

## DIVERSITY DEVELOPMENT FUND HOW TO APPLY

**Deadline:** September 25, 2009

Proposals must be received at the ITVS office by 5:00 PM Pacific Standard Time on Friday, September 25, 2009. This is not a postmark deadline. We strongly recommend that applicants use a courier with a tracking service such as UPS or FedEx. Please do not call the office to inquire about your application. You will be notified of the status of your application within 6-8 weeks.

You are required to submit **three (3) collated sets** of all written materials. Please do not use binders or folders. We encourage double-sided copies. A materials checklist is included at the end of this document to assist you. Please carefully read the DDF Guidelines before submitting your online application.

### **PART I: APPLICATION FORM**

Submit the online application. Once your application has been submitted, you will then be taken to a confirmation page. Print the confirmation page, sign it, and use it as the cover page for each set of written materials.

If you encounter an error in your online application, please contact Kathryn Washington at [Kathryn\\_Washington@itvs.org](mailto:Kathryn_Washington@itvs.org) or Jonathan Archer at [Jonathan\\_Archer@itvs.org](mailto:Jonathan_Archer@itvs.org)

Remember to save a copy for your files.

### **PART II: PROGRAM DESCRIPTION** (Please use 12-point font)

#### A. Treatment

Attach a 2-page treatment. Include a brief synopsis and describe how you envision translating your story from the page to the screen.

**Note:** Standard PBS broadcast length is either half-hour or one-hour. Applicants may apply for funding for feature-length dramas and documentaries but must make a case for why their material warrants feature length consideration in a television environment.

#### B. Project Information

Attach **one (1) page** addressing the following:

- How will the Development Funds be used?
- What Research and Development has already been completed for this project?
- Describe the target audience for this program. In what way is this audience not being currently served by public television?
- Describe your role on the previously completed work sample and the sample's relevance to the proposed program. This might include a similar shooting style, approach to storytelling, intimate access to characters, etc.

### **PART III: RÉSUMÉ AND PREVIOUSLY COMPLETED WORK**

One VHS-NTSC tape OR a DVD-R of an applicant's previously completed work **must** accompany all proposals. Applicants must have had a principal role (i.e., producer, co-

producer, director or co-director). Work must be submitted in its entirety. Demo reels will not be accepted.

- Attach applicant's full résumé to written materials
- Mail one (1) sample tape (VHS-NTSC or DVD-R) along with your proposal.

**APPLICATIONS SUBMITTED WITHOUT RÉSUMÉS WILL BE DISQUALIFIED.**

**REQUIRED MATERIALS CHECKLIST**

Submit **Three (3) sets** of all written materials. Each set should be collated and stapled in the following order:

- Part I: Signed Application Form (Use this as the cover page for your proposal)
- Part II: Program Description
- Part III: Résumé and Previously Completed Work
  - Full résumé
  - Previously Completed Work Sample (One Copy Only)

**MAIL ALL WRITTEN MATERIALS AND TAPE/DVD IN ONE PACKAGE TO:**

**ITVS  
DIVERSITY DEVELOPMENT FUND  
651 Brannan Street, Suite 410  
San Francisco, CA 94107**

**ALL MATERIALS MUST BE RECEIVED AT THE ITVS OFFICE BY  
5 PM PST September 25, 2009.**

**Note: Materials will not be returned.**

**ITVS will NOT accept applications that are faxed, late, incomplete or not prepared according to guideline specifications.**

**ITVS is not responsible for loss of or damage to application materials due to shipping, storage or presentation.**

**Notify ITVS of changes to your mailing address, telephone and email address ASAP.**