



Urban Trendsetters Media

Let Us Put Your Business in the Streets!

PROGRAM PROPOSAL QUESTIONNAIRE

Name: _____

Title: _____

Organization/Company: _____

Street Address: _____

City/County/State/Zip: _____

Daytime Phone: _____ Evening Phone: _____

Fax Number: _____ E-mail Address: _____

Web Address: _____

Project Information

These questions will help us understand your program idea.

Program Title: _____

Brief description (A two or three sentence description that could appear in our monthly program guide, *CenterPiece*):

Intended Audience (Who is the primary audience in terms of age, gender, education, socio-economic level and ethnicity):

Program's Purpose (To educate, inform, enlighten, entertain, etc.):

Television has the power to change lives. Public television has the responsibility to change lives for the better: a child far from urban resources is inspired to become a scientist, a high school dropout earns a GED, a homebound senior citizen remains connected to the world of arts and culture, the family of an Alzheimer's patient finds strength and support.

How will your program accomplish this mission?

Programming Questions

These questions will help us determine where your program fits in our broadcast schedule.

Program Length:

- 26:46 (30-minute program)**
- 56:46 (60-minute program)**

- Children's**
- Documentary**
- Public Affairs**
- News**
- Magazine**
- Talk Show**
- How-To**
- Self-Help**
- Cooking**
- Comedy**
- Drama**

Special or Series:

- One-Time-Only Special**
- Daily Series**
- Weekly Series**
 - On-going**
 - Limited**

Number of Episodes: _____

Credentials

These questions will help us determine your public television producing experience.

Have you produced programs?

Yes **No**

If yes, please list projects you've produced below:

Have you produced public television programs for local, statewide or national broadcast?

Yes **No**

If yes, please list programs you've produced for other public television organizations:

Have you produced programs for local, statewide or national distribution outside of public television?

Yes **No**

If yes, please list the programs you've produced:

Other relevant producing and/or production experience:

Fundraising Questions

This information will help us determine your budgetary needs.

Total Project Budget: \$ _____

Funds Already Received: \$ _____

Total Spent to Date: \$ _____

Funds Needed to Complete the Project: \$ _____

List funds secured from foundation grants, corporate underwriting, producer contributions, etc. (Please list resources, amounts and years received, including producer's cash contributions):

Pending Funds:

List any foundations, corporations or individuals that you have identified as potential underwriters for your project:

Facilities Questions

This information will help us determine your scheduling needs.

When will you begin pre-production? _____

When will you complete pre-production? _____

When will you begin production? _____

When will you complete production? _____

When will you begin post-production? _____

When will you complete post-production? _____

When will the program be ready for broadcast? _____

This information will help us determine your equipment and personnel requirements.

**Number of hours required for Studio Production
(include set and lighting and strike days):** _____

**Number of hours required for Field Production
(include travel day/s):** _____

**Number of hours required for Mobile Unit production
(include day/s for travel, set-up and strike):** _____

Number of hours required for Narration Recording: _____

Number of hours required for Music Recording and Mixing: _____

Number of hours required for Electronic Graphics Production: _____

Number of hours required for Screening/Logging: _____

Number of hours required for Linear Off-Line Editing: _____

Number of hours required for Linear On-Line Editing: _____

Number of hours required for Non-Linear Off-Line Editing: _____

Number of hours required for Non-Linear On-Line Editing: _____

Number of hours required for Closed-Captioning: _____

Number of hours required for Mastering and Distribution: _____

Rights and Clearances Questions

This information will help us determine your rights and clearance needs.

Please note: funding for these expenses must be provided by the producer.

Have you determined the cost of music and song licensing for broadcast outside of public television (including home video, cable and foreign distribution)?

Have you determined the cost of clearance rights for photographs, archival footage and other visual materials?

Have you determined the cost of copyrighted materials?

Have you determined the cost of performance rights?

Promotion Questions

This information will help us determine your print promotion, on-air promotion, and advertising needs. Please note: funding for these services must be provided by the producer.

Will you require a press kit?

- Yes No

If so, indicate items you wish to include:

- Photo Sheets
- Program Description
- Press Releases
- Bios
- Fact Sheets
- Fliers

Will you require a special give-away or novelty marketing items?

- Yes No

If so, indicate items you wish to include:

- Poster
- Postcard
- Brochure
- Giveaway Items featuring program and UNC-TV logos

Will you require station relations services for a program or series that is designed for national distribution?

- Yes No

If so, indicate which services you wish to include:

- Consultation with producers to develop and coordinate national strategies
- Development of contacts and promotional materials designed to interest PBS

- Development of contacts and promotional materials designed to interest individual public television station program directors in your program or series**
- Secure carriage of your program or series on other public television stations across the country**
- On-going promotion of your program or series in syndicated markets**
- Secure media coverage of the host and/or talent of your program series.**
- Develop promotions and merchandising opportunities for the program or series**

Will you require advertising for your program or series?

- Yes** **No**

If so, indicate which services you wish to include:

- Statewide Print (trade journals, magazines, newspapers)**
- Statewide Broadcast (radio, television, internet)**
- Statewide Direct Mail**
- Statewide Outdoor (billboards and bus shelters)**

Will you require national advertising for your program or series?

- Yes** **No**

If so, indicate which services you wish to include:

- National Print (trade journals, magazines, newspapers)**
- National Broadcast (radio, television, internet)**
- National Direct Mail**
- National Outdoor (billboards and bus shelters)**

Will you require a webpage for your program or series?

- Yes** **No**

If so, indicate which services you wish to include:

- Webpage design and development**
- Webpage maintenance**
- Audio or video streaming**

Will you require event planning for the premiere screening of your program or series?

Yes

No

If so, indicate which services you wish to include:

- Consultation and event management**
- Budget development and management**
- Site Surveys and selection**
- Invitation list development**
- Food and beverage selection**
- Vendor selection and supervision**
- Event Staffing**
- Event-specific media relations**
- Development of event-specific print materials and signage**

Education and Outreach Questions

This information will help us determine the educational and outreach components of your program. Please note: funding for these services must be provided by the producer.

How will you extend the value of your program through educational and outreach materials and activities such as extended off-air rights, teachers' and viewers' guides, distribution to schools, libraries and special interest groups, and websites?

Sample Material

Please do not send a DVD with your proposal. If your proposal is accepted for further consideration, samples of your previous work will be requested. At that time, please send a DVD of work samples that demonstrate the program genre you intend to produce and, if possible, are directly attributable to either the producer or director of your project.

Treatment

Please provide a three to five page narrative treatment of your program. Help us visualize your program by describing what the program will look like, who will be in it, the content, the format, and how it will be paced. Furnish as much detail as possible to help us understand the concept, themes and presentation of your program.

Budget

A production budget will help us know if your program's costs are realistic, appropriate and reasonable.

Please return to:

**WCSN-TV 32 - Urban Trendsetters Media
611 E. Weber Road
Columbus, Ohio 43211**