



UCT TV STUDIO / CENTRE FOR FILM AND MEDIA STUDIES / STEPPING STONE

INVITATION TO APPLY FOR THE OPPORTUNITY TO MAKE YOUR RESEARCH VISUAL.

CALL FOR 5-MINUTE PROMOTIONAL DOCUMENTARY PROPOSALS

As part of the Stepping Stone young filmmaker development programme-taking place from **17 November 2014 - 19 December 2014**, UCT TV will produce three 5-minute non-fiction films (documentary / promotional video).

We are looking for UCT social responsiveness projects or programmes that have human interest to feature in these films. If you feel that your research topic or project fits into this category, we would like to invite you to send us a proposal. If your proposal gets accepted, then all production costs (equipment, crew, facilities) will be covered by Stepping Stone. The value of each production will range between R20 000 - 50 000, so this is a wonderful opportunity to showcase research or generate exposure for free.

Therefore, in order to ensure that your proposal is considered, please follow the guidelines listed below:

1. Topic guidelines:

- Ensure that your topic is engaging in order to generate viewer appeal.
- The topic should be something that can be made visual and translate well to the film medium. This means that there must be a consistent and strong narrative that allows the storyline to flow.
- The project must be character driven with the storyline revolving around this person's involvement in the overall project. Interviewees must be engaging and speak about their academic topics in a way lay people can understand.

- The project has to be authentic and original in the sense that it is new material, and has not been filmed before.
- Participants in the film must be accessible and the shooting feasible in terms of logistics and time. *Filming will take place between the 3rd and the 11th of December 2014.*
- Ideally films must show an aspect of UCT research and/or learning and how this has an impact on communities in or around UCT/Cape Town.
- NGO's affiliated to UCT can also apply.

2. Specifications for proposals:

- Include all required material, *but keep the proposal succinct.*
- The films will be widely distributed, so it is important that you secure all permissions required for filming and distribution of the content.
- Stepping Stone will perform the video production only. Applicants must provide all research required to script and make the films.
- If the Stepping Stone team is required to travel more than 30km from UCT campus, the cost of transportation (including meals & accommodation if required) must be covered by the applicant.

3. Proposal outline:

- Please submit a proposal of no more than 3 pages to:
producer.ucttv@gmail.com no later than **31 October 2014 @ 17h00.**

3.1 What to include:

1. Project /course/ programme title
2. Department
3. Contact person / liaison (name & contact details)
4. "Log line" / summary of project (50 words)
5. Project detail (max 250 words per heading)

5.1 Background of project (need for project, why/how it was developed)

5.2 Main role player(s) (who pioneered the project, who's running it now, who benefits from it?)

- 5.3 Location & scope (where is the programme located, where is the work done, which community benefits from it?)
- 5.4 Goals / vision / mission
- 5.5 Challenges
- 5.6 Future view (where would you like to see the project go, how will/can it develop, what is its potential future reach)
- 5.7 Feasibility (what activities can be filmed during November/December? Which role players will be available for interviews? What challenges or triumphs are you experiencing right now or during November/December?)

4. Selection process

- Please note that the Stepping Stone team can only select three proposals to film.
- If your proposal is selected, then the following process takes place:
 - There will be a compulsory half-day training on **Wednesday morning 12 November 2014**. Your key contact person as well as a back-up contact person for the duration of the production phase should attend this training.
 - Clients will also be expected to meet and brief their teams on two occasions during the week of the **24th November 2014**. The duration of these two meetings will be approximately 1-1.5 hours each.
 - Clients must also be prepared to attend at least two viewings of their film towards the end of the production cycle – both these viewings will take place in the week of the **15th December 2014**.

We look forward to receiving your proposals! If you have any queries, please do not hesitate to contact us.

Kind regards,

The Stepping Stone Team.