

# Things to Know About the Vision Maker Media Public Media Fund and Production License Agreement

## **The call for production proposals is open to everyone Native and non-Native alike.**

Native and non-Natives may apply for Vision Maker Media funding as long as their production project is intended for public media broadcasting with a long or short documentary film or fiction or non-fiction episodic programming. Proposed projects should meet Vision Maker Media's mission to empower and engage Native people to share stories and the PBS Technical Operating Specifications and Production Guidelines as outlined in the PBS Red Book, online at <http://www.pbs.org/producers>. Vision Maker Media requires that all projects that are to be considered for the Vision Maker Media Public Media Fund have significant Native involvement either in Above the Line/Below the Line or both.

## **You may submit more than one public media film or television production project proposal.**

Vision Maker Media knows you have tons of great ideas. Feel free to submit as many proposals as you want in any of the three funding categories: R&D, production, and completion. If you have submitted a production proposal before, come back for another try. We accept project proposals that have not received Vision Maker Media funding in the past.

## **The National Multicultural Alliance (NMCA)**

The National Multicultural Alliance is an alliance of five distinct national organizations, who, with support from the Corporation for Public Broadcasting, bring the authentic stories and diverse perspectives of America's multicultural communities to public media and its digital platforms. The NMCA develops, funds, acquires and distributes diverse content to public media entities to serve underrepresented communities. These stories reflect the current social issues and the rich culture and history and of our rapidly changing multicultural landscape, transcending statistics and bringing universal American stories to all U.S. citizens.

# The VMM Production License Agreement

## **Execution Date**

The start and end dates of the funding agreement are defined as the "Term" within Vision Maker Media's Production License Agreement (the contract). The start date is the date that the contract is executed via signature by Vision Maker Media and Producer. Vision Maker Media is investing in you as a Producer by offering Public Media funding for your Production. This funding is in no way a grant. Consider this a partnership between the Producer, Vision Maker Media and the Corporation for Public Broadcasting (CPB).

### **Vision Maker Media and unlimited public television releases for 4 years**

Each National Multicultural Alliance (NMCA) member, including Vision Maker Media, is contractually obligated to secure at least 6 releases in 4 years for each production funded with Corporation for Public Broadcasting (CPB) money. This allows station programmers flexibility in scheduling the program year-round over the 4-year period by not limiting them to a set number of releases. Any exception to these terms must be approved by Vision Maker Media before agreement execution.

### **Vision Maker Media and distribution rights (streaming, educational, home video, etc.)**

As a funder, presenter, and distributor, Vision Maker Media is uniquely positioned to distribute its funded productions into markets beyond public television and may have developed contracts and distribution channels that are difficult for any individual producer to duplicate. Producers may be offered additional distribution opportunities through Vision Maker Media, including educational (all formats), home video (all formats), video-on-demand (VOD) and Over the top (OTP) streaming. DVDS and streaming downloads may also be sold through Vision Maker Media via its associates with royalty payments distributed directly to the producer by Vision Maker Media.

### **Non-public television distribution deals**

By entering into a production funding agreement with Vision Maker Media, you are granting the exclusive right to distribute the completed program via public television pursuant to the terms and conditions of the production agreement. Vision Maker Media cannot agree to include provisions for non-public television distribution in its funding agreements due to its contractual and fiduciary obligations to the Corporation for Public Broadcasting (CPB), and will not normally agree to allow alternative distribution of its funded programs.

### **Vision Maker Media approval over any presales or ancillary sales of my program and other program funders**

Vision Maker Media has the primary obligation of funding film and television programming through the support of the Corporation for Public Broadcasting for public television and digital streaming distribution platforms. In order to make sure that obligation is fulfilled we ask that Vision Maker Media funded producers communicate with us before they attempt any releases, sales or distribution deals on their own. We simply want to make sure we are upholding our agreement and fulfilling the mission of the Corporation for Public Broadcasting and Vision Maker Media in advancing diversity through public television.

### **Revenue share with Vision Maker Media**

The 15-year ancillary reporting period is a requirement of the Corporation for Public Broadcasting (CPB) and is carried out by each member organization of the National Multicultural Alliance (NMCA). This term is applicable to all R&D, Production, Completion, and Episodic Programming contract agreements.

### **Vision Maker Media revenue share calculation information**

Vision Maker Media is entitled to a certain percentage of gross revenue contingent on how much funding we provided to the films total budget. This percentage is based on a formula provided by the Corporation for Public Broadcasting (CPB).

The formula is the total Vision Maker funding commitment/Producers total budget = percentage/2 = Vision Maker Media's cut of gross revenue. For example, if Vision Maker Media gave a Producer \$100,000 dollars towards the total project budget of \$400,000 you would take  $\$100,000/\$400,000 = 25\%$  of total production funding.  $25\%/2 = 12.5\%$ . Vision Maker Media would be entitled to 12.5% of gross revenue via the Producers yearly ancillary reporting.

Ancillary funds are defined as any funds the film generates through screenings, partnerships, distribution or sales the producer has done on their end without the direct guidance and assistance of Vision Maker Media.

In certain instances, Vision Maker Media may share in additional revenues from the production if it serves as a distributor of the production to ancillary markets outside of Public Television (e.g., home video, foreign broadcast, streaming, and educational markets). These rights are negotiable by way of a separate license agreement with the Producer, Vision Maker Media and the licensor.

### **Ancillary Reporting**

Producers are expected to report gross revenue gains twice a year over a 15-year term from the first public television broadcast/streaming date of the production. Whether any profit is made or not by the Producer on the Vision Maker Media funded production—Vision Maker Media will send a form to report any gross revenue gain off of the production. Failure to submit a requested ancillary report on gross proceeds may disqualify one from receiving funding by Vision Maker Media or the Corporation for Public Broadcasting(CPB) in the future; this is a non-negotiable term.

### **Royalties**

If Vision Maker Media has obtained additional distribution opportunities to a funded production and has received revenue from that distribution, then, also twice a year, Vision Maker Media will mail revenue share in the form of royalty payments.