



VISION MAKER MEDIA
PUBLIC MEDIA FUND

FOR MORE INFORMATION ABOUT SUBMITTING A PROPOSAL, CONTACT:

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VMM's PUBLIC MEDIA FUND is now open for submissions

Call for film and television production proposals open date for submissions is January 4, 2021

Call for proposals close date is February 12, 2021

Funded film and television production will be notified Spring 2021

Vision Maker Media's annual call for film and television production proposals for its Public Media Fund is January 4, 2021 to February 12, 2021. VMM is seeking public media film and television projects that are intended and appropriate for Public Media Television Broadcasting, including Corporation for Public Broadcasting (CPB) digital and streaming platforms, that represent the cultures, experiences, and perspectives of Native Americans and Alaska Natives.

Proposed film and television projects should be appealing to a broad audience, intended for public media broadcast and its digital and streaming platforms, and have effective outreach/community engagement activities to reach audiences beyond a Public Television broadcast. Included in Vision Maker Media's Production License Agreement (contract) for a funded film or television project, is the assignment of exclusive broadcast rights for four years and one-year off-air recording rights for educators. All funded and completed film and television 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>.

At times, Vision Maker Media may offer additional distribution opportunities to funded film and television production projects such as educational and home, as well as possible theatrical, non-theatrical, television (free, pay syndicated and video-on-demand), multimedia and internet broadcasting (including podcasting and streaming).



Vision Maker Media Public Fund Media – Content

Vision Maker Media’s mission is to empower and engage Native people to share stories. We envision a world changed and healed by understanding Native stories and the public conversations they generate. When considering submitting a film or television production proposal observe some themes that Vision Maker Media has programmed such as, women’s empowerment, activism, tribal sovereignty, environment, history, self-determination, youth topics, home, community, or LGBTQ. No matter the subject, we are looking forward to hearing your story’s take.

We believe Native Americans and Alaska Natives play a vital role in the story of the United States. Vision Maker Media works with numerous public television distributors who help our content reach more than 90-million Americans a year. Vision Maker Media films have been featured on *Independent Lens*, *POV*, *America ReFramed*, and *American Masters* to name a few. Vision Maker Media producers have received several accolades across broadcast television over VMM’s history. Our most recent Emmy Award win came in 2018.

VMM’s Public Media Fund – Categories

We fund in two genres for public television broadcasting:

1. Broadcast Documentary, which is non-fiction in short or long-form intended for public media television broadcasting, with final run times of either 26:46 or 56:46, in any one of the production categories listed below.
2. Broadcast Episodic Programming, which can be either non-fiction or fiction episodic public media programming in any one of the production categories listed below. Episodic Programming proposals must include at minimum four (4) episodes and a maximum of eight (8) episodes with final run times either at 26:46 or 56:46 per episode. Producers of episodic programming are required to submit storyboards and a script for the pilot episode or complete series.

You may submit more than one broadcast film or television project per production category listed below.

RESEARCH AND DEVELOPMENT | \$5,000 - \$25,000

Requests for funding under this category should be a proposal to fully develop a documentary or episodic program, which includes storylines, engaging characters, production talent, timeline, budget, a tangible community outreach plan for a broad audience reach, and a script for fictional episodic programs. 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 \$150,000.00

Requests for funding under this category should be a proposal to film, record, and produce projects to complete (i) principle photography (including all production activities, hiring of crew, talent and clearance of rights for public media use); (ii) development of a website for the project; and (iii) post-production (including editing and completion). For episodic programming a minimum of (4) episodes are expected to be produced under this funding. Productions must have a final broadcast run time of 26:46 or 56:46.

POST-PRODUCTION | UP TO \$100,000.00

Requests for funding under this category should be a proposal to bring projects to their completion where principal photography has already been achieved. Eligible activities include: (i) post-production (including editing and completion); (ii) clearance of rights required for public media use; and (iii) development of a website for the project. Funded productions in this category must deliver a master cut broadcast film or television program that meet the PBS Technical Operating Specifications and Production Guidelines as outlined in the PBS Red Book, online at <http://www.pbs.org/producers>.

ELIGIBILITY

- Independent and Public Television producers, film and digital makers. Applicants must hold artistic, budgetary and editorial control and own the copyright of the proposed film or television project.
- Applicant's submitted work must be cleared for broadcast, digital and streaming rights for a minimum of 4 years.
- Applicants must be able to provide an effective community outreach plan with a foundation in online engagement through social media and the creation of a website.
- Applicants must be 21 years of age and a U.S. citizen.
- Applicants must be able to show significant Native American involvement on their project, whether Above the Line, Below the Line or both
- Eligible production projects should meet Vision Maker Media's mission to empower and engage Native people to share their stories.

NOT ELIGIBLE

- Commercial Projects.
- Industrial or promotional films and videos.
- Student productions of any sort, 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.



SELECTION PROCESS

Vision Maker Media convenes a panel of Public Media professionals, independent filmmakers and Native American story content experts to evaluate proposals and work samples based on the strength of public media film and television projects that are intended and appropriate for Public Media Television Broadcasting, including CPB digital and streaming platforms; represent the cultures, experiences, and perspectives of Native Americans and Alaska Natives; meet Vision Maker Media's mission to empower and engage Native people to share stories. Following in-depth evaluation and discussion, the panel recommends public media production projects for Vision Maker Media to fund. Recommendations are subject to approval of the Vision Maker Media Board of Directors and successful contract negotiations between Vision Maker Media and filmmaker.

When evaluating, the selection panel considers the strengths of the following factors for production proposals:

- **Strength of Story for public media broadcasting or any of its digital and streaming platforms:** Is the story compelling, engaging, original and well-conceived that represents the cultures, experiences, and perspectives of Native Americans and Alaska Natives? Does the content and style show originality?
- **Public Media Audience Appeal:** Will the Project appeal to Native American, Alaska Native, and American television viewers, *and* a broader Public Media digital and streaming audience?
- **Outreach/Community Engagement:** Does the Project present a tangible community outreach plan with a foundation in online engagement utilizing social media and a website? How are Producers reaching populations located in rural areas and Native communities located on reservations across the country?
- **Alignment to Vision Maker Media Mission:** How is the subject matter important to the Native community? Does the story show accuracy of Native content and portrayal? Does the story shed understanding and spur dialogue about the Native experience? Are Native people in key creative positions (producer, director, director of photography, writer, editor)? As an option, are there opportunities for Native public media training or Native internships within the production company?
- **Quality of work for public media broadcasting:** Do work samples and resumes support the proposal for public media making and include the resumes of key personnel? Do the work samples show the skills or the potential to produce a high-quality production for television broadcasting, and public media digital and streaming platforms?
- **Demonstrated ability to complete the Project:** Can the proposed team complete the Project within budget, on schedule and meet the PBS Technical Operating Specifications and Production Guidelines as outlined in the PBS Red Book of quality production standards? If an emerging media maker, is he/she supported by an experienced crew? Does the proposed budget match the needs of the Project? Has the filmmaker identified potential funders or outlined plans for fundraising? Does the fundraising plan complement the timeline for completing the work?

CONTRACT TERMS

- The productions that are selected for funding and 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 at the time that you submit your proposal. General liability insurance will be required by the beginning of principal photography. Errors and omission insurance is required upon the project's conclusion.

- The required digital format for all projects is HD 1080i; mandatory length is 26:46 or 56:46.

ABOUT VISION MAKER MEDIA

Vision Maker Media (VMM) has a mission to empower and engage Native People to share stories. We envision a world changed and healed by understanding Native stories and the public conversations they generate. We work with VMM funded producers to develop, produce and distribute programs for all media. VMM supports training to increase the number of American Indians and Alaska Natives producing public broadcasting programs. A key strategy for this work is reciprocating partnerships with Tribal nations, Indian organizations and Native communities. Reaching the general public and the global market is the ultimate goal for the dissemination of Native produced media that shares Native perspectives with the world.

Vision Maker Media is a nonprofit 501(c)(3) funded in part by the Corporation for Public Broadcasting (CPB). For more information visit visionmakermedia.org.

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