

UNC-TV PROGRAM PROPOSAL QUESTIONNAIRE

Name: _____

Title: _____

Organization / Company: _____

Street Address: _____

City / County / State / Zip: _____

Daytime Telephone: _____ Evening Telephone: _____

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):

Programming Questions

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

Program Placement:

Where in the schedule would you broadcast this program or series?

- Weekday Children's Programs
- Weekend Children's Programs
- Weekday Telecourse
- Weekend Telecourse
- Weekday Public Affairs
- Weekend Public Affairs
- Weekday Primetime
- Weekend Primetime
- Weekday Late Night
- Weekend Late Night
- Weekday How-To/Self-Help/Cooking
- Weekend How-To/Self-Help/Cooking

Program Distribution:

This program or series is intended for ...

- Local Broadcast
- Statewide Broadcast
- National Broadcast
- Educational Video
- Home Video

Is this a ...

- New work?
- Work in Progress?

Credentials

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

Have you produced programs for UNC-TV in the past?

- Yes No

If yes, please list projects you've produced for UNC-TV:

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

- Yes No

List funds secured from foundation grants, corporate underwriting, producer contributions, etc. (Please list sources, 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:

Please note: Before corporate or foundation fundraising activities may begin on a project that has been accepted by UNC-TV, producers must consult with a member of the Center's development staff to discuss solicitation guidelines and underwriting requirements.

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 production equipment and personnel requirements.

**Number of Hours Required for Studio Production
(include set and lighting day/s prior to production
and a strike day following production):** _____

**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 Audio and Music
Recording and Mixing:** _____

**Number of Hours Required for Electronic Graphics
Production:** _____

**Number of Hours Required for Videotape Screening
and Logging:** _____

Number of Hours Required for Linear Offline Editing: _____

Number of Hours Required for Linear Online Editing: _____

Number of Hours Required for Non-Linear Offline Editing: _____

Number of Hours Required for Non-Linear Online Editing: _____

Number of Hours Required for Closed-Captioning: _____

Number of Hours Required for Videotape Mastering and Dubbing for Distribution: _____

Rights and Clearances Questions

This information will help us determine your rights and clearances 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 visuals 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:

- Folder
- Photo sheets
- Program Descriptions
- Press Releases
- Bios
- Fact Sheets
- Fliers

Will you require 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 in your program or series
- 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
- Ongoing promotion of your program or series in syndicated markets
- Secure media coverage of the host and/or talent of your program or 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 service you wish to include:

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

Will you require national advertising for your program or series?

- Yes No

If so, indicate which service you wish to include:

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

Will you require a Web site link to your own Web site?

- Yes No

Will you require a Web page for your program or series?

- Yes No

If so, indicate which services you wish to include:

- Web page design and development
- Web page 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
- Theme development
- 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 materials and activities such as extended off-air taping rights, teachers guides, videotape distribution to schools and libraries, student handouts, and Web sites?

How will you extend the value of your program through outreach materials and activities such as special screenings, videotape distribution to special interest groups, viewers guides, and Web pages?

Sample Material

Please do not send videocassettes with your proposal. If your proposal is accepted for further consideration, samples of your previous work will be requested. At that time, please send VHS tapes 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

This form will help us know if your program's costs are realistic, appropriate and reasonable. (See Budget Form.)

Please return to:

**Scott Davis
Executive Producer for External Productions
UNC-TV
P.O. Box 14900
Research Triangle Park, NC 27709-4900
(919) 549-7016
sdavis@unctv.org**