

Brown Box Television regularly looks for original programming ideas that will resonate with our inclusive minority audience. Have an amazing idea for a new show? Or, do you already have your own show streaming elsewhere and want to move exclusively to Brown Box Television?

To pitch a show, review and complete the submission release form, provided by Brown Box Television at www.brownboxtv.com/ideas, prior to the sharing of ideas to protect the rights of both parties. After the submission release form is signed, the pitch ideas for consideration to Brown Box Television:

1. If you are only interested in submitting an idea for someone else to create, complete the online form found at www.brownboxtv.com/ideas.
2. Email Brown Box Television with the required information to ideas@brownboxtv.com.
3. If you already have a program underway, submit the required information along with a treatment or other filmed material to the following email to ideas@brownboxtv.com. Submitted materials will not be returned.

Contact us today.
ideas@brownboxtv.com
443.821.0633

REQUIRED INFORMATION

- **EXPERIENCE.** Brown Box Television prefers to work with seasoned producers or a credited production company. However, we realize that you may have a great show and are successful streaming it online all on your own.
- **SYNOPSIS.** Provide a synopsis. Summarize the subject matter and storyline in one page or less. Describe the thematic goals of the program (does it create awareness of a timely or relevant issue or does it close a gap in the relevant topics presented on Brown Box Television?). If possible, provide examples of local or national content the submission bears similarity to or compliments.
- **LENGTH.** Identify the length of the program. Standard lengths for broadcast are one-hour (56:46) and half-hour (26:46). For series or series proposals, including the number and length of all episodes.
- **AUDIENCE.** Provide demographic information about the intended audience with supporting research.
- **KEY PARTICIPANTS.** Please identify who is involved in the program and significantly contributes to the character of the content, including producers, directors, writers, performers, videographers and editors. Identify other projects the key participants have been involved with and any awards they may have won. We strongly recommend that productions involve experienced video-storytelling professionals.
- **TIMELINE.** Provide a schedule for all stages of development, including fundraising, pre-production, production and post-production. Be sure to clearly indicate when the project is expected to be completed, or if it's a series proposal when all episodes will be completed. If the project is already underway, explain its current status and plans for completion.
- **BUDGET.** Provide an itemized list of costs for all phases of project development. Include salaries, production costs, post-production costs, talent, rights acquisition, travel expenses, insurance, rentals, etc.
- **FUNDING.** For video content submissions, list funders in order of contributions, from largest contributor to smallest, and the amounts contributed. Include funders you are planning to contact and anticipated amounts. Please describe any relationship between any of the funders and the project's subject matter and/or the project's key participants (e.g., Does anyone from the funders' organization appear on camera? Are any scenes shot on a funder's location? Are any commercial products or services identified? Are any of the key participants in the project current or past employees of any of the funders or subjects of the content?). For written proposals, list funders you are planning to contact, and please describe any relationship between any of the funders and the project's subject matter and/or the project's key participants.

If your program is approved, you will be required to provide the following:

- **CLOSED CAPTIONING** is required for all productions on all platforms and must conform to FCC rules and regulations. Before video content can be approved for Brown Box Television's broadcast and/or online platforms, the producer must submit a Letter of Compliance from the party providing closed captioning stating that the provider complies with FCC rules and regulations.
- **CLEARANCES** must be documented in writing. This includes appropriate releases for individuals appearing on screen, and releases for intellectual property, such as music, photos, artwork and/or footage acquired from outside sources.
- **PROMOTIONS.** If video content is accepted, producers will be asked to provide a minimum of the following:
 - o Short description (2-3 sentences)
 - o Long description (2-3 paragraphs)
 - o Minimum of three (3) high-resolution images cleared for promotional use on all platforms
 - o Promotional videos – one (1) 30-second and one (1) 15-second – that meet broadcast specifications and include at least 5 seconds at the end to accommodate SDPB tags (e.g., "Airing next month!")