

Public Media Content Fund

Deadline: March 10, 2014

Notification: July 16, 2014

These guidelines are for preparation purposes only. Submissions will be accepted between the dates up to March 10, 2014.

Vision Maker Media invites applications for programs intended for Public Television that represent the cultures, experiences, and values 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. Theatrical, non-theatrical, television (free, pay syndicated and video-on-demand), multimedia and Internet broadcasting (including podcasting and streaming) rights can also be included in this distribution opportunity.

INITIATIVES

Vision Maker Media will also consider programming, beyond general submissions, in the following ongoing initiatives to foster dialogue about today's critical social issues.

American Graduate - <http://americangraduate.org/>, <http://www.americangraduate.org/dropout-factors/bullying.html>

- Programs aimed at decreasing the achievement gap and encouraging Native students to finish high school.
- Programs that showcase how Native communities are tackling the high school dropout crisis.
- Programs that increase youth safety by decreasing the incidence of bullying.

Growing Native - <http://visionmakermedia.org/films/growing-native>. Featuring Filmmaker/Host Chris Eyre (Cheyenne/Arapahoe), Vision Maker Media is looking to partner with regional Native filmmakers to develop additional episodes of *Growing Native*, a series for Public Television.

- Programs about reclaiming old ways for health today.
- Stories from the Southwest, Midwest, Northeast and Southeast that feature indigenous foods, language reclamation, Native artists, traditional sports, and/or cultural events that are open to the public.

Native Leaders

- Programs that profile Native American leaders, activists and artists—those whose work has great impact on Native culture today.

Veterans & Military Service -

- Programs that tell the stories of Native American veterans and embracing this opportunity to honor and thank all who served in the United States Armed Forces.
- Programs that shed light on the impact and experience of PTSD and healing in Indian Country.

Women & Girls Lead - <http://www.itvs.org/women-and-girls-lead>

- Programs that celebrate, educate, and activate Native American women, girls, and their allies to address the challenges of the 21st century.

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 filmmakers to fully develop their storylines, identify engaging characters, talent and complete a production application 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 application and budget.

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

Requests should provide funding for filmmakers 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 filmmakers 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 filmmakers to research, produce and complete “short form” (no more than 20-minute) programs for primary distribution over the Internet and/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.
- Filmmakers 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 filmmakers and Native resource experts to evaluate applications and work samples based on the review criteria. Following in-depth evaluation and discussion, the panel recommends the highest quality applications 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 application:

- **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 filmmaker 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?



NATIVE STORIES FOR
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- **Appropriateness of sample work and/or work-in-progress.** Does it support the application 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

- Filmmakers who have not previously received funding from Vision Maker Media will be required to have a fiscal sponsor.
- Proof of general liability insurance and errors & omissions insurance is not required to submit your application to the Public Media Content Fund.
- 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
Vision Maker Media
1800 N. 33rd St.
Lincoln, NE 68503

For more information, contact:

Georgiana Lee, Assistant Director
(Diné/Navajo, Tó'á'hání/Near-The-Water Clan)
Phone: 402-472-0497
E-mail: georgiana.lee@unl.edu

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

Vision Maker Media shares Native stories with the world that represent the cultures, experiences, and values of American Indians and Alaska Natives. Founded in 1977, Vision Maker Media, a nonprofit 501(c)(3) which receives major funding from the Corporation for Public Broadcasting, nurtures creativity for development of new projects, partnerships, and funding. Vision Maker Media is the premier source for quality Native American and Pacific Islander educational and home videos. All aspects of our programs encourage the involvement of young people to learn more about careers in the media—to be the next generation of storytellers. Located at the University of Nebraska-Lincoln, we offer student employment and internships. For more information, visit www.visionmakermedia.org.