



KLRN Program Proposal Process

KLRN considers program ideas from a variety of sources: independent producers, organizations in our region and elsewhere, individuals, and staff members. The KLRN program proposal process is a mechanism to develop projects for consideration. Staff from the KLRN Programming Department as well as from Production, Institutional Advancement, Marketing, and Operations will evaluate the viability and appropriateness of proposals and will also consider alternate and supplementary means of implementing such proposals. The ultimate decision regarding their implementation lies with the KLRN Programming Department.

KLRN welcomes program proposals at any stage of development. While there is no formal application, a proposal should include the following:

- Program treatment that
 - demonstrates a well-conceived and appropriate approach to the material, making it accessible and compelling programming
 - demonstrates credible access/rapport with the proposed subjects
 - clearly describes the visuals, structures, and style
- List of key program production personnel with bios of each principal (i.e. producer, director, writer, etc.)
- Proposed budget
- Proposed timeline
- Funding possibilities (both secured and pending funding)
- Link to view film or a demo reel or sample tapes demonstrating producer's capabilities

Process

Step One:

Proposals should be submitted to:

ATTN: Andrea Sosa
KLRN
501 Broadway
San Antonio, Texas 78215

or

Proposals can be submitted by e-mail to: asosa@klrn.org

Proposals are acknowledged and administered by the Programming Department.

Step Two:

The initial proposal evaluation is made by the Programming Department. This evaluation results in one of the following recommendations:

- The proposal is advanced for evaluation by various KLRN Departments
- The proposal is rejected
- Request for further information

Step Three:

All proposals are considered on the basis of content and evaluated on the basis of:

- The extent to which the project fulfills KLRN's mission and programming goals
- Relevance to audiences in this region or throughout the nation
- Appropriateness for KLRN or public broadcasting
- Journalistic and editorial integrity
- Potential to engage audiences beyond broadcast (through digital components and educational or community engagement activities)
- Funding viability
- Promotion and marketing considerations
- Facilities and personnel resource considerations
- Changes in scope, focus or theme that might enhance the project
- Producer and production team experience
- Potential editorial and financial conflict of interest

Additional considerations include:

- The extent to which the proposal brings new ideas, an innovative style, or creative formats to public television.
- Relevance to underserved communities not represented in other media
- Timeliness of the subject matter

All project materials presented to KLRN must be accompanied by the KLRN Submission Release form.

Date: _____

KLRN – Alamo Public Telecommunications Council
ATTN: Andrea Sosa
501 Broadway
San Antonio, TX 78215

Dear KLRN:

I am concurrently herewith submitting to KLRN a program proposal, including title, format, script, treatment, concept, etc. (hereinafter "Material(s)") described as follows:

Such submission is made pursuant and subject to the following terms and conditions:

1. I understand that because of KLRN's position in the public broadcasting non-profit entertainment, information, and education industry that KLRN receives numerous unsolicited and solicited submissions of ideas, formats, stories, proposals, suggestions, and the like; further, I understand that many such submissions heretofore or hereafter received by KLRN are similar to ideas, formats, stories, proposals, suggestions, and the like developed by KLRN, its employees, agents, or those otherwise associated with or available to KLRN. I further understand that KLRN has adopted the policy, with respect to submission of Material, of refusing to accept, consider or review such Material unless the person submitting such Material has signed this Submission Release or one that is substantially the same as this. In the event KLRN determines not to proceed with a business relationship with Submitting Party, KLRN agrees to maintain in confidence the Information. KLRN further agrees not to disclose the Information to any third party nor use the Information for any other purpose.
2. I understand and agree that KLRN's use of Material containing elements similar or identical to protectable literary or other property (such as musical works, drawings, etc.) contained in the Material shall not obligate KLRN to me in any manner if KLRN shall have obtained such Material either heretofore or hereafter from sources other than from me.
3. If the Material or any elements thereof submitted by me is not new, unique, concrete, or novel and/or is in the public domain and/or does not constitute protectable property and/or is not original with me, then as between KLRN and me, I agree that KLRN has the right to use such elements without any obligation to me whatsoever. Without limiting the foregoing, I claim rights in the title of the Material as it regards to its use in connection with the Material.
4. I agree that KLRN has no obligations to me with respect to the Material except as set forth in this Submission Release and that no other obligations exist or shall be deemed to exist. Specifically, I understand that KLRN is not obligated to: (i) actually review my proposal; (ii) disclose to me any similar program ideas developed by KLRN or others; (iii) return any of my Materials after review unless I have provided a self-addressed stamped envelope with sufficient postage; or (iv) take any further action regarding my proposal.

By signing below, I acknowledge and agree that I have read and understand this Submission Release and all of its provisions and that no oral representations of any kind have been made to me and that this Submission Release states our entire understanding.

Name: _____ Address: _____

Signature: _____ Phone: _____

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