



## NZ Youth Media Fund – Within My Reach FAQ

Oct 2023

### Executive producer mentors

Is there an opportunity for executive producers to attach to projects early?

We welcome the early attachment of Executive Producer mentors and encourage producers with established relationships with emerging practitioners and youth creators to support development of the two-page pitch.

Where can we find the selection process/criteria needed for producers to apply for these EP roles?

The Expression Of Interest (EOI) for EP's is currently available on the [NZ On Air funding portal](#), and is open to all interested producers who have a lead producer credit on a minimum of five **publicly funded** screen projects that have been produced and released. This criteria will ensure attached Executive Producers have a reliable track record of managing public funding, therefore minimising risk, and bridging knowledge gaps for newer teams.

### Capability and support frameworks

What kind of creative supports (outside of EP attachment) are you thinking of?

We are exploring capability and skills development initiatives based on feedback from youth creators, industry, and our internal experience supporting newer practitioners. In collaboration with the sector, we are developing a suite of templates and resources to better support people new to our funding processes – for instance the template marketing costs budget supplied in the RFP. We also run relevant webinars ([such as this one](#)), which will be open and available widely to people interested in applying.

How will Discoverability campaigns managed by Contagion work for this initiative?

We will support a selection of projects with a Discoverability campaign package managed by Contagion. You can learn more about this activity via a video [here](#) and in a Digital Backpack we will publish shortly. If your project is selected for a Discoverability campaign, the paid media investment for this activity will be incremental to the marketing funding allocated to your project's own production budget. We are likely to prioritise higher budget projects for this Discoverability campaign support. Those applicants selected will be encouraged to engage with Contagion as early as possible in the planning of their projects.

Can you speak to how you envisage industry mentoring and training initiatives for younger creators fitting into this funding?

In Round Toru, we are open to requests for funding for industry placements within established production companies targeted at youth and emerging creatives as well as other initiatives that support young people to create youth content for social media, supported by industry mentors.

Is there a safety process/guide around the content creation in relation to the stories shared of and by our rangatahi?

We expect producers wishing to create content with rangatahi in their team (aged 18 and under) to familiarise themselves with the [Child Safety Guidelines](#) published by Screensafe. As part of full proposals, applicants will be expected to have a safety and duty of care plan in place as part of their application.

### Eligibility

How many projects can I be attached to before NZ On Air says it's too much? Or is the limit to how many we can apply for as one entity?

There is a limit of four applications per production company. Should you have multiple projects shortlisted we'd have a conversation with you about your capacity to work across them all.

Will a creator who does not have experience with a larger budget, but is partnered with an experienced producer and EP, still be considered for the higher-budget scripted projects?

Yes – however, we would need to feel confident in the team's capability to deliver the project pitched in the spirit of *Within My Reach*. We do not wish to set people up to fail by supporting projects that are outside key creatives' capabilities.

Our team consists of experienced EPs and new creators - would we be eligible (as a team) for this RFP?

Yes

If you are outside of the target age group but an emerging/mid-career producer who is supporting newer creatives how will this impact the application?

This is a great scenario. We assess pitches based on a broad range of factors and criteria. The average age of the lead creative team is only one part of the criteria for this RFP. In the spirit of supporting projects by youth, for youth, projects with 18 – 34 year olds in key roles will be prioritised.

## Content

Can you please talk a little about the two significant Scripted project, and how these will be considered and assessed in Round Toru?

As per our usual assessment process, applications will be considered and assessed by an assessment panel with internal and external assessors, followed by the NZ On Air Staff Investment Committee providing final sign off.

Is this RFP open to proposals for projects that have previously been awarded initial development funding through NZ On Air?

Yes

How many projects are you hoping to shortlist?

We are currently able to invest in around 30% of the applications that are submitted into our funding rounds. Demand is high and therefore we are unlikely to shortlist more than 40% of the total applications submitted, in line with what we're likely to be able to invest in when it comes to Round Toru.

Just looking for a clarification - the RFP states podcasts are not included in this, does this include video podcasts that are intended for social media platforms e.g. Mandate NZ type vidcast?

Vidcasts are eligible. Per the *Where Are The Audiences* research, the 15 – 24 year old audience for podcasts is steadily growing, but is currently at the same level as traditional media and so we decided to prioritise video only content for this initiative.

The RFP mentions aspirational content for young people. Often times young people's realities are not aspirational and can feel alienated by content that doesn't reflect that. Does NZ On Air have any flexibility about the "aspirational" element?

When using that term we're referring to audience behaviour rather than tone - we want content that youth feel a deep connection to and aspire to engage with as an audience. We want to see that people understand their intended audiences and WHY the content will mean something to that audience? Is it an original thought, is it something that will excite audiences? Does it create a space or world that others can live in? That is what we mean when we talk about aspirational content.

## General questions

Does this become a different fund that exists alongside Round Toru in January that we can apply for? Or are we in the same pool as every other production company applying for money from that round?

*Within My Reach* has a ring-fenced allocation of ~\$5m for content and industry development initiatives targeting youth. This is separate to the amount that will be allocated to general content in Round Toru.

Two pages is quite short - how do you want us to prioritise space? I.e., would you rather hear more about the project pitch and creative synopsis, or more about marketing and budget breakdown?

Each pitch will be different, but roughly expect to use one page for creative synopsis, and one page outlining your why and your audience. You'll be able to supply the marketing and budget breakdown information into fields within the application form in the funding portal.