



PACIFIC ISLANDERS
IN COMMUNICATIONS

MISSION STATEMENT

THE MISSION OF
PACIFIC ISLANDERS IN
COMMUNICATIONS IS
TO SUPPORT, ADVANCE,
AND DEVELOP PACIFIC
ISLAND MEDIA CONTENT
AND TALENT THAT
RESULTS IN A DEEPER
UNDERSTANDING
OF PACIFIC ISLAND
HISTORY, CULTURE,
AND CONTEMPORARY
CHALLENGES.

MEDIA FUND

APPLICATION & GUIDELINES FOR PRODUCTION FUNDING

This application is for projects at the Production stage. PIC awards up to \$50,000 for Production proposals. Because these are public television funds, the project must be intended for national public television broadcast.

Please visit www.piccom.org for the most updated Media Fund deadlines.

Before Applying

Please read the Reference Guide available at www.piccom.org.

Application Instructions

Part I: Application Form

Download the PDF application form, open it, print it, and then fill it out by hand.

Once the application form is complete, make six copies. Use the original and six copies as a cover sheet for the proposal.

Part II: Project Description

(Up to five pages total)

Communicate the program idea with as much detail as possible within five pages. Be sure to include the following:

- Synopsis of the program.
- A treatment describing how the story will be translated to screen (e.g., theme, format, stylistic approach, point of view, and narrative structure).

The Independent Review Panel scores the Project Description based on:

- Clarity of the treatment.
- The ability to visualize the film by reading the treatment.
- The originality of the subject matter.
- How well the characters were developed.
- The effectiveness of the stylistic approach that was taken toward the subject matter.
- The accuracy and authenticity of the Pacific Islander experience as demonstrated in the treatment.
- The ability to demonstrate sensitivity and understanding toward Pacific Islander culture.
- The importance of this story to the Pacific Islander community.
- The timeliness and relevance of the film's content to Pacific Islander culture.
- The quality of Pacific Islander representation in the treatment.

Part III: Project Timeline

Provide a detailed Project Timeline. The timeline should be a chronological list of tasks to be completed within a specific time frame.

Part IV: Total Project Budget

The budget should reflect the total expected cost for the program, broken down by category and line items. See the sample Total Project Budget available at www.piccom.org.

Note: Reasonable and necessary equipment/software purchases may be included as part of the proposal and budget; however, all intended equipment/software purchases must be delineated in the proposed budget and may not total more than \$500 of PIC funds.



The Independent Review Panel scores the Total Project Budget based on:

- How realistic the budget was overall.
- The familiarity demonstrated with the budget format.
- How reasonable the costs were in the budget.
- How relevant the details of the budget were to Production funding.
- How proportional the budget was with the scope of the project.

Part V: Target Audience

Provide an explanation of why the story is appropriate for public television and its impact on Pacific Islander communities and a national audience. In other words, how will it address the needs and interests of the intended audience?

The Independent Review Panel scores the Target Audience based on:

- The potential of the project to appeal to a national broadcast audience.
- The identification of the film’s target audience.
- How well the film will serve the needs and interests of underrepresented audiences.
- The film’s ability to fit in PBS’s current program lineup (i.e., *Frontline*, *P.O.V.*, *Independent Lens*, etc.)
- The timeliness and relevance of the story to a national public television audience.

Part VI: Fundraising Strategy

Provide a detailed fundraising strategy. Include specific potential funding sources and amounts.

Part VII: Training Opportunities

Provide an explanation of how this project will provide specific training or internship opportunities for emerging Pacific Islander producers or technical talent (e.g., associate producer, assistant editor). These positions must be reflected in the budget.

The Independent Review Panel scores the Training Opportunities based on:

- The plan to provide Pacific Islanders with training opportunities.
- The opportunity potential of placing Pacific Islanders in key personnel positions.
- The opportunity potential of placing Pacific Islanders in internship positions.
- How well the training plan demonstrated a familiarity with the Pacific Islander community.
- The production team’s previous experience with mentoring or training others.

Part VIII: Key Personnel Bios and Resumes

Provide names, positions, and brief bios of proposed key personnel including:

- Executive Producer
- Producer

- Director
- Director of Photography
- Writer
- Editor

Attach their production resumes and letters of commitment to the proposal.

The Independent Review Panel scores the Key Personnel based on:

- The production team’s cumulative experience in filmmaking.
- The production team’s experience with working on nationally broadcast films.
- The probability of the production team to complete this film on budget and on schedule.
- The amount of representation of Pacific Islanders in key personnel positions.
- The production team’s plan to fundraise.

Part IX: DVD Sample Work

Note: Materials will NOT be returned.

All Production proposals must be accompanied by a NTSC DVD of the applicant’s best previously completed work. If a work-in-progress or sample of the proposed program exists, it should be included with the proposal. All DVDs must:

- Be submitted in its entirety (Exception: Works-in-Progress can be a full rough cut, assemblage, trailer, selects, clip, etc.)
- Include a description of the sample and the role of the applicant or key personnel on the work.
- Be labeled with the applicant’s name, film title, and length of the program.
- Be submitted in the same genre as the proposal.

The description of the previously completed work or work-in-progress DVD should be no more than one page and must describe the relevance of the sample to the proposed program and the applicant’s role as credited. If it is a work-in-progress, indicate whether it is a rough cut, trailer, selects, etc.

The Independent Review Panel scores the DVD Sample Work based on:

- The production value of the sample.
- How well the sample showcased the skill of key personnel.
- How well the characters were developed in the sample.
- The storytelling ability of key personnel as demonstrated in the sample.
- How well the story progressed (narrative arc).

Additional Notes

- One application per person will be accepted.
- Faxed or e-mailed applications will **NOT** be considered.
- Submit only the materials requested and do not include folders, promotional materials, etc.
- Application packages coming from outside the U.S. must have all customs and duty fees paid. PIC will not accept packages requiring additional fees.

MEDIA FUND PRODUCTION APPLICATION FORM

Program Title: _____ Previous Applicant: Yes No
Producer: _____ Ethnicity (optional): _____
Production Company: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Daytime Phone: _____ Fax: _____ E-mail: _____
Program Synopsis (2-4 sentences): _____

Program Length(s): 26:46 56:46 Other (please specify) _____ Delivery Format: DigiBeta HD
Capture Format: DVCAM DVC PRO HDV HD 1080i HD 1080p 16mm 35mm Other (please specify) _____

LIST ALL KEY PERSONNEL

Exec. Producer: _____ Producer: _____
Director: _____ Writer: _____
Director of Photography: _____ Editor: _____
Title of Sample Work: _____ Position of Key Personnel on Sample Work: _____
Title of Sample Work: _____ Position of Key Personnel on Sample Work: _____
Title of Sample Work: _____ Position of Key Personnel on Sample Work: _____

BUDGET AND FUNDING

Amount Requesting from PIC: _____ List all funding sources already received (attach documentation to proposal)
Total Funds Raised: _____ Source: _____ Amount: _____
Total In-Kind: _____ Source: _____ Amount: _____
Total Remaining: _____ Source: _____ Amount: _____
Total Project Budget (add amounts above): _____ Source: _____ Amount: _____

List all pending and in-kind funding sources

PENDING		IN-KIND	
Source: _____	Amount: _____	Source: _____	Amount: _____
Source: _____	Amount: _____	Source: _____	Amount: _____
Source: _____	Amount: _____	Source: _____	Amount: _____
Source: _____	Amount: _____	Source: _____	Amount: _____

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

Signature: _____ Date: _____

How did you hear of this RFP? Newspaper Mailing Web Other (please specify) _____

ALL MATERIALS MUST BE RECEIVED IN THE PIC OFFICE BY 5:00 PM ON THE DUE DATE.



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FINAL CHECKLIST 7 (1 original, 6 copies) unbound collated copies of:

- | | | |
|--|---|---|
| <input type="checkbox"/> Application Form | <input type="checkbox"/> Total Project Budget | <input type="checkbox"/> Training Opportunities |
| <input type="checkbox"/> Project Description | <input type="checkbox"/> Target Audience | <input type="checkbox"/> Key Personnel Bios and Resumes |
| <input type="checkbox"/> Project Timeline | <input type="checkbox"/> Fundraising Strategy | <input type="checkbox"/> 7 copies of each DVD Sample Work |