festivals that we attend or host.
- We'll present your film to various sources such as film festivals, various screenings (government, corporate or educational organizations/institutions) to aid in obtaining funds and word-of-mouth about your film.
- We'll submit screener DVDs to targeted print and online publications offering editorial reviews and more! Additional requests for submission are allowed.
- Online marketing of your film through our family of web sites.
- Film trailer available for embedding or sharing on NAPT social media and video sharing sites such as Facebook, BlipTV and YouTube.
- Prime space for your film on our soon-to-be launched Educational Resources Page.



Sharing Native stories with the world.

*VisionMaker—The #1 Trusted Source for Authentic, High-Quality
Native Media Delivered Right to Your Door.*



Ease of Use

- In February 2009, NAPT unveiled a new web site to aid filmmakers with production resources and PBS viewers with what's currently on public television.
- NAPT's new web sites have become a venue where filmmakers and musicians can post their latest work among other features.
- The new homepage, with a fresh look and new logos, places all of our NAPT products and services—the AIROS Native Network and VisionMaker—under the same umbrella, creating a uniform, consistent image that lends itself to the ease of navigation throughout the site.

DVDs Now Available

- Educational DVD sales open one month prior to broadcast.
- Home DVD sales open upon broadcast.
- DVD mastering and duplication is completed by our partner vendor, Specialty Media—a full-service production and post production studio located on the coastal hills south of San Francisco.
- NAPT's VisionMaker site sells DVDs through an online software program called Semkhor Management. The DVD check-out process is simple and easy. Once the purchase is completed, our dedicated DVD distribution house I&I Sports, Inc., located in southern California, fulfills the orders and ships them to the customer based on the shipping method selected.
- NAPT's Fiscal Year 2010 Quarter 1 has drawn in one of the best video sales records we've had since we started selling DVDs online. In Quarter 1, we had a 75% increase in sales from the same time last year. We've implemented marketing tools to keep us on this track of increased sales.

Did You Know?

- NAPT authored a Producer's Handbook addressing film standards, financial planning, film distribution, best practices, rights clearances, insurance, release forms, marketing ideas, outreach tips and how to utilize the Web to expand your audience. The Producer's Handbook is available online at nativetelecom.org/producer_handbook

Contact Us!



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To find out more about how to apply for NAPT Production, Completion or R&D Funds, please visit our web site at nativetelecom.org/2011_napt_public_television_program_fund.

NAPT also offers a Finished Programs Acquisition application. We seek proactive and engaging completed programs from independent or public television producers. We encourage works that address new and current issues reflecting the changing identity of Native communities. For more information, please visit us at nativetelecom.org/finished_program_acquisitions.



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