



South Carolina

## Program Proposal Process

1. **Pitch** (to Broadcast Content Manager)
2. **Proposal** (2 to 3 pages)
  - a. **Treatment** - (at least one page) -This is the narrative that explains the project content in a descriptive sense. It should give the reader an idea of what your program will look like from beginning to end. Think about how each element of the production will propel your story forward to capture the audience. For studio shows, what's the subject? Why are we doing it, or what is the objective? Who are the guests? What will the roll-in segments be about? What's the atmosphere of the set and how will it impact the program? For long form programs like documentaries –what is the story? Who are the potential characters? What conflicts do they encounter? What is the climatic point that helps create a story arc? Another thing to include is your image systems? Share your stylistic choices, music, and even talent ideas. For advice about writing a better treatment, check out: <http://www.itvs.org/producers/treatment.html>

When you think about the content of your project, ask yourself if a TV show is really the best way to meet your objective and reach your audience. How about radio, interstitials, a website, and print pieces? Some projects might reach across all of these and be considered multi-platform. Others may need one of these to meet its objective and reach the audience.

What is the relevance of the project to SC-ETV or any of SC-ETV's overall media assets? What is the anticipated shelf life of the project? Does it have long term broadcast/use appeal or is it so timely in nature that a one time use is all that is applicable?

- b. **Production Timeline** -include proposed due date. All pre-taped broadcast programs will need to be technically evaluated. Live programs will still have a production timeline. *Carolina Stories* documentaries will have a delivery date of six weeks before air to allow time for TE, corrections and promotion.
- c. **Potential funding** – What are the real cash costs associated with the project? These include travel, vehicle fuel, tape, captioning (at times), mass duplication, etc. Who pays? If SC-ETV what account does it come out of? Is the project attractive to potential underwriters? Include ideas discussed with

Enterprise. Is this project a good fit for a grant application? Provide examples/suggestions. Keep in mind that most grant applications need to be discussed months in advance with the SC-ETV Endowment. Even small grants can help pay for travel, translations, transcriptions. Programs closely tied to funders could be perceived as public relations or advocacy pieces and may not be suitable for some program topics.

- d. **Publicity** – Promotional ideas, still photo opportunities, and anything that you can share with Communications before production begins? Keep in mind that still photos should be part of your production plan.
  - e. **Outreach** – Identify potential content partners such as state agencies, health organizations, K-12 (SDE), higher education, community programs, or other media. What impact do you hope your program will have? What are the education and community ties that extend the use of the broadcast? How will potential partners utilize the program? Some outreach plans, like a community screening or premiere, work well to gain publicity. Note basic curriculum connections.
  - f. **Multi-platform opportunities**– radio, web (myetv.org, KIA, SCStreamline), ETV\_SC Channel, print. If not mentioned in your treatment, mention possibilities here.
  - g. **Budget** – keeping everything you have considered in mind, use the production budget template to create a budget for your project. Be cognizant of significant cash costs associated with rights and or clearance acquisition. Will SC-ETV want to market this product? If yes, then using popular music requires factoring in rights costs + mechanical license fees.
3. **Review** - Your proposal will be shared with Broadcast Content Managers for review.
  4. **PIEG** - If accepted, a Broadcast Manager will ask you to submit the PIEG form w/producer's approved budget.