



WVIA STATION SUBMISSION RELEASE

Enclosed is a submission by _____ (“Submitter”) of
a _____ entitled _____ (the “Material(s)”) for review by WVIA.

All references herein to WVIA shall include WVIA directors, officers, agents, employees, consultants, lessees, licensees, successors and assigns.

Submitter acknowledges as follows:

1. Submitter understands and agrees that WVIA does not undertake to consider the Material in confidence and that WVIA must disclose the Material to various employees, and possibly even to those outside WVIA’s employ, to evaluate the Material. It is understood that no confidential relationship is entered into by reason of WVIA’s consideration of the Materials or by reason of discussions at any time between WVIA and Submitter with respect thereto.
2. WVIA shall not be obligated to further consider the Material or to negotiate with or enter into an agreement with Submitter pertaining to the Material, otherwise.
3. Submitter has retained a copy of the Material and agrees that WVIA shall not have any obligation to return the submitted copy of the Material and that WVIA 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: _____

SUBMITTING A PROGRAM TO WVIA

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

Joe Joyce
WVIA Public Media
Programming Manager
100 WVIA Way
Pittston, PA 18640-6197

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 WVIA. 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 Leadership Team for further consideration. The Leadership 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 green lighting 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. WVIA will determine, in its sole discretion, which programs and proposals fall into this category.

WVIA has no formal guidelines for proposals; rather, we encourage sending as much relevant information about each project as possible. Suggestions for elements to include are:

PROJECT PROPOSAL/NON-COMPLETED PROGRAM

- Synopsis - briefly outline the subject and story of the program.
- Treatment - describe how the project will unfold from beginning to end. Include story structure, theme, style, format, voice, and point-of-view.
- 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.
- Key personnel - provide information on the key project staff as well as experts, consultants and talent.
- 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 DVD copy of the program.
- Information on how the program was funded.
- Indication of rights available.
- Web address (if available).

The evaluation process takes approximately 4-6 weeks. WVIA is not able to return materials unless provided with a self-addressed, stamped envelope. Producers are encouraged to visit wvia.org and learn more about WVIA, its programming services and production requirements. Specific questions regarding submission may be directed to WVIA Program Development at 570-602-1141.

Producing for WVIA: Content Priorities

WVIA 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. 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 be interesting to 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 seek programming drawn from the broad areas of **Public Affairs; Regional History; Regional Environmental Topics; Cultural; Education; Economic Development; Drama and Performing Arts; Health and Wellness;** and **Children's Programming**. Programs and proposals offered to WVIA for consideration should enhance and/or complement the current schedule of programs.

Producers should keep in mind the following when submitting a proposal as all proposals and programs will be evaluated according to the following criteria:

- Does the program/proposal match the mission of WVIA?
- 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?
- Will the program/proposal attract a diverse audience? Can the program/proposal create opportunities for WVIA to reach our diverse communities?
- Does the program/proposal have a plan for interactive platforms?
- Does the program/proposal continue the tradition of high-quality programming that WVIA is known for and that our viewers trust? Does it add to the value of public television?

Of the approximately 800 hours available for primetime programming each year, continuing series, such as *CALL THE DOCTOR*, *GREENLIFE PENNSYLVANIA*, *HOMEGROWN MUSIC CONCERTS*; *SCHOLASTIC SCRIMMAGE* and the *OUR TOWN SERIES*, to name a few, 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. WVIA 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.

WVIA also works closely with other member stations to develop programming for the national schedule. Producers may submit projects to PBS directly or through WVIA. We can offer producers advice on matching their project to WVIA's mission and content priorities, potential help with development financing, and guidance in the production, marketing, and outreach of an accepted film

Factual Programming on WVIA

We currently have specific programming needs in all areas, though depending on our programming/production pipeline some content genres can become less of a scheduling priority. Observational documentary proposals or programs should present interesting characters, 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 particularly strong people-to-nature, people-to-environment component.

Drama, Performing Arts, and Culture on WVIA

We are seeking holiday/celebration specials that recognize diverse cultures and experiences, particularly in the performing arts. 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 regional audience. Regional-oriented dramas and documentaries that show the process behind artistic endeavors are also desirable as well as performance specials covering a variety of arts.

Children's Programming on WVIA

WVIA educates, enriches and entertains all 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.

WVIA 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 around them.

Programs and proposals offered to WVIA 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 WVIA must be experienced film or television producers and have a demonstrated track record in educational television production for pre-school and elementary school aged children. Producers should also have knowledge of and 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 our local communities is included, and the content includes diverse, entertaining, and engaging characters and themes.

Funding:

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

Fundraising ("Pledge") Programming

Fundraising Programming specials are programs that are designed to prompt regular WVIA viewers into becoming new or renewing members of WVIA. 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; programs featuring performers whose genres do not receive wide radio play or other media exposure such as bluegrass music and Native American folklore as featured on our *HOMEGROWN MUSIC CONCERT* series; 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 WVIA viewers/members along with travel specials that feature substantial footage of our region. The key to a fundraising program's success is its ability to motivate a viewer, who currently watches and appreciates WVIA, to become a financial supporter of the station.

Web Content for WVIA.ORG

WVIA has a multi-platform programming strategy. Producers wishing to present ideas to WVIA should determine before submission the optimal means by which to tell their story across all platforms (TV, Web, mobile, etc.), though WVIA is primarily interested in television and Web. Producers should be able to describe a well-thought-out proposal for the Web with a clear understanding of what the Web can do and how the story will be told using the Web. It is recommended that producers with little or no experience producing for the Web consider hiring an experienced Web production company. Producers planning on creating for both the Web and television should conceptualize and budget for both concurrently and fundraise for television and Web simultaneously. Websites on WVIA.ORG must have strong interactive components, as purely promotional sites will not be considered.

WVIA requires that all proposals for Websites be submitted not less than 15 weeks prior to a proposed launch date. Any proposal received with less than 15 weeks production time will not be considered.

All Web projects accepted by WVIA must be hosted on WVIA.ORG and follow WVIA Online Guidelines.

Continuing Series and Anthologies on WVIA

Much of the WVIA 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 producers of those strands, listed below, at WVIA; 100 WVIA Way; Pittston, PA 18640

Joseph Chrobak *Call the Doctor*
Producer

Kris Hendrickson *Greenlife Pennsylvania*
Producer

George Graham *Homegrown Music Concerts*
Producer

Neil Prisco
Producer

Andrea O'Neill *Scholastic Scrimmage*
Producer

Lisa Mazzarella *Our Town*
Producer

We regret that we cannot offer detailed feedback on every project received. Please review the Producing For WVIA: Proposal Process site wvia.org for more information on how to submit a program or proposal to us for review and to download a release form, required with all submissions.