

NZ Media Fund: September 2019 funding round

Information for funding applicants - Scripted and Factual



A. Purpose

This information is for producers intending to make a funding application to the Scripted or Factual streams of the NZ Media Fund for the September round. In an environment where there are more applications than available funding, we want to show you how to submit an application and how it will be assessed.

B. Introduction

This round is specifically for content that is intended to reflect and/or appeal to targeted audiences¹ (see over).

NZ On Air's funding strategy is founded on core public media principles. These include enriching the New Zealand cultural experience, improving diversity of media content in many forms, ensuring content is accessible, strengthening community life, and promoting informed debate. Our publicly-funded content may entertain and it will add cultural value.

For more detail on the strategy underpinning the NZ Media Fund please read the [Funding Strategy](#).

The general guidelines for Factual and Scripted funding applicants can be found [here](#).

The information and expectations document which we provide to assist commissioning platforms can be read [here](#).

Here are the [funding round deadlines](#) for 2019.

C. September funding round priorities and timeline

The September round is primarily for production applications intended to reflect and/or appeal to targeted audiences. **General production applications will only be considered for selected Scripted applications (see below).**



Factual genres for this round include Children's, Documentary, Information, and Events with applications being accepted for projects intended for targeted audiences.



Scripted genres for this round include Children's, Drama and Comedy with applications being accepted for projects intended for targeted audiences.

Applications for Scripted applications aimed at general audiences will also be considered for;

- Premier scripted drama series or telefeatures
- Sustainable comedy series

We expect general Scripted applications coming to this round will be for projects we are already aware of. If you have a new project for a general audience that you wish to submit to this round please discuss this with a member of the funding team prior to submitting your application.

¹ For further detail regarding targeted audiences please refer to page 14 of our [Funding Strategy](#)

Timeline:

- 5 July 2019, 4pm** Round open for applications.
All applications must be made through NZ On Air's [online application system](#). Applications not submitted through this system will not be accepted.
- 8 August 2019, 4pm** Application deadline. Round closes.
Late applications will not be considered. In exceptional circumstances, for time-sensitive projects agreed prior by the Head of Funding, we may consider an out of time application.
- 25 September 2019** Decisions confirmed, applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

Targeted audiences

Our funding strategy outlines our goals for supporting content for targeted audiences. Relevant goals for this round include:

- ▶ **Children, Youth**
We will help grow great New Zealanders by providing enriching local content for children that encourages imagination and curiosity. See Section D below.
- ▶ **Pacific audiences**
We will ensure diverse content made for Pacific peoples in New Zealand is accessible, enjoyed and valued.
- ▶ **Other ethnic populations**
We will support valued content serving other ethnic populations in New Zealand that exceed 100,000. At this time these are Indian and Chinese New Zealanders.
- ▶ **Other community minorities of reasonable size**
We will support valued projects as opportunities permit, including content that reflects diverse religious and ethical beliefs.
- ▶ **People with disabilities**
We will support valued stories about disability both to be inclusive and to provide insight for a general audience.

D. Applications for Children's content

Applications are open for children's content on all platforms (excluding HEIHEI) for any age (preschool, primary, secondary).

For projects where HEIHEI is the primary channel we have already conducted an initial open round of short form pitches. Only applications that were shortlisted and invited to submit a full proposal are eligible to submit full applications in this round.

Projects that have secured another platform as their primary distribution platform but with HEIHEI as a potential secondary platform can submit applications. Projects that have secured a primary platform and would like to seek a secondary platform play on HEIHEI can contact Anna Currie (anna@nzonair.govt.nz) to discuss.

Applications will need to demonstrate their intended primary platform already has an established children's audience. How well applications can be distributed across multiple platforms will also be part of the assessment criteria.

Please note we intend to call for applications for HEIHEI interactive content in the March/May 2020 round – further information will be issued about this closer to the round being open.

E. General Guidelines

Information on NZ Media Fund general guidelines and how to make a funding application can be seen [here](#).