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ITVS LAUNCHES ‘THE INDEPENDENT LENS CREATOR LAB’ BRINGING EDITORIAL EXPERTISE TO CREATOR CONTENT AND DIGITAL PLATFORMS

ITVS ALSO SETS ‘INCUBATOR FUND’ FOR JANUARY

*The Two Funds Continue ITVS’
Commitment to Groundbreaking
Nonfiction Storytelling While Expanding
Its Reach to New Audiences*

(SAN FRANCISCO, CA, November 11, 2025)—ITVS, the award-winning incubator and co-producer of independent films and the PBS series *Independent Lens*, today announced the launch of **The Independent Lens Creator Lab**, a groundbreaking production fund and accelerator designed to push the boundaries of public media. In addition, ITVS sets a date for its **Incubator Fund** for early January.

ITVS is championing digital vertical storytelling and connecting filmmakers directly to *Independent Lens*’ social platforms, inviting bold, innovative voices to reimagine how stories are told and experienced. By meeting audiences where they are and expanding its reach to younger Millennials and Gen Z, ITVS is ensuring that the future of public media remains inclusive, independent, and impactful. Bridging digital innovation with its legacy of feature-length documentary storytelling—with over 80 active projects in production—ITVS continues to shape the next generation of documentary voices and audiences alike while bringing its editorial rigor to social platforms.

The Independent Lens Creator Lab is a six-month program for six standout vertical video makers, offering up to \$36,000 in production funding, mentorship, and industry support. Over the course of the Creator Lab, the content creators will produce up to 12 videos for *Independent Lens*/PBS social media platforms. Throughout the Lab, the content creators will meet regularly and virtually for workshops in skill development for creative, production, and post-production, while also receiving ITVS’ best-in-class support in developing concepts, providing feedback on scripts and video drafts, and managing all aspects of uploading and community management.

Opening January 2, ITVS will be launching the **Incubator Fund** to inject much-needed development support into the early stages of independent nonfiction storytelling across feature-length and short-form series. Full details will be announced at a later date.

“Independent Lens has always championed authentic voices that bring us into the heart of the American experience,” said Lois Vossen, a founding executive producer of Independent Lens. “With the Creator Lab, we’re expanding our mission into new storytelling spaces. This new generation of creators will shape the future of public media through innovative storytelling that reflects the struggles, hopes, and triumphs of communities across the country.”

[ITVS](#), the largest co-producer of independent documentaries in the United States, has remained a long-standing foundational pillar for over 30 years in the ever-evolving documentary industry. In addition to various funding resources, it has created resources for documentary filmmakers like the groundbreaking [Documentary](#)



[Filmmaker-Participant Relationship study](#) which is the largest study to date and a vital tool for content creators. *Independent Lens* is currently airing its 27th season, featuring acclaimed films like *Life After* and *Third Act*—both Sundance Grand Jury Prize winners—and SXSW Audience Award winner *The Librarians*. Its Indie Lens Pop-Up screening series continues to expand, now the largest community engagement initiative in ITVS history, reaching more than 200 communities across all 50 states.

Submissions are now open through December 19, 2025. For more information please visit itvs.org/get-funded

ABOUT INDEPENDENT LENS

Independent Lens is an award-winning documentary series that fosters understanding, seeks to build empathy, and encourages a more united society. Produced by ITVS, *Independent Lens* documentaries have premiered on PBS for 25 years and streamed on YouTube, helping Americans foster deeper connections between communities and themselves. From the Oscar-nominated *I Am Not Your Negro* to the Peabody-acclaimed docuseries *Philly D.A.* and the Emmy® award-winning *The Invisible War*, *Independent Lens* provides viewers with in-depth, nuanced storytelling reflecting the experiences of people from a variety of voices and communities. *Independent Lens* is funded by the Corporation for Public Broadcasting: a private corporation funded by the American People, the John D. and Catherine T. MacArthur Foundation, the Ford Foundation, Acton Family Giving, Park Foundation, and Wyncote Foundation. Stream anytime on the PBS app or YouTube. Learn more at pbs.org/independentlens

ABOUT ITVS

Independent Television Service (ITVS) is the largest co-producer of independent documentaries in the United States. For more than 30 years the San Francisco nonprofit has funded and partnered with documentary filmmakers to produce and distribute untold stories. ITVS incubates and co-produces these award-winning titles and premieres them on our Emmy Award-winning PBS series, INDEPENDENT LENS. ITVS titles appear on PBS, WORLD, NETA, and can be streamed on various digital platforms including the PBS app. ITVS is funded by the Corporation for Public Broadcasting, Acton Family Giving, John D. and Catherine T. MacArthur Foundation, Ford Foundation, Park Foundation, and Wyncote Foundation. For more information, visit itvs.org

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