



## **Great Lakes Now Local Station Production Grants Request for Proposals**

**INTRODUCTION:** Detroit Public Television's Great Lakes Now initiative is pleased to offer public television stations production support for multimedia reporting about environmental, scientific, cultural, economic, political and other issues regarding the Great Lakes. We look forward to awarding three, \$6,000 grants to public television stations in the basin to produce video and digital content for the Great Lakes Now series.

Stations are asked to submit proposals and preliminary budgets outlining their theme or topic for one 7- to 10-minute video segment or two 3- to 4-minute segments along with appropriate digital content. Grant recipients agree to air eight Great Lakes Now programs in calendar year 2019, share related digital/social media content, and report impact metrics.

### **TIMELINE:**

Submission Deadline: 6 p.m. EST, January 31, 2019

Grants Announced: March 1, 2019

Production Deadlines: Staggered deadlines depending on story ideas and will be assigned upon award.

Award #1 Rough Cut due no earlier than May 15, 2019

Award #1 Broadcast Cut due no earlier May 30, 2019

Award #2 Rough Cut and Broadcast Cut fall in between Award #1 and Award #3

Award #3 Rough Cut due no earlier than September 15, 2019.

Award #3 Broadcast Cut due no earlier than September 30, 2019

### **CONTACT:**

Sandra Svoboda  
Program Director, Great Lakes Now  
[ssvoboda@dptv.org](mailto:ssvoboda@dptv.org), 313-574-0645

**BACKGROUND:** With a vision to serve as the regional hub for Great Lakes information and to be the national leader and trusted media resource for critical fresh water issues, Detroit’s Public Television’s [Great Lakes Now](#) website and on-air content provides citizens with accessible, important information related to the world’s largest supply of fresh water. The bureau’s work connects a wide spectrum of organizations involved in water issues, builds the identity of the region, strengthens pride of place, and activates residents to become informed stewards of this unique resource. The Great Lakes Bureau does this by developing and collecting stories grounded in research from across the region and redistributing the information on a wide variety of broadcast, digital and partner platforms to inform citizens.

In 2018, Great Lakes Now launched its on-air series with quarterly documentaries. In 2019, GLN programming will evolve to a half-hour, monthly magazine-style show with multiple segments addressing a common theme. These production grants will fund work from basin-area stations that will air as part of the monthly specials and include digital and engagement content.

**SUGGESTED CONTENT FOCUS AREAS:**

**Politics, Policy, Environmental Justice**

- U.S. and Canadian Federal Governments
- The Provinces
- The States
- Tribal/First Nations
- Advocacy
- Policy
- Equity and Environmental Justice

**Water Quality and Restoration Efforts**

- PFAS
- Algal Blooms
- Enbridge Line 5 and Other Pipelines
- Groundwater Contamination
- Habitat Restoration
- Water Withdrawals
- Infrastructure

**Recreation, Tourism, Culture**

- Recreation and Tourism
- Recreational Hunting and Fishing
- Books, Authors,
- Art and Music
- Food
- Museums and Cultural Institutions
- Indigenous Communities

**Industry, Energy, Economic Development**

- Energy
- Blue Economy
- Agriculture
- Shipping and Ports
- Shoreside Development
- Commercial Fishing

**Science, Research, Technology**

- Invasive Species
- Climate Change
- Fish, Birds and Animals
- Forests and Plants
- Research, Data and Technology

## **STATION DELIVERABLES:**

Each station receiving a DPTV Great Lakes Now production grant must:

1. Meet PBS production standards for broadcast and conform to the treatment presented in the grant submission.
2. Provide content to DPTV for review and approval at least two weeks before air dates.
3. Include Great Lakes Now branding and funder recognition in all work.
4. Agree to air eight Great Lakes Now monthly specials on primary channel.
5. Commit to airing 30-second promo for Great Lakes Now specials at least 10-15 times on primary channel between 6-11 p.m. in the two-week period prior to broadcast.
6. Share digital assets related to monthly specials on station webpage, social channels, and member communication such as e-newsletters and magazines.
7. Submit a budget. Please note: The majority of the grant funds should be used for direct costs associated with production and promotion (i.e., production expenses, direct-program staff, travel, supplies, etc.). Up to 10% of the grant funds may be used for indirect costs or overhead. Expenses outside of general costs should be discussed in advance with DPTV so we can provide you with more specific guidelines.
8. Participate in information collection and evaluation efforts
9. Submit a final report to DPTV by December 15, 2019.

DPTV will provide the following to each station receiving a production grant:

1. A style guide to ensure the segment is consistent with Great Lakes Now content.
2. Production assets including fonts and lower-third guides
3. Technical specifications for content
4. A toolkit/timeline to help each station promote its segment and broadcasting of Great Lakes Now.

**APPLICATION:**

**Title of Story/Segment:**

**Station Name:**

**Station Website:**

**Station Audience Reach:**

**Contact Information:**

**Primary Contact:**

Title:

Office Phone:

Email Address:

**Production Contact (If Different):**

Title:

Office Phone:

Email Address:

**Segment Summaries (300 words or less):**

Please provide up to three potential story segment concepts. Describe the issues, events, people or topics the segment(s) will focus on and the relevance to the Great Lakes basin.

**Diversity Information (150 words or less):**

How will the segment(s) include underserved communities?

**Digital Work (200 words or less):**

Outline the digital-specific work for each segment(s).

**Social Media (200 words or less):**

What social media strategies will your station employ in conjunction with the segment(s)?

**Audience Engagement (200 words or less):**

Describe any additional potential audience engagement efforts related to the segment(s) and Great Lakes Now.

**Preliminary Budget:**

Please attach a preliminary budget document for how the funds would be used.

Please submit all applications to Sandra Svoboda, [ssvoboda@dptv.org](mailto:ssvoboda@dptv.org), 313-574-0645