



PBS

PBS REQUEST FOR PROPOSALS

PBS Foundation Social Entrepreneurship Fund (SEF)

Objective: In response to a grant to the PBS Foundation from the Skoll Foundation that is designed to raise large-scale awareness of the work of social entrepreneurship across the globe, PBS Programming Services is soliciting proposals from public television stations and independent producers for projects that will provide the PBS viewing audience with diverse opportunities to learn about social entrepreneurship and the life-changing work that social entrepreneurs are performing across the globe.

Definition of Social Entrepreneurship: A Social Entrepreneur is specifically defined as a change agent for society. Social entrepreneurs pioneer innovative, effective, sustainable approaches to benefit humanity by meeting the needs of the marginalized, the disadvantaged and the disenfranchised. Social entrepreneurs are the wellspring of a better future.

Social entrepreneurs are:

- **Ambitious:** They tackle major social issues, from increasing the college enrollment rate of low-income students to fighting poverty in developing countries. They operate in all kinds of organizations: innovative non-profits, social purpose ventures such as for-profit community development banks and hybrid organizations that mix elements of nonprofit and for-profit.
- **Mission driven:** Generating social value — not wealth — is the central criterion of a successful social entrepreneur. Promoting systemic social change is the real objective.
- **Strategic:** Like business entrepreneurs, social entrepreneurs see and act upon what others miss — opportunities to improve systems, create solutions and invent new approaches that create social value.
- **Resourceful:** Because social entrepreneurs operate within a social context rather than the business world, they have limited access to capital and traditional market support systems. As a result, social entrepreneurs must be exceptionally skilled at mustering and mobilizing human, financial and political resources.

- **Results-oriented:** Ultimately, social entrepreneurs are driven to produce measurable returns. These results transform existing realities, open up new pathways for the marginalized and disadvantaged and unlock society's potential to affect social change.

Today, social entrepreneurs are working in many countries to create avenues for independence and opportunity for those who otherwise would be locked into lives without hope. Whether they are working on a local or international scale, social entrepreneurs share a commitment to pioneering innovation that reshape society and benefit humanity. Quite simply, they are solution-minded pragmatists who are not afraid to tackle some of the world's biggest problems.

To learn more about Social Entrepreneurs go to: <http://www.skollfoundation.org/aboutsocialentrepreneurship/whatis.asp>

Project/Producer Eligibility:

PBS is a membership organization that provides national programming, distribution and technical services to its member stations. PBS does not produce the programs you see on air. PBS can only work with experienced producers who are capable of managing all aspects of a project's development and production. **In order to be eligible to apply for these funds, producers must have a demonstrated track record in television and/or film production.**

SEF funds will be awarded only to projects meeting the criteria for project eligibility. The SEF and the Skoll Foundation together will receive an underwriting credit on all programs that receive SEF support in accordance with the policies and procedures of PBS, and with due regard to the needs of the producer and/or producing entity.

Social entrepreneurs and/or their organizations that receive program funding directly from the Skoll Foundation are eligible to apply for SEF funds and will neither receive preferential treatment nor be denied SEF funding solely because of their receipt of Skoll Foundation programmatic funding.

Project Guidelines:

The SEF may support a range of program projects, depending upon budget and schedule opportunities, including stand-alone, long- or short-form documentaries; segments in existing series; mini-series; and interstitials. Project design might also include, to the extent that it drives impact, a Web component, station relations, an outreach campaign, and promotion, as the budget permits.

Should producers successfully compete for funds, they should be prepared to comply with all applicable PBS Program policies including, without limitation:

- PBS Editorial Standards and Policies (http://www.pbs.org/aboutpbs/aboutpbs_standards.html);
- National Program Funding Standards and Practices (<http://www.pbs.org/producers/guidelines/>);
- PBS Red Book (<http://www.pbs.org/producers/redbook/>);

- PBS Program Policies & PBS Technical Operating Specifications (http://www.pbs.org/producers/redbook/specs/all_policies.html); and
- Guidelines for On-Air Announcements Promoting Program-Related Goods and Services (<http://www.pbs.org/producers/guidelines/onair.html>);

The project should be conceived and budgeted for multiple-platform use (e.g. broadcast, VOD, online, wireless). It should also be produced at a reasonable budget level of no more than \$300-\$350K per hour for production of the program. It is understood that outreach and awareness campaigns may exceed this amount.

All projects must be delivered in high-definition or wide-screen format.

Producers should be willing to work with PBS to explore innovative ways to reach PBS’s primetime audience — through both content and promotion. As with all public broadcasting material, content funded by the SEF will be distributed for maximum impact.

As producers develop their proposals and ultimately their programs, they should consider not only the traditional broadcast components, but also bite-size pieces that are custom designed for downloading on cell phones, iPods, and other appropriate wireless devices.

As the media world becomes more multi-media, PBS and its producers have responded by offering its content in various forms and on various platforms. Therefore, the proposal should anticipate being able to clear and distribute the program and related elements like images, music and footage on all distribution platforms possible. In particular, PBS expects to immediately distribute the program and its elements through Home Video, Online Downloading and Streaming, Common Carrier Entertainment, and through Wireless Devices for at least seven (7) years. Any obstacles that will prevent use of the program on these platforms should be discussed with PBS early in the process.

Similarly, PBS is looking into opportunities that may bring project productions beyond the United States. Therefore, programs should be envisioned to be distributed internationally as well. Producers may collaborate with international partners on the production of SEF-supported content. Projects should come to PBS with all rights unencumbered.

Elements of Proposal:

Projects should be submitted with a one to three-page summary using the general PBS submission guidelines (see Submitting a Proposal at <http://www.pbs.org/producers/proposal.html>). Successful proposals will include the following elements:

1. **Title** — Working title is acceptable.
2. **Rationale** — Briefly describe how will this project address the objective detailed above, and why will it appeal to the PBS audience.
3. **Description** — In three (3) pages or less, provide as much detail as possible about the characters, content, structure, direction of the project/program, as well as the level of

commitment secured from the proposed subject to participate in the project (e.g. filming dates, access to records, etc.).

4. **Interactive Elements** — If applicable, explain how you plan to enhance your project through a companion Web site or interactive television components. Discuss specific elements of the proposed site and provide information on the Web production team and budget. (See <http://www.pbs.org/producers/webmanual> for details.)
5. **Outreach Plan/Awareness Campaign** — Suggest how your program and/or related activities might engage communities across the country to engage in social entrepreneurial efforts to affect positive change.
6. **Key Personnel** — Provide detailed biographies or resume information of the key project staff (i.e., producer, director, writer, cinematographer, editor) as well as experts, consultants and talent. If possible, include samples of previous work that best exemplify your production ability. Samples that are relevant in style and subject to the current project are helpful.
7. **Timeline** — Please provide your proposed timeline, from development to delivery. **Note: all projects funded in this first round must be produced and delivered to PBS no later than May 30, 2008.**
8. **Release Form** — Your proposal materials must be accompanied by a signed proposal release form and an informational summary sheet. **PBS cannot review a proposal until these forms are on file.** Download a release form and summary sheet from the pbs.org “Producing for PBS Web” site at http://www.pbs.org/producers/submission_release_form.pdf or call (703) 739-5306 to request a form by mail, fax, or e-mail. If you are submitting multiple proposals, please include one executed release form for each project.
9. **Budget/Funding** — While there is no formal submission form or format, budgets should be as detailed as possible. Please include an itemized list of project costs (i.e., staff salaries, talent, production and post-production expenses, outreach, insurance, etc.) and any funding and/or in-kind support secured to date. The SEF will direct resources across a range of budgets, ensuring consideration and possible funding of small and medium-sized budgets.
10. **Primary contact** — Provide the name and address of individual with whom PBS should communicate.

Mail or fax your submission(s) (TV proposal, Web proposal, treatments, scripts, tapes, etc.) to:

Mr. Steven Gray
Vice President, Program Scheduling & Editorial Management
PBS
2100 Crystal Drive
Arlington, VA 22202
ATTN: SEF

fax: (703) 739-5295

Note: PBS regrets that detailed feedback can not be offered on every project received. Furthermore, PBS is not able to return proposal materials, and projects may be recycled or discarded upon completion of our review. Therefore, please be sure to retain copies of anything that you submit.

Timeline:

The PBS Foundation Social Entrepreneurship Fund is a \$2.5 million, three-year grant ending on June 30, 2009. Two funding rounds at \$1.25 million will be conducted. The timeline below covers activities connected with Round 1. As noted earlier, all **Round 1 productions must be completed and delivered to PBS no later than May 30, 2008.**

In an effort to allow for the review and decision-making process (approximately 4 weeks from receipt of proposal) and a 12 to 15-month production period, **proposals in response to this RFP must be received by PBS no later than COB November 5, 2006.**

PBS FOUNDATION SOCIAL ENTREPRENEURSHIP FUND (SEF)

TIMELINE — ROUND 1

WEEK OF SEPTEMBER 5, 2006:

- SEF information (RFP) live on Producing for PBS/Funding site
- External outreach to producers (Press Release goes out)

NOVEMBER 5, 2006:

- Deadline for Round 1 of submissions

NOVEMBER/DECEMBER 2006:

- Advisory panel review

JANUARY 2007:

- Funding decisions on Round 1 submissions

FEBRUARY 2007— MAY 2008:

- Production

MAY 30, 2008:

- Final delivery to PBS

**The timeline for Round 2 funding will be announced in February 2007.*