



PBS SUBMISSION SUMMARY

Title of Program: _____

Producer(s) Name(s)	Main Contact (if different from Producer)
Company	Company
Address	Address
Phone #	Phone #
Fax#	Fax#
Email Address	Email Address

Program Length: _____

New Submission ___ **Resubmission** ___

If this is a resubmission, please provide the title of the previous program.

Please provide a description of the program in 50 words or less.

Please provide the name(s) of the funder(s) (e.g. Ford Motor Company, The Ford Foundation) and provide a description of the nature of the organization, foundation, or company. Also include any potential funders with whom you are consulting or plan to consult in the future.

Who holds the copyright for the program?

Has the program aired on any other networks or in any other countries? If so, where?

Please check which materials you have enclosed.

PBS Release Form	___	Production Schedule	___
Treatment	___	Episode Descriptions	___
Synopsis	___	Key Personnel	___
Budget	___	Sample Work	___
Tape/DVD	___	Press Clips	___
Web Plan	___	Other (please specify)	___

What is the delivery format? (check all that apply)

High Definition (16x9)	___
Widescreen (16x9)	___
Standard (4x3)	___
Not yet determined	___

Please visit our website at www.pbs.org/producers for more information about our submission policies.

Program submissions should be submitted to the following address:

**Steven Gray
Vice President, Program Scheduling and Editorial Management
Office of Program Development & Independent Film
PBS
2100 Crystal Drive
Arlington, VA 22202**

Thank you.



PBS

SUBMISSION RELEASE

The following shall constitute a release (the "Release") by _____ ("Submitter") with regard to the submission of a _____ entitled _____ (the "Material(s)") for review by Public Broadcasting Service ("PBS"). Submitter understands and agrees that the execution of this Release is a prerequisite to PBS review of any materials submitted. All references herein to PBS shall include any related entities as well as PBS's directors, officers, agents, employees, consultants, lessees, licensees, successors and assigns.

In consideration of PBS's review of the Material, Submitter hereby agrees as follows:

1. Submitter understands and agrees that PBS does not undertake to consider the Material in confidence. Submitter acknowledges that PBS must disclose the Material to various employees, and possibly even to those outside PBS's employ, to determine the Material's value. It is understood that no confidential relationship is entered into by reason of PBS's consideration of the Materials or by reason of discussions at any time between PBS and Submitter.
2. Any submission to PBS is made with the understanding that PBS shall give the Material such consideration as it merits in PBS's sole and final judgment, and PBS is under no obligation to Submitter whatsoever to use the Material. PBS is under no obligation to release to Submitter either any details of PBS's actions in connection with the Material or any information regarding PBS's activities in the field to which the Material pertains.
3. Consideration of the Material is not an admission by PBS of the novelty, propriety or originality of the Material. PBS shall not be obligated to further consider a Submitter's Material or to negotiate with or enter into an agreement with Submitter pertaining to the Material.
4. Any parts of the Material that are solely owned and controlled by Submitter pursuant to 15 U.S.C.A. 1051 et seq. and/or protected by copyright for the benefit of Submitter pursuant to 17 U.S.C.A. 101 et seq. (collectively, the "Statutes") shall be deemed protected materials for the purpose of this Release and PBS claims no ownership in such protected materials by virtue of this Release.
5. Submitter hereby represents and warrants that:
 - a) Submitter is the sole originator of the Material, that the Material is solely owned by Submitter and that no other person, firm or corporation has any right, title or interest therein or thereto.
 - b) Neither the Material nor PBS review or use thereof shall violate any personal or property rights of any third party including, but not limited to, rights of droit moral, privacy, publicity, copyright, trademark, or other intellectual property rights, nor shall the Material or PBS's review or use thereof constitute defamation, libel or slander against any third party.
 - c) Submitter has the full right and authorization to submit the Material to PBS upon all of the terms and conditions herein stated.

PBS Submission Release

d) No persons other than those signing below or executing a separate but contemporaneous Release with respect to the Material have collaborated with Submitter in creating the Material, nor do any persons other than those signing below have any rights in such Materials inconsistent with Submitter's agreement hereunder.

e) Submitter has fully read and understands and agrees to this Release.

6. Submitter agrees to indemnify, defend and hold harmless PBS and its Related Entities from and against any claim, loss, obligation, liability or expense including reasonable attorney's fees that may be asserted against or incurred by PBS in connection with the Material submitted hereunder, any use of such Material by PBS or any breach of any representation, covenant or warranty made by Submitter hereunder.

7. The Material has not been previously disclosed to PBS, and PBS has not made any prior inducements, promises or representations to Submitter regarding the Material. This Release constitutes the entire understanding of Submitter and PBS as of the date hereof. No other agreement, written or oral, expressed or implied, exists between Submitter and PBS with respect to the Material. Any modification or waiver hereunder or termination hereof must be in writing and signed by both Submitter and PBS. The invalidity of any provision hereof shall not affect the remaining provisions. The representations, warranties and indemnities herein shall survive the termination, execution, completion or expiration of this Release.

8. Submitter has retained a copy of the Material and agrees that PBS shall not have any obligation to return the submitted copy of the Material to Submitter and that PBS shall be under no obligation for any loss or damage to such copy.

AGREED & ACCEPTED:

SUBMITTER:

Print Name: _____

Title: _____

Signature: _____

Date: _____

Company Name: _____

Address: _____

Telephone #: _____

Fax #: _____

Email: _____

PBS Submission Release

SUBMITTING A PROGRAM TO PBS

Program proposals may be submitted to PBS Programming Services at any time throughout the year. Submissions should be addressed to:

Steven Gray
Vice President, Program Scheduling & Editorial Management
Office of Program Development & Independent Film
PBS
2100 Crystal Drive
Arlington, VA 22202

Proposals are evaluated on an ongoing basis. They are judged on many criteria, including (but not confined to) the quality of the proposal or completed work, the credentials of the production team, the needs of the schedule, and the financial request to PBS. As you might imagine, dollars are limited, so producers are encouraged to seek outside sources of funding.

Programs and proposals are approved for broadcast and/or funding during two commissioning rounds per year - April and October. Upon initial review, recommended projects will be forwarded to the Senior Programming Team for further consideration. The Senior Programming Team will convene monthly to discuss the distributed titles, identify any outstanding questions and/or materials, and determine those projects that should move forward to the commissioning round. At the commissioning round, all final greenlighting decisions will be made. Producers will be notified shortly thereafter.

All projects for consideration will fall within this process. Projects that are unique and timely in nature will continue to receive immediate attention. PBS will determine, at its sole discretion, which programs and proposals fall into this category.

When submitting your project, we encourage sending as much relevant information about the project as possible. The following elements are expected:

PROJECT PROPOSAL/INCOMPLETE PROGRAM

- Treatment (Required) - describe how the television program will unfold from beginning to end. Include story structure, theme, style, format, voice, and point-of-view.
- Key personnel (Required)- provide information on key project staff, experts, consultants and talent.
- Synopsis - briefly outline the subject and story of the program.
- Episodic descriptions (if project is a series)
- Project timetable - provide a schedule of all phases of production.
- Interactive elements - explain plans for a companion web site, including production team and budget.
- Budget - include an itemized list of project costs and any funds and in-kind support raised to date.
- Business plan - explain the status of the project and discuss your plans for funding and completing it.
- Sample work - include samples of previous work that best exemplify your production ability

COMPLETED PROGRAM

In addition to the relevant items listed above, completed program submissions should include:

- A VHS or DVD copy of the program. (DVDs must be NTSC. VHS projects may be NTSC or PAL.)
- Information on how the program was funded.
- Indication of rights available.
- Web address (if available).

The initial evaluation process should take approximately 4-6 weeks. We regret that we cannot offer detailed feedback on every project. PBS is not able to return proposal materials, which may be recycled or discarded upon completion of our review. Please be sure to retain copies of anything you submit.

Producers are encouraged to visit www.pbs.org/producers to learn more about PBS, its programming services and production requirements. Specific questions regarding submission may be directed to PBS Program Development at 703-739-5306.

PRODUCING FOR PBS: CONTENT PRIORITIES

PBS is committed to giving viewers a well rounded, entertaining, and enlightening multi-media experience. We remain dedicated to our mission of providing a public service to our viewers and working with our member stations to offer a unique voice in their communities, one committed to the needs of our audience and their families regardless of commercial concerns or pressures. To that end, we believe that our programming should seek to enrich the communities we serve by highlighting diverse cultures, opinions, and stories. Program topics should interest a wide audience and be of a high caliber throughout all elements of the production, with a well-crafted storyline, strong visuals, and a clear purpose.

We continue to broadcast programs drawn from the broad areas of **News and Public Affairs; Science and History; Natural History; Drama and Performing Arts;** and **Children's Programming.** However, from season to season, we have different goals and priorities for the schedule based on the interests of our audience and the needs of our member stations. Programs and proposals offered to PBS for consideration should enhance and/or complement the current schedule of programs.

Producers should review the submission guidelines on the previous page and keep in mind the following when sending their materials, as all proposals and programs will be evaluated according to these criteria:

- Does the program/proposal match the mission of PBS?
- Does the program/proposal enhance the viewers understanding of the subject? Does the program/proposal educate and inform?
- Is the program/proposal entertaining? Does it engage the viewer?
- Does the program/proposal have obvious opportunities to create programming and promotional links between the national service and our local public television stations through TV, Web, and print? Can our member stations use the program to benefit their specific communities?
- Will the program/proposal attract a diverse audience? Can the program/proposal create opportunities for public television stations to reach diverse communities in their cities?
- Does the program/proposal have a plan for interactive platforms?
- Does the program/proposal continue the tradition of high-quality programming that PBS is known for and that our viewers trust? Does it add to the value of public television?

Of the approximately 846 hours available for national primetime programming each year, continuing series, such as *AMERICAN EXPERIENCE*, *NOVA*, and *FRONTLINE*, make up just over 500 hours of the schedule. As a result we have very few slots in each season for new series and specials. PBS currently receives over 3,000 submissions per year totaling close to 10,000 hours of programming. Programs and proposals that do not adhere to the criteria outlined above will not be given serious consideration for development, funding or broadcast.

PBS also works closely with our member stations to develop programming for the national schedule. Producers may submit projects to PBS directly or through a local public television station. Stations can offer producers advice on matching their project to PBS' mission and content priorities, potential help with development financing, and guidance in the production, marketing, and outreach of an accepted film. In addition, stations broadcast their own local programming, and programs with a local or regional focus often find more success at the station level. Producers should contact the local station's program director for more information on their programming priorities and proposal submission processes.

We accept programs and proposals in all genre areas, though depending on our programming/production pipeline, some content genres can become less of a scheduling priority.

Continuing Series and Anthologies on PBS

Much of the PBS program schedule consists of continuing series and anthologies. These programs make up 60% of our primetime schedule. Producers wishing to have their programs considered for the following continuing series and anthologies should send them to the attention of the executive producers of those strands at the following:

WNET/Thirteen 450 West 33rd St. 6th Floor New York, NY 10001	<i>American Masters</i> <i>Great Performances</i> <i>Nature</i> <i>NOW</i> <i>Wide Angle</i>
WGBH Boston 125 Western Avenue Boston, MA 02134	<i>American Experience</i> <i>Frontline</i> <i>Frontline/World</i> <i>Masterpiece Theatre</i> <i>Mystery!</i> <i>NOVA</i>
P.O.V./American Documentary, Inc. 32 Broadway, 14 th Floor New York, NY 10004	<i>P.O.V.</i>
Co-curated by: PBS Independent Television Service (ITVS) Please send all Independent Lens submissions to: PBS 2100 Crystal Drive Arlington, VA 22202	<i>Independent Lens</i>

Factual Programming on PBS

Observational documentary proposals or programs should present interesting characters, address contemporary issues, be impactful and innovative in format, structure, and approach, and above all, be journalistically sound. Submissions in the science and history genres should also be inventive in format, structure, and approach, as well as well-grounded in fact and corroborated by established, reputable scientific institutions, experts, or scholars. Travel, adventure, and natural history proposals or programs should take these subjects in new directions and tell unique, fresh stories, and where appropriate to the content, feature an engaging, charismatic and knowledgeable host. Any proposals or programs submitted in this subject area also should have a strong people-to-nature, people-to-environment component.

Drama, Performing Arts, and Culture on PBS

Programs or proposals for arts documentaries should place music, dance and other forms of artistic expression in a historical and cultural context and be accessible to a broad audience. American-oriented dramas and documentaries that show the process behind artistic endeavors, as well as performance specials covering a variety of arts, are also desirable.

Children's Programming on PBS

PBS KIDS educates, enriches and entertains all of America's children, employing the full spectrum of media to build knowledge and critical thinking; to empower children as members of their communities, nation and world; and to welcome parents, teachers and caregivers as learning partners.

PBS KIDS employs a multi-media approach to content, providing pre-school and elementary school aged children with an entertaining, non-violent and non-commercial environment in which to learn about

themselves and the world. Programs are extended beyond broadcast to interactive activities and fun, fact-filled adventures on PBSKIDS.org, as well as through educational outreach activities and print materials.

Programs and proposals offered to PBS KIDS should reflect solid, age-appropriate educational goals, which incorporate the work of educational advisors and/or research to support the program's specific objectives. Program proposals should include plans describing how the educational and entertainment value of the program content will be extended through online, outreach and print activities.

Those wishing to submit proposals for programming for PBS KIDS must be experienced producers and have a demonstrated track record in educational television production for pre-school and elementary school aged children. Producers should also have experience in working with educational experts skilled in the creation of curriculum materials and learning tools for various media platforms, particularly the web. Proposals will only be given serious consideration if the educational goals and objective are clearly outlined, an outreach plan for extending the property to the local stations and communities is included, and the content includes diverse, entertaining, and engaging characters and themes.

PBS PLUS

PBS PLUS is an optional programming service for public television stations, providing fully underwritten series and specials. Over 99% of PBS stations subscribe to this service – reaching 100% of national TV households. Annually, stations are provided with 700 hours of programming.

PBS PLUS is seeking programs with national appeal that supplement PBS's National Program Service for prime time and Ready to Learn Children's programming. PBS PLUS series and specials range from "how-to" and self-help programs such as THIS OLD HOUSE, HOMETIME and VICTORY GARDEN to topical news and information programs like CHARLIE ROSE and TO THE CONTRARY. PBS PLUS also looks for content that embraces our country's cultural diversity through heritage documentaries and holiday celebration programs for both adults and children. Half-hour lifestyle series in the cooking, home improvement, and technology genres are also a content priority.

Fundraising (“Pledge”) Programming

Fundraising Programming specials are programs that are designed to prompt regular PBS viewers into becoming new or renewing members of their local PBS stations. The most successful fundraising programs tend to be performance programs of exceptional quality, usually appealing to a 40+ demographic and often nostalgic in nature. Other notable programs include contemporary music programs that showcase up and coming stars in “cross-over classical” genres i.e., The Three Tenors, Andrea Bocelli, Charlotte Church; programs featuring performers whose genres do not receive wide radio play or other media exposure such as bluegrass music and Native American folklore; and self-help programs that impart advice or techniques from established experts. “Cultural documentaries” that appeal to individuals' sense of pride and cultural heritage have also been popular with many PBS viewers/members along with travel specials that feature substantial aerial footage of popular regions. The key to a fundraising program's success is its ability to motivate a viewer, who currently watches and appreciates PBS, to become a financial supporter of their station.

Interactive Web Programming on PBS.org

PBS has a cross-platform content strategy. Producers wishing to present ideas to PBS should determine before submission the optimal means by which to tell their story, in a way that leverages the strengths and unique attributes of television and the Web as appropriate. PBS will then determine whether to accept the proposed television program and/or Web site; some projects are accepted only for television, and occasionally a project is accepted only for the Web.

If a Web site proposal is included with the television program proposal, the Web proposal should demonstrate how the proposed site will meet the following criteria:

- Content need. (Will the site fill a gap on pbs.org and/or the wider Web? Does the proposed site meet the PBS mission, including opportunities to serve classrooms and/or promote diversity and innovation?)
- Potential for impact. (What is the likelihood that there will be an audience for this site? Relevant factors include Web usage trends, promotion and outreach plans, and projected station carriage.)

- Production team skill level. (What other professional content sites has the team produced?)

If a television program proposal has already been submitted and a producer wishes to propose a companion Web site, the Web proposal must be received no later than 17 weeks prior to broadcast.

Web sites on PBS.org must meet PBS's standards for quality, including but not limited to fairness, accuracy and depth. For information regarding pbs.org's editorial, design, and technical requirements, and e-commerce and sponsorship policies, please visit www.pbs.org/producers/webmanual/.

Funding

Funding for PBS programs comes from a variety of sources. In addition to seeking foundation and corporate support, producers are able to seek production funding through PBS. While PBS's production funds are quite limited, the majority of funding is distributed through a PBS general fund and projects considered for funding are evaluated based on the criteria outlined in the Content Priorities section of this document.

PBS also disburses production dollars through the jointly managed PROGRAM CHALLENGE FUND:

The Program Challenge Fund was created in 1987 to support high profile, primetime limited series and specials for the national public television schedule. The Challenge Fund is jointly managed by CPB and PBS, which make funding decisions based on mutually established programming goals and objectives. In the past, the Challenge Fund has been responsible for programs such as *The Commanding Heights*, which documented the emergence of a global economy, and *American Family*, the first broadcast drama to focus on a Latino family.

In addition to supporting limited series and specials, the Challenge Fund will also consider proposals to launch new continuing series (the fund, however, will not sustain series beyond their first year of broadcast). To address industry-wide goals for development of digital content, PBS and CPB will dedicate Program Challenge Fund dollars to high-definition or standard-definition widescreen programs only.

Proposals that are approved by both PBS' Senior Programming Team and CPB will be considered for one of the upcoming PCF meetings. The team meets approximately four times each year, and to be considered, full proposals and budgets must be submitted to both PBS and CPB at least twelve weeks in advance of a given meeting. For PBS submission details, follow the general instructions in this document or see "Submitting a Proposal" at www.pbs.org/producers/proposal.html, and for CPB guidelines, see "Submission Instructions" at www.cpb.org/tv/funding/instructions.html.

Note: There is no standard application process for the Program Challenge Fund, and producers should submit projects according to the general PBS submission guidelines. Producers should also contact CPB. Only those projects deemed to meet the Challenge Fund priorities by CPB and PBS programming teams will be considered for investment.