



ABORIGINAL PEOPLES TELEVISION NETWORK PROGRAMMING REQUEST FOR PROPOSALS FOR LICENCING

January 10, 2012

Aboriginal Language Programming – Series 2011-2012

Broadcast Year: January 2014

Deadline for submissions: February 24, 2012

Aboriginal Peoples Television Network is sharing our Peoples' journey, celebrating our cultures, inspiring our children and honouring the wisdom of our Elders.

INTRODUCTION

This document constitutes a "Request for Proposals" (RFP) by Aboriginal Peoples Television Network (APTN) for licencing. This RFP is limited to:

- Aboriginal Language television **series** (see genres under Submission Specifics).
- project proposals which will be submitted to the 2012-2013 Aboriginal Program (AP) of the Canada Media Fund (CMF).

Although the CMF has yet to release their guidelines and deadlines for their 2012-2013 fiscal, APTN will operate on the assumption that there will be **two AP Fund deadlines**, as in their 2011-2012 fiscal.

- *APTN's decisions for Aboriginal Language programming recommended to the AP fund will be based on selections from this RFP and the Aboriginal Language Programming – Emerging Director 2011-2012 RFP issued on December 21, 2011, with deadline for submission on February 3, 2012. APTN will not issue any other RFP's for Aboriginal language projects for this fiscal year.*

If your project is declined by APTN, you will not be eligible to resubmit. APTN will decide which selected projects to submit to each deadline in order to meet the requirements of the AP fund.

Programs that receive a licence fee commitment will be expected to commence principal photography before **June 30, 2013**, and have interim financing or similar funding arrangements in place. **APTN's first payment will be made no earlier than September 2013.** All payments will be payable in 60 days following receipt and approval of the invoice and deliverables.

APTN requests that all proposals include a rich and substantial Digital Media component. Rich and substantial digital media content includes: "Web 2.0" and higher applications; highly immersive or highly interactive websites, mobile applications/content, or videogames; content or applications that meet or exceed current market standards for richness; or analogous content/applications.

SUBMISSION SPECIFICS

**Please see schedules B, C & D for programming general terms & conditions, eligibility and content priorities. Failure to comply with the conditions set out in these schedules will result in automatic rejection of your proposal.*

Aboriginal Language(s) Series with English and/or French version

All proposals must include a rich and substantial DM plan.

Documentary Youth Series

Full series (13 x 22 minutes)

Request for proposals open: January 10, 2012

Deadline for applications: February 24, 2012 by 5:00 pm

Decisions to Producers: March 2012

Budget Range TV: **\$400,000-\$900,000**

Budget Range DM: **\$20,000-\$100,000**

What APTN is looking for:

- Engaging, original content with a Youth based theme.
- Programs that target a young audience 12-17.

Animation Youth Series

Full series (13 x 22 minutes)

Request for proposals open: January 10, 2012

Deadline for applications: February 24, 2012 by 5:00 pm

Decisions to Producers: March 2012

Budget Range TV: **\$400,000-\$1,200,000**

Budget Range DM: **\$20,000-\$100,000**

What APTN is looking for:

- Engaging, original content with a Youth based theme.
- Programs that target a young audience 12-17.

Documentary Travel / Tourism Themed

Full series (13 x 22 minutes)

Request for proposals open: January 10, 2012

Deadline for applications: February 24, 2012 by 5:00 pm

Decisions to Producers: March 2012

Budget Range TV: **\$300,000-\$1,000,000**

Budget Range DM: **\$20,000-\$100,000**

What APTN is looking for:

- Engaging, original series that explore Aboriginal culture related to travel and tourism.
- Programs that target a young audience 18-35.

Variety & Performing Arts

Full series (13 x 22 minutes)

Request for proposals open: January 10, 2012

Deadline for applications: February 24, 2012 by 5:00 pm

Decisions to Producers: March 2012

Budget Range TV: **\$300,000-\$900,000**

Budget Range DM: **\$20,000-\$100,000**

What APTN is looking for:

- Programs comprised primarily (i.e. more than 50%) of live or pre-recorded performances of music that features Aboriginal talent. The performance portion excludes videoclips, voice-overs or musical performances used as background.
- Programs that target a young audience 18-35.

Note:

Projects shot with a minimum of 20% of original dialogue and/or narration in an Aboriginal language will rate higher in APTN's review process.

Projects that aim at delivering in the following Aboriginal languages will rate higher in APTN's review process: Algonquin, Dene, Innu, Mechif, Mi'kmaq, Mohawk, Oji-Cree, Ojibway.

WHAT TO SUBMIT WITH YOUR PROPOSAL(S)

1. TELEVISION COMPONENT

When submitting ensure that components are organized in the following order:

- 1. Signed **ABORIGINAL LANGUAGE PROGRAMMING – SERIES 2011-2012 Section A: TELEVISION COMPONENT APPLICATION FORM.**
(<http://www.aptn.ca/corporate/producers/forms-and-production-tools.php>)
- 2. Signed **Proposal Submission Agreement for Producers Form.**
(www.aptn.ca/corporate/producers/Producer_PDFs/2011-proposal-submission-agreement.pdf)
- 3. Completed **Declaration as to Aboriginal Descent Form.**
(Individual- www.aptn.ca/corporate/producers/Producer_PDFs/Declaration-as-to-Aboriginal-Descent-Individual-Revised.pdf)
(Company- www.aptn.ca/corporate/producers/Producer_PDFs/Declaration-as-to-Aboriginal-Descent-Production-Company-Revised.pdf)
- 4. Series short synopsis (one paragraph only).
- 5. Series long synopsis (one page maximum).
- 6. Program format and summary (identify the genre, running time, number of episodes, and provide a summary of how the story is structured, how it is told, what is the focus, how will the program will be treated in its visual and audio presentation).
- 7. Identify your target audience and outline the program's relevance and appeal to APTN's audience.
- 8. Treatment (5 to 15 pages), including, if applicable, episode synopsis, list of shooting locations, list of potential guests, description of the host/narrator...
- 9. Creative materials (such as storyboards, sketches, photos, DVD of Director and/or Producer's previous works).
- 10. Proposed production schedule, including start of principal photography, rough cut delivery, fine cut delivery and master delivery for each episode and target dates for confirmation of funding, completion of production and proposed broadcast.
- 11. Finance Plan (if applicable, provide confirmation of other financing commitments – a second broadcaster is preferred but not required. Provide second window agreement if applicable. Please also include the amount of your financial request to APTN).
- 12. Dated and signed budget.
- 13. Cashflow statement (Please Note: **APTN's first payment will be made no earlier than September 2013** and all payments will be payable in 60 days following receipt and approval of deliverables and invoice).
- 14. Description of interim financing.
- 15. Detailed calculation for Federal and Provincial tax credit.

- 16. Corporate information (including past production experience/broadcasting credits). APTN will not consider licencing proposals submitted by individuals or companies that do not have relevant production experience.
- 17. Incorporation documents for all Producer(s), Production Companies and Parent Company (ies), as applicable.
- 18. Shareholder register and ownership share.
- 19. List and resumes of key creative personnel/principal crew members
- 20. Complete Chain of Title identifying the following:
 - a) Writer's agreements, option/purchase agreements, transfers of rights agreements and all other agreements demonstrating that the producer(s) holds the rights to the following:
 - i) The creative material and concept.
 - ii) The rights to produce, distribute and exploit the project.
- 21. A detailed and comprehensive training plan for Aboriginal personnel clearly outlining the professional and mentorship components as well as the expected outcomes for these individuals.

PLEASE NOTE: incomplete proposals will not be reviewed

2. DIGITAL MEDIA COMPONENT

When submitting ensure that components are organized in the following order:

- 1. Signed **ABORIGINAL LANGUAGE PROGRAMMING – SERIES 2011-2012 Section B: DIGITAL MEDIA COMPONENT APPLICATION FORM.**
(<http://www.aptn.ca/corporate/producers/forms-and-production-tools.php>)
- 2. Digital media component synopsis (detailing themes, subject matter, settings).
- 3. Viewer/User experience description (complete description of the DM component explaining how the television component and digital media component are associated with each other and enhance the Viewer/User experience).
- 4. Written summary of the digital media components complete development history (conception to application).
- 5. Describe the design and the technology to be used in the production of the DM component.
- 6. Identification of target audience and relevance and appeal to APTN's audience.
- 7. Proposed language of project publication.
- 8. Proposed development schedule, including target dates for confirmation of funding, completion of development and proposed project launch.
- 9. Finance plan (if applicable, provide confirmation of other financing commitments – a second broadcaster is preferred but not required. Provide second window agreement if applicable. Please also include the amount of your financial request to APTN).
- 10. Dated and signed budget.
- 11. Cashflow statement (Please Note: **APTN's first payment will be made no earlier than September 2013** and all payments will be payable in 60 days following receipt and approval of deliverables and invoice).
- 12. Description of interim financing.
- 13. Detailed calculation tax credit (if applicable).
- 14. Corporate information (including past production experience).
- 15. Incorporation documents for all Producer(s), Production Companies and Parent Company (ies), as applicable.
- 16. Shareholder register and ownership share.
- 17. List and resumes of key creative personnel/principal crew members.
- 18. A detailed and comprehensive training plan for Aboriginal personnel clearly outlining the professional and mentorship components as well as the expected outcomes for these individuals.

WHERE TO SUBMIT PROPOSALS

Proposals must be on 8.5" x 11" paper, single-sided only. Proposals must be sent by courier or by mail, clearly marked and **received at our office no later than February 24, 2012 by 5:00 pm**. Submissions received after the deadline will not be accepted or considered. Submissions sent by email or by fax will not be accepted.

Western Region (British Columbia, Alberta, Yukon)

Aboriginal Peoples Television Network
Kerry Sugiyama, Manager of Programming, Western Region
210 – 1999 Marine Dr.
North Vancouver, BC V7P 3J3
(604) 986-9843 ext. 232
ksugiyama@aptn.ca

Central Region (Saskatchewan, Manitoba, Ontario, Northwest Territories)

Aboriginal Peoples Television Network
Danielle Audette, Manager of Programming, Central Region
339 Portage Ave.
Winnipeg, MB R3B 2C3
(204) 947-9331 or (888) 278-8862 ext. 502
daudette@aptn.ca

Eastern Region (Quebec, Maritimes, Newfoundland and Labrador, Nunavut and Nunavik Independent Producers)

Aboriginal Peoples Television Network
Sylvain Lévesque, Acting Manager of Programming, Eastern Region
1755 René-Lévesque Boulevard E., Suite 102
Montréal, QC H2K 4P6
(514) 495-6424 ext. 8001
slevesque@aptn.ca

SCHEDULE A

BACKGROUND

APTN is a not-for-profit charitable corporation, incorporated under the Canada Corporations Act, and operating under a 21-member Board of Directors comprised almost entirely of Aboriginal individuals drawn from all regions of the country. APTN is available in over 10 million Canadian households and commercial establishments with cable, direct-to-home satellite (DTH), telco-delivered and fixed wireless television service providers. APTN is programmed by, for and about Aboriginal Peoples, shared with all Canadians. APTN was licenced by the CRTC (Broadcasting Decision CRTC 2005-445) for a second term which will end August 31, 2012. APTN currently operates from facilities in Winnipeg, Ottawa, Vancouver and Montreal; additional news bureaus operate in Halifax, Yellowknife, Whitehorse, Saskatoon, Toronto, Edmonton and Iqaluit. On September 1st, 2011 APTN celebrated its 12th year anniversary as world's first national Aboriginal broadcaster.

APTN PROGRAMMING MISSION

APTN strives to be domestically and internationally recognized as the leading source for distinctively Aboriginal audio-visual content produced by, for and about Aboriginal Peoples.

APTN PROGRAMMING VISION

The APTN Programming department develops commissions and acquires distinctive Aboriginal content which reflects our pride and heritage. APTN is committed to enabling Aboriginal Peoples to share their stories and convey them to a domestic and international audience.

SCHEDULE B

GENERAL TERMS & CONDITIONS

Applications are not accepted via fax or email.

Failure to provide all documentation will result in automatic rejection of the proposal. Please note that APTN will not return materials so please retain a copy for your files. APTN is not responsible for damaged materials. Submissions received after the deadline will not be accepted or considered.

A committee of APTN Programming Department members will meet to review complete proposals (outside readers may be engaged to review treatments/scripts for complete applications). This process takes anywhere from 6 to 8 weeks. The committee will recommend the selection of a limited number of programs for licencing.

APTN is not obliged to select all proposals that are considered and reserves the right to extend the deadline for proposals or add, delete, and/or change the terms of this RFP and issue corrections and amendments to this document. APTN has made every effort to ensure the completeness and accuracy of the information contained in this document. APTN also reserves the right to contact producers to discuss their proposal and to conduct negotiations with a producer.

EXCEPT as provided in the Proposal Submission Agreement, producers who submit proposals will not acquire any legal or equitable rights or privileges whatsoever until a formal licence agreement is signed with APTN.

APTN requests applicants to voluntarily self-identify. APTN requires statistics in these areas for reporting requirements to the Board of Directors and the CRTC. An Aboriginal person is defined to include a First Nations, Inuit or Métis person who resides in Canada.

APTN will contact producers whose programs have been selected and, subject to the satisfaction of certain conditions, will extend an invitation to enter into a formal agreement with APTN.

Please note:

- There are no automatic renewals for programs or series currently broadcast on APTN. Producers must re-apply
- There are no automatic broadcast licences for programs that are currently in development with APTN. Producers must apply.
- APTN requires E&O insurance for all projects. This must be included in the budget (7 years for English Drama, 5 years for French Drama and 6 years for all other categories, including all AP programs).
- Program is to be shot **4:3 safe** and is to otherwise comply with APTN Technical Standards (available to producers at <http://www.aptn.ca/corporate/producers/forms-and-production-tools.php>)

SCHEDULE C

CONTENT PRIORITIES

- APTN seeks innovative documentary, children and youth, music, dance and variety, drama, lifestyle, reality, sports, interactive (with rich and substantial digital media content) and talk-show proposals
- We intend to increase programming that originates in Aboriginal languages
- We currently broadcast programming in English (56%), French (16%) and Aboriginal languages (28%)
- Our program schedule must be 75% Canadian
- Our programming celebrates our rich heritage and shares our unique and diverse stories with all Canadians
- APTN will give a forum to Aboriginal artists and producers to exhibit their work, but we will not license more than two series or major productions from one production company within any single broadcast season
- APTN will reflect an appropriate balance among the needs of all Aboriginal people including First Nations, Inuit and Métis
- APTN will endeavour to be relevant to all regions of the country
- APTN will broadcast programs in both High Definition and Standard Definition
- APTN seeks proposals that include plans for web development or other new media platform outlets such as podcasting or video on-demand; iPhone application; internet applications such as interactive map; Game; Alternate Reality Game; Video Blog; Webisodes; Mobisodes; (i.e. scripted content); Text Blog; Streaming; Viral video; User-generated content; Social networking (e.g. Facebook, Twitter etc...) Forum; Audiovisual content such as interviews; behind the scenes; webinars.

SCHEDULE D

ELIGIBILITY AND EVALUATION OF PROPOSALS

Eligibility Guidelines

In order for proposals to be eligible for consideration the following conditions must be met:

- 1) Program selection must be of interest to a national Aboriginal audience
- 2) The producer must:
 - a) be an Aboriginal Person, if an individual, which is defined to include a First Nations, Métis or Inuit individual who resides in Canada;
 - b) be an Aboriginal Production Company, which is defined to include:
 - A sole proprietorship, a limited company, a co-operative, a partnership or a not-for-profit organization in which Aboriginal Persons have at least **fifty-one (51%) percent ownership and control; or**
 - A joint venture consisting of two (2) or more Aboriginal businesses or an Aboriginal business and a non-Aboriginal business, provided that the Aboriginal business(es) has at least **fifty-one (51%) percent Aboriginal ownership and control of the joint venture,** as verified to the satisfaction of APTN; or
 - c) have submitted a proposal that otherwise qualifies for funding or licensing under the APTN Licensing and Acquisitions Policy
- 3) The production company must be in compliance, and not in default, with any previous contract(s) with APTN. In the event of a coproduction or new company established between two or more existing companies, all companies must be in compliance with any previous contract(s) with APTN. APTN reserves the right not to review proposals from any company involved in a project that does not meet this requirement.
- 4) In accordance with our CRTC license, APTN requires closed captioning for the hearing impaired on all English programs and closed captioning on at least 25% of all original French language programming. APTN will require programs in Aboriginal languages to be subtitled in either French or English. Additionally, original dramatic series require video description for the visually impaired.
- 5) All projects accessing CMF funding will require an ISAN number
- 6) APTN will not licence proposals submitted by individuals or companies that do not have relevant production experience
- 7) For any licenced program APTN will require a [CRTC Certificate of Canadian Program Certification](#) (no CAVCO) for all programs over 5 minutes in duration

- 8) **There will be no early deadline for renewals and no automatic renewals.** Programs will be evaluated on a yearly basis to assess their relevance to APTN's changing programming priorities (ratings and audience reaction will be considered). All renewals must meet all other program licencing guidelines, especially compliance with existing contracts. No individual or production company in default of production deadlines or not in good standing with the network will be considered for new or renewed projects

Evaluation Criteria

Note:

Projects shot with a minimum of 20% of original dialogue and/or narration in an Aboriginal language will rate higher in APTN's review process.

Projects that aim at delivering in the following Aboriginal languages will rate higher in APTN's review process: Algonquin, Dene, Innu, Mechif, Mi'kmaq, Mohawk, Oji-Cree, Ojibway.

Proposals are also rated upon (but not limited to) the following criteria and conditions:

- High Definition – all proposals must include HD delivery of program masters
- Digital media – proposals must include plans for web development or other media outlets such as podcasting and video on-demand
- Canadian source (please note that for any licensed program APTN will require a [CRTC Certificate of Canadian Program Certification](#) (no CAVCO) for all programs over 5 minutes in duration)
- Creative content including originality, production value, track record of creative team
- Level of Aboriginal participation
 - Executive Producer, Producer, Director, Principal Writer
 - Crew
 - Talent
- Aboriginal mentorship/training commitments
- Number and value of licenses previously granted
- Secured funding
- Shelf life
- APTN window
- Production schedule (target availability for broadcast)
- Primary and Secondary Audience
 - National
 - Regional

Proposals are evaluated on many criteria, including the vision of the APTN; our desire to attract and engage our audience; the terms of our license with the CRTC; the finite financial resources of the network; the quality of the proposal; and the credentials of the production team.

APTN receives more than 250 television proposals, as well as a similar number of Digital Media project proposals each year and is only able to proceed with a small number of these. A rejection of your proposal is not always a creative judgment on your work but merely a reflection of how much we can commit to at any given time.