



NAPT

Native American Public Telecommunications, Inc.



Corporation
for Public
Broadcasting

PUBLIC TELEVISION PROGRAM FUND

Postmarked Deadline: March 16, 2011

PROGRAMS FOR PUBLIC TELEVISION

NAPT invites proposals for projects intended for public broadcasting that helps us reach our mission to share Native stories with the world through support of the creation, promotion and distribution of Native media.

Proposals are requested for programs in many genres including documentary, performance, cultural/public affairs and animation. Projects submitted to this solicitation must be intended for national public television broadcast. Assignment of exclusive broadcast rights for four years, off-air recording rights, educational, home video, foreign distribution and Internet broadcasting rights are included in NAPT's Production License Agreement.

Completed projects will be offered additional distribution options from NAPT, including educational and home DVD distribution through VisionMaker Video, theatrical, non-theatrical, television (free, pay syndicated and video on-demand), multimedia and Internet broadcasting (including podcasting and streaming) rights are included in NAPT's License Agreement.

FUNDING TYPES & AWARDS

This application is for projects that are in any phase or production—from Research and Development to Completion. Awards range from \$10,000 to \$25,000 for Research and Development, and up to \$100,000 for Production or Completion.

REVIEW PROCESS

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

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

- **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 outreach 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 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 fundraising? Are the proposed funders appropriate for the project? Does the fundraising 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 video show the skills and/or potential of the applicant to produce a high quality program for Public Television?

PROPOSAL REQUIREMENTS

Submit 9 copies (including 1 signed original) in this order:

1. **Application Form**—Signed, and dated. Include a synopsis of the project in the space provided (50 words or less).
2. **Project description and treatment**—Using the NAPT Criteria above, describe the project, in 5 pages or less, describe:
 - The story, its importance to Native communities, accuracy of content and relevancy.
 - How the story will be told: structure, theme, style, format and voice.
 - Target audiences and appropriateness for Public Broadcasting.
 - New media and outreach plans.
 - Fundraising and completion plans including a list of secured and/or potential funding.
 - Native American participation in significant creative roles.
3. **Detailed completion timeline.**
4. **Key Personnel Summary**—List their names, addresses and positions. Include a half-page biography for each, and a signed letter of commitment. If there are mentorship or internship opportunities for emerging Native American talent, please describe.
5. **Fundraising**—Include a list of potential and secured funding. Attach a summary of rights committed to previous funders.
6. **Chain of title if the project is based on a pre-existing work.**
7. **Work sample description**—submit 6 DVD copies of work representative of the proposal's production style. Sample must demonstrate your technical skill and creative style. List date of production, program length, the role of production team members in the work, and its relationship to the project. If funding is for completion, send 6 DVD copies of work-in-progress.
8. **Project Budget**—A sample budget format is available on the web at www.nativetelecom.org/handbook/budget_template_sample. Budgets must include both income and expense lines. If your project is funded, all financial reports must be correlated back to the original budget amounts and categories.

CONTRACT TERMS

Applicants will be notified within 6 months after the deadline of their funding status. 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 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.

PBS TECHNICAL REQUIREMENTS

- PBS requires that finished programs submitted for broadcast be of standard lengths of 26:46, 56:46, or 86:46.
- The preferred video format for finished programs is HD on HDCAM (1080i), SD on 4:3 Digital BETACAM, or SD on 16:9 Digital BETACAM.

APPLICATION CHECKLIST

- Completely fill out the application form. All information must be submitted on 8 1/2" x 11" paper, using one side only.
- Include (9) COLLATED copies of the items listed in the Proposal Requirements section. Use paper or binder clips. The use of folders or other special packaging is strongly discouraged. Proposals submitted without collated copies will not be considered.
- Include (6) copies of a sample work(s) on DVD (samples cannot be returned). Keep a copy of the completed application for your records.
- Applications must be postmarked by March 16, 2011.

MAILING ADDRESS

ATTN: Public Television Production Fund
NAPT
1800 N. 33rd St.
Lincoln, NE 68503

For more information, contact:

Georgiana George Lee (Navajo), Assistant Director
Phone: 402-472-0497
E-mail: glee3@unl.edu

Support for the NAPT Public Television Program Fund is provided by the Corporation for Public Broadcasting.

About NAPT

Native American Public Telecommunications, Inc. (NAPT) shares Native stories with the world through support of the creation, promotion and distribution of Native media. Founded in 1977, through various media—public television, public radio and the Internet—NAPT brings awareness of Indian and Alaska Native issues. NAPT operates the AIROS Native Network, a 24/7 Internet radio station that features music, news, interviews, documentaries and audio theater. AIROS also features downloadable podcasts with Native filmmakers, musicians and Tribal leaders. VisionMaker Video is the premier source for quality Native American 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. NAPT is located at the University of Nebraska-Lincoln. NAPT offers student employment, internships and fellowships. Reaching the general public and the global market is the ultimate goal for the dissemination of Native-produced media.



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Note: The electronic version of this document contains interactive, editable fields. If using Adobe Acrobat Reader, you will not be able to save this document with the completed fields. However, you may print to PDF or print to Image Writer to save an electronic copy of your final application for your records (recommended).

Program Title: _____

Producer: _____

Please complete this form with the intent that this is who will be signing the production contract, if awarded.

Producer Address: _____

City: _____ **State:** _____ **Zip:** _____

Daytime Phone: _____

Fax: _____

E-mail: _____

List all production personnel. Note: A bio and letter of commitment must be submitted with this proposal for each person listed.

Executive Producer: _____

Tribal Affiliation, if applicable: _____

Producer: _____

Tribal Affiliation, if applicable: _____

Director: _____

Tribal Affiliation, if applicable: _____

Writer: _____

Tribal Affiliation, if applicable: _____

Director of Photography: _____

Tribal Affiliation, if applicable: _____

Editor: _____

Tribal Affiliation, if applicable: _____

Music/Composer: _____

Tribal Affiliation, if applicable: _____

Advisor/Consultant: _____

Tribal Affiliation, if applicable: _____

Other (Please list job title(s) for all listed below): _____

Tribal Affiliation, if applicable: _____

Program Synopsis (approximately 50 words or less):

Number of Program(s)/Episode(s): _____

Length of Program/Episode (please select one): ___ 26:46 ___ 56:46 ___ 86:46

Format (please select one): ___ 4:3 ___ 16:9 ___ HD

Funds Requested (please select one):

___ R&D (up to \$25,000) ___ Production (up to \$100,000) ___ Completion (up to \$100,000)

Total Budget \$ _____ Amount Requesting \$ _____

Cash Spent to Date \$ _____ Cash Secured Not Yet Spent \$ _____

Description of Cash Secured Not Yet Spent:

Pending Funds \$ _____

Description of Pending Funds:

Detail Status of Project to Date:

I certify that all information contained herein, including all supporting material, is true and correct to the best of my knowledge:

Submitted by: _____

Applicant Signature: _____

Date: _____