

KTTZ-TV Program Proposal Requirements:

The program proposal committee will take into consideration the following criteria in all program submissions:

- Lubbock and/or South Plains area focus
- Relation to the station's mission to empower people through outreach, education and entertainment
- Funding potential
- Educational/outreach potential
- Website potential
- Current production and program priorities

All submissions will have the following:

- A page to a page and a half description of the project including:
 - Explanation why viewers would be interested in the project
 - Target audience's demographics (sex, age, education, socio-economic status, ethnicity)
 - Is the project a one-time documentary or an episodic series?
 - **A one-time documentary is an in-depth non-fiction program devoted to a single subject, whereas a series covers a subject with each individual episode focused on a particular facet of the topic.**
 - Length of documentary (30 minutes, 1 hour, 90 minutes, 2 hours)
 - Number of episodes in the series (minimum 13) and topics covered in each episode.
- Treatment of the project: a detailed description of the documentary or series from beginning to end.
- Promotion/marketing plan
- Project budget
- Business plan: what is the current status of the project and identify key funding sources
- Resumes of key personnel involved in the project
- Educational/outreach resources associated with the project
- DVDs of previous work, if applicable

A review of the materials presented for consideration does not imply acceptance by the station.

If accepted, a pilot will be produced for distribution to potential underwriters. Productions will be fully funded before the project can move forward. Funding and content must adhere to PBS standards and practices. More information is available on the PBS website: <http://www.pbs.org/producers/guidelines/index.html>. The station will have final approval for all funding and content. An executive producer will oversee the project to ensure journalistic integrity and coordinate all production responsibilities.

Once a project is completed (taped, edited, and screened for technical issues and content) an airdate will be determined. Scheduling of the program/series will be at discretion of the programming department. Copyright of the program/series belongs to Texas Tech University.

If you have a completed, fully funded project for consideration, please provide the following information:

- 1) DVD copy of the program
- 2) Synopsis of the program
- 3) List of funders (KTTZ-TV will have the right to seek local underwriting)
- 4) Available media rights (broadcast, web and any future media distribution system)
- 5) Purchase price to stations, if applicable
- 6) List of content flag information (language, nudity, etc.)
- 7) Website information
- 8) List of other public television station who have aired or have scheduled the program

A review of the materials presented does not imply acceptance for broadcast by the station. If accepted, scheduling of the program or series is at the discretion of the programming department.

Criteria for selecting submitted programs for broadcast are the same as a program proposal:

- 1) Lubbock and/or South Plains area focus
- 2) Relation to the station's mission to empower people through outreach, education and entertainment
- 3) Funding potential
- 4) Educational/outreach potential
- 5) Website potential
- 6) Current program priorities

Send your submissions to:

Program Proposal

KTTZ-TV Channel 5

PO BOX 42161

Lubbock, TX 79409

Questions? Contact us:

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