

**WHRO Proposal Packet  
Project Description**

**Project Title:** \_\_\_\_\_

**Date Submitted:** \_\_\_\_\_

**Producer(s):** \_\_\_\_\_ **Total Estimated Project Budget**

\_\_\_\_\_

**Committed Funds:** \_\_\_\_\_

**Funds to be raised:** \_\_\_\_\_

**Production Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**A. PROJECT DESCRIPTION:**

Describe the premise/concept and the structure of the program(s) (i.e. series, special, one-off, etc.) in one paragraph.

**B. WHAT KIND OF RELATIONSHIP DO YOU WANT WITH WHRO?**

**(1) Co-Production** \_\_\_\_\_

Defined as a project in which WHRO and the outside production entity share responsibility for fund raising, fiscal responsibility, production and/or editorial content.

**(2) WHRO to produce** \_\_\_\_\_

Indicates that WHRO has been approached with a project idea by someone who is not a producer or affiliated with a production entity, and who is interested in collaborating with WHRO in some way on a project about this subject.

**(3) Completion Project** \_\_\_\_\_

WHRO offers in-kind support to a small number of projects each year to assist with post-production in preparation for broadcast (subject to availability of equipment and staff). In exchange, WHRO usually expects rights for local broadcast and first option to present nationally.

**(4) Presenting station to PBS, APT, or other national distribution \_\_\_\_\_**

Defined as the delivery by WHRO of a completed program for national broadcast. WHRO typically has very little direct involvement in the production, but may have editorial input. In most cases, producers raise a fee for WHRO's national distribution services.

**Note:** Finished projects submitted for *local broadcast only* should be sent directly to:  
Linda Delgado, Program Manager, WHRO, 5200 Hampton Blvd., Norfolk, VA 23508-1598.

**C. PLEASE DESCRIBE HOW YOU SEE WHRO WORKING WITH YOU ON THIS PROJECT.**

What contribution do you expect from WHRO, and what contribution do you expect to make? Be as specific as you can with regard to raising funds, production, distribution, etc.

**D. WHY WOULD PEOPLE WANT TO WATCH THIS PROGRAM?**

Provide any research or anecdotal evidence. Please also list any public television organizations previously contacted and their response.

**E. WHY WOULD FUNDERS WANT TO FUND THIS PROGRAM?**

List any previous solicitations to funders and their response.

**F. HOW DO YOU THINK THIS PROGRAM FITS WITH WHRO'S PRODUCTION AND PROGRAMMING PRIORITIES?**

**G. DESCRIBE THE PRODUCER'S PRODUCTION BACKGROUND AND RELEVANT EXPERIENCE.**

Please attach resume if possible

**H. LIST ALL ADDITIONAL MATERIALS YOU ARE SUBMITTING WITH THIS PACKET. WE APOLOGIZE THAT WE CANNOT GUARANTEE RETURN OF MATERIALS.**

**I. ATTACH BUDGET—INDICATE FUNDS RAISED, TO BE RAISED, AND FUNDING SOURCES.**

**J. WHAT IS THE POTENTIAL FOR OUTREACH OR ANCILLARY PRODUCTS BEYOND BROADCAST?**

Describe educational materials, web site extension possibilities, digital television applications, community outreach, video sales, secondary distribution potential, etc.