

## Public Media Content Fund

**Postmark Deadline: March 15, 2013**

**Notification: July 15, 2013**

These guidelines are for preparation purposes only. Submissions will be accepted between the dates up to March 15, 2013.

Vision Maker Media invites proposals for programs intended for Public Television that represent the experiences, values, and cultures of American Indians and Alaska Natives.

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 one year off-air recording rights for educators are included in Vision Maker Media's Production License Agreement. All completed programs are required to meet the PBS Technical Operating Specifications and Production Guidelines as outlined in the PBS Red Book, online at <http://www.pbs.org/producers>.

Programs will be offered additional distribution opportunities through Vision Maker Media, including educational and home DVD distribution through [www.VisionMakerMedia.org](http://www.VisionMakerMedia.org). Theatrical, non-theatrical, television (free, pay syndicated and video-on-demand), multimedia and Internet broadcasting (including podcasting and streaming) rights may also be included in this distribution opportunity.

***NATIVE WORD: STORIES PAST & PRESENT*** (documentary series' working title).

Vision Maker Media wishes to extend the impact of documentaries broadcast on PBS. Consideration will be given to programs that can be part of an overarching series presented to PBS that profiles Native American leaders, activists and artists—those whose work has great impact on Native culture today.

### **FUNDING TYPES & AWARDS**

Vision Maker Media will consider funding programs at any production stage. You may submit only one Vision Maker Media Public Media Content Fund application per review period. Vision Maker Media 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 Vision Maker Media, 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 program.
- 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 programs.
- Industrial or promotional films and videos.
- Student productions such as thesis films.
- Programs for which four-year exclusive Public Television broadcast rights are not available.
- Programs intended solely for theatrical release.
- Producers or production entities that are foreign-based, owned or controlled.
- Programs funded in part by a government entity or group featured in the content of the program.

### **CRITERIA AND REVIEW PROCESS**

Vision Maker Media 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 Vision Maker Media. Recommendations are subject to final approval of the Vision Maker Media Board of Directors and successful contract negotiations with Vision Maker Media.

The panel considers these factors for delivering a successful 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 program 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 program 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 program.** Can the proposed team complete the program 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 program? 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 program? 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

- Programs that are funded will be required to show proof of general liability insurance. Producers who have not previously received funding from Vision Maker Media will be required to have a fiscal sponsor.

- The preferred video format for programs is HD on HDCAM (1080i); preferred length is 26:46 or 56:46.

### **MAILING ADDRESS**

ATTN: Public Media Content Fund  
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### **For more information, contact:**

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Support for the Vision Maker Media Public Media Content Fund is provided by the Corporation for Public Broadcasting (CPB).

### **About Vision Maker Media**

Vision Maker Media is a nonprofit 501(c)(3) founded in 1976 that shares Native stories with the world by advancing Native media that represents the values, experiences, histories and cultures of American Indian and Alaska Natives. As part of an effort funded by the Corporation for Public Broadcasting (CPB) to empower minority voices in Public Broadcasting, Vision Maker Media supports the production, promotion and distribution of Native media. Vision Maker Media also owns and operates the premier source for quality Native American educational and home DVDs for the domestic and global markets. Headquartered in Lincoln, Nebraska, we are located with Nebraska Educational Telecommunications (NET) on the campus of the University of Nebraska-Lincoln.