NZ Media Fund:

How should I structure my application?

Purpose

1.	This document suggests a general structure for applications to the Scripted and Factual streams.

Introduction

2.	This is a guide to the information you should include in your Content Proposal and Budget. Your Content Proposal is your pitch where you describe and define the content you want to make, how and who will make it, and how you plan to reach your intended audience.

3.	You do not need to follow this structure directly, but you should address the aspects relevant to your application.

4.	As a general rule, the higher the level of funding requested the more developed and detailed we will require your application to be. That said, less is often best. Be clear and succinct - there are no prizes for applications with the most pages.

5.	Refer to the Information for funding applicants that we will issue for each funding round. Documents are on our website and in Eric.

6.	We suggest you consider these over-arching questions when developing your application:
    ▸	Why is this project a good idea?
    ▸	Do you have a strong plan to reach the intended audience?
    ▸	Do you have a commitment from a qualifying platform?[1]
    ▸	Are you bringing an appropriate level of co-investment to the table?
    ▸	Do you have plans to ensure cultural and spiritual elements of your project (where relevant) will be dealt with appropriately and ensure the safety and well-being of the cast and crew?

Basic information (required)

7.	Name of your project.

8.	A one-line synopsis of the project.

9.	The type of project and duration - note we are asking for the actual programme length, not slot duration e.g. a 13 x 44 min drama series for television or a 6-part factual webseries totalling 32 minutes.

10.	High level information like this will be captured when you register your application in Eric.

Content Proposal details (each section should be 1-2 pages where possible. See para 4.)

11.	**Project description**. An overview of your project and what you want to do.

12.	**Format** - half to one page. If this is a series, how will the episodes connect together? If this is a one-off, how will it be structured?

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[1] A qualifying platform, generally speaking, is a broadcast or online platform which:
- can already attract a significant audience
- will offer free access to funded content
- will generally offer an adequate financial investment in a content proposal; and
- can show a track record of or plan for a sustained commitment to New Zealand content.

13. **Style/Treatment**. How will the content be presented? How will you treat the narrative, or the context? How will it look and feel? What is important for us to know? What is the tone and style for the project? Please provide moodboards or sample look and feel details. If your funding request is more than $500,000, we will also require a full treatment and scripts (where appropriate).

14. **Structure** - an episode breakdown of a series. As previously noted, for higher value requests we will expect to see more detail. Walk us through the structure for a one-off.

15. **Equity and representation (including cultural and spiritual elements) – both on and off screen**. We will want to see aspects covered in your application including:
    ► where a project has specific cultural or spiritual elements, we will expect you to include information (i.e. a plan) that demonstrates how these will be handled through production and distribution to ensure safety of cast and crew and appropriate handling of sensitive subject matter
    ► appropriate people attached to the project in leadership roles who can manage and advise on these cultural and spiritual aspects of the production at critical stages (i.e. character development, set design)
    ► IP ownership structure; who created the idea? Who was involved in the initial stages of development and is this appropriately recognised in the budget, credits and potential income share of the project?
    ► language strategies to ensure correct pronunciation and use of language/s. Correct use and pronunciation of languages / dialects on screen (unless it is important to the narrative not to e.g. demonstrating mono-cultural attitudes).
    ► meaningful representation on screen in key talent roles. We want to see depth and complexity of character arcs and storytelling; multi-dimensional cultural characters who appear credible to the communities they represent and aren't reliant on stereotypes
    ► where relevant - mentoring and talent development – leading to career pathways

16. **Online** - for interactive or online only projects, or for programmes with accompanying online sites or campaigns, please provide information about the site or app including the following:
    ► who will design and develop the online aspect?
    ► what process will they follow?
    ► what user testing will be included?
    ► what will the user experience be?
    ► include wireframes where relevant.

17. **Production process**. Production plan/schedule - include planned key deliverables and production milestones from commencement to delivery of the content.

18. **Research** plan for Factual applications. Outline your approach to research.

19. **Team**. Who are the intended key personnel on the project? One paragraph per person and a link to their bio if available.

20. **Platform and Production Partners.** Which companies are involved? Briefly outline their experience with this type of production. What will they bring to the project?
    ► If your partners are providing cash, publicity, distribution or in-kind support, please provide details. You need to provide written confirmation from the partners of what they will be providing – you can upload this as part of your application (except the primary commissioning platform who will confirm their support directly in Eric).

Contribution to NZ On Air Goals

21.   How will your content help NZ On Air to achieve its strategic goals? Please provide 1-3 paragraphs for <u>at least one</u> of the goals your project addresses. Our goals are:

Funding Goal	How NZOA will achieve these:	How your project supports these goals:
Quality Content	**NZ audiences enjoy well-made local content that matters** ● Well-made funded content will reflect NZ in engaging and informative ways ● Funded content will be seen to be different to similar local content made without public funding	
Diverse Content	**NZ audiences value local content made for a range of communities** ● New Zealanders will appreciate local content made for audiences with diverse interests ● Content creators will have a range of opportunities to make different types of local content	
Discoverable Content	**NZ audiences can find and appreciate local content** ● Funded content will be available and enjoyed by audiences on the platforms they use ● Funded content will be online and free to watch or listen to at the beginning of its life and at regular points thereafter	

Finding your Audience. Distribution and Discoverability (2-3 pages)

22.   Outline your distribution plan. This plan should cover:
   ▸ Audience - describe your primary target audience. What do you know about their behaviour online or watching TV? What do you know about them in relation to potential interest in your proposed project? How big is your primary target audience? What secondary or other audience(s) do you have for this project?
   ▸ Relevance - how will the content produced from this application benefit the intended audience? Why will they be interested?
   ▸ Reach - What is your plan for reaching your audience? Provide as much detail about your marketing and promotions plan as possible e.g. what is your plan for social media? What additional content or segments will you create for online promotions? What tools will you utilise to get the greatest reach?
   ▸ Promotion -What will your partner(s) provide in terms of promotion?
   ▸ What is your launch and release plan?

Success Measures

23.   How will you measure success for your project? Include detail about your target for ratings, viewer numbers, viewer engagement (how long do people view your videos online), shares, likes, audience reach, comments.

Budget

24.   In addition to the budget summary completed in Eric you need to upload a PDF version of the full budget.

25.   Where budgets are structured with Above and Below The Line costs (generally television productions) allocations for Contingency and Production Company Overhead (PCO) must not exceed 10% of the total below the line costs. This is a maximum allowance for these budget items, and we would expect most applications to be at a lower level than 10%.

26.   If you have any queries about how to present your budget, then please call a Funding Advisor to discuss beforefinalising your application.