

PUBLIC MEDIA CONTENT FUND

Deadline: Wednesday, March 18, 2015

Notification: Tuesday, July 28, 2015

These guidelines are for preparation purposes only. Submissions will be accepted until Wednesday, March 18, 2015, 11:59 p.m. PST online at <https://caam.slideroom.com/#/login/program/24353/yfqvqIIHrN>.

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

Projects should be accessible to a broad audience, have the potential for a national broadcast, and be used for effective outreach/community engagement activities to reach audiences beyond a 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 Projects 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>.

Projects will be offered additional distribution opportunities through Vision Maker Media, including educational and home DVD distribution through <http://shopvisionmaker.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 initiatives to foster dialogue about today's critical social issues in Indian country.

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

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

Indian Mascots -

- Projects that address the use of derogatory and offensive Indian mascots and names that promote harmful stereotypes locally and nationally.

Native Women -

- Projects that address failure to protect Native women locally and nationally.
- Projects that address sexual and domestic violence in Indian country.

Suicide Prevention -

- Projects that address the suicide rates in Indian country, serve as a resource for people working to prevent suicide, and promote wellness in Native communities.

Underrepresented Tribes -

- Projects that profile Native American Tribes underrepresented in the United States and on Public Television.

Veterans & Military Service - <http://www.pbs.org/about/news/archive/2014/pbs-cpb-veterans/>,
<http://www.pbs.org/veterans/stories-of-service/home/>

- Projects that tell the stories of Native American veterans and to honor and thank all who served in the United States Armed Forces.
- Projects that shed light on the impact and experience of PTSD, healing in Indian country, or transition to civilian life.

FUNDING TYPES & AWARDS

Vision Maker Media will consider funding Projects 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 (up to half of the Projects total budget)

Requests should provide funding for filmmakers to film, record and produce their Projects, with realistic plans to fund the full completion of the Project. 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 Project and (iii) post-production (including editing and completion).

Post-Production (up to half of the Projects total budget)

Contracts provide funding for filmmakers to complete Projects 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 Project; and (iv) if approved by Vision Maker Media, promotion and community engagement expenses for the initial release of the Project.

New Media \$5,000 - \$35,000

Requests provide funding for filmmakers to research, produce and complete innovative “short form” (no more than 20-minute) Projects for primary distribution over the Internet and/or another Public Media 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 Project; (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 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.
- Filmmakers 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 Project.

CRITERIA AND REVIEW PROCESS

Vision Maker Media convenes a panel of Public Media 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 Project.** 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 Media audience?
- **Project 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 filmmaker 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 creative positions (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 application and demonstrate the abilities of key personnel?
- **Quality of sample work and/or work-in-progress.** Does the sample show the skills and/or potential of the applicant to produce a high-quality Project for Public Media?

CONTRACT TERMS

- Filmmakers who have not previously received funding from Vision Maker Media may 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 Projects is HD on HDCAM (1080i); preferred length is 26:46 or 56:46.

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).

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 Projects 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.