



APPLICATION FOR DEL MAR TELEVISION FOUNDATION GRANT

To apply for a grant through the Del Mar Television Foundation, please fill out the following fields and, in no more than 2 pages, type your responses to the questions/prompts below.

DUE DATE: The application must be received by the **first Friday** of the month for consideration that same month.

TODAY'S DATE: August 18, 2011

NAME	Sarah Johnson
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PROJECT NAME	Key Steps
PROJECT GENRE (I.E. DOCUMENTARY, INTERVIEW, NARRATIVE, ETC.)	Magazine Style/ Reality
LENGTH	28:30 (28 minutes, 30 seconds)
AMOUNT REQUESTED	\$400.00

Please type response to the following section, providing more information about your proposed project, and attach. It should be no more than 2 pages long.

- 1) **Write a brief treatment (a synopsis of the story; i.e. What is your vision or storyline?) Please include an outline.**
- 2) **List the following: Producers, director, videographer and editor.**
- 3) **Production schedule (How many days of shooting, editing do you expect? When will the finished and final format be submitted?)**
- 4) **Who is the intended audience and how does the project fit the Del Mar Television Foundation's mission statement of "Building community through communication."?**
- 5) **How do you intend to promote the program?**
- 6) **Budget Breakdown.**
- 7) **Have you received or are you applying for other funding? If so, for how much and from where/whom?**

Deliver two copies of the completed application to the Del Mar Television station (240 10th St. in Del Mar) addressed to the Del Mar Television Foundation or email it to delmartv@gmail.com. The foundation board will review all applications on a monthly basis and a board member will personally notify grant recipients within 2 weeks of review.

PLEASE NOTE: Funds will not be released until the finished program is slated for airing on Del Mar Television and all releases have been signed.

I-Treatment:

KEY STEPS will be a 28:30 minute program shot on location in magazine style mixed with elements of reality T.V. geared to a layman audience. The audience will follow and learn along with our host, a young mother, as she discovers and processes the elements of preventing obesity in early childhood. Our host will visit with families, physicians and experts while presenting every day challenges for viewers to try at home. Statistics, interesting facts and common nutritional myths will be presented through “man on the street” interviews. Our camera crew will ask the public specific questions relating to childhood obesity, and after a barrage of answers, we’ll cut to an expert or pediatrician who will reveal the correct answer. All footage will be captured with broadcast quality cameras and all interviews will have supporting b-roll and or engaging graphics to engage the audience. All editing will be done using Final Cut Pro and After Effects.

KEY STEPS will address these behaviors:

- Breastfeeding
- Limiting junk food
- Portion control
- Increasing physical play and physical activity
- Decreasing screen time (TV, videos, computer, etc)
- Being a role model

Outline:

- I. Introduction
 - a. Fill in specifics
 - b. Fill in specifics
- II. Interviews with families, follow a young mother
 - a. Detailed information
 - b. Detailed information
- III. Interviews with key professionals, Doctors, Nutritionists, Policy Makers
 - a. Detailed Information
 - b. Detailed information
- IV. Wrap –summation of problem and a future moving forward.

2 –Crew:

Producer: Sarah Johnson

Director: Sarah Johnson

Camera: John Stewert

Editor: Jill Gallo

3 – Production Schedule:

Pre-Production

Notification of award

Final script completion

Actual shooting for the program

Completion

February 18, 2011

February 25, 2011

March 2, 2011

Post-Production

Final Edit with graphics and music

Delivery to DMTVF

Completion

March 23, 2011

March 25, 2011

4 – Intended Audience and how it fits DMTVF’s mission:

The **KEY STEPS** primary target audience is parents, especially pregnant women and parents with young children. The script will be written to appeal to a laymen audience in an effort to address the needs of families from all income levels. The secondary target audience is teachers, educators, and policy makers who will learn about the problem of child obesity and strategies for addressing this epidemic by focusing on prevention as early as possible in a child’s life.

A key factor in successful child obesity prevention is awareness of the importance of early intervention. Del Mar Television will be providing a venue for this awareness and outreach. Communicating the importance of early intervention for obesity should reach all communities and we hope that this program will jumpstart similar outreach in surrounding areas.

5 –Promotion:

Results of two informal surveys conducted for the purpose of this proposal indicate a high level of support for the **KEY STEPS**. Members of a Physician Advisory Team were asked via email to provide feedback on this idea. 100% of respondents thought it was a good idea and that it would provide an excellent tool to support physicians. Further, via in person site visits to 25 local pediatric and obstetric offices, the producer learned that 50% of offices own a TV and DVD player and, of those, 85% stated they would be interested in playing **KEY STEPS** in their waiting and/or exam rooms for patients.

6 – Budget:

	Production Budget	Amount Requested from DMTVF
Pre-production		
Producer	\$300	\$CHC
Director	\$300	\$CHC
Scriptwriter	\$300	\$CHC
Location Scouting	\$0	\$0
Rehearsals	N/A	
Production		
Producer*	\$300	\$CHC
Director*	\$300	\$CHC
Production Assistant (PA)	\$100	\$50.00
Camera Operators*	\$800	\$200
Talent	Included	
Post Production		
Producer	\$200	\$
Editing	\$1000	\$150.00
Supplies and Materials		
Tape stock + Misc Material	\$200	\$150
TOTALS	\$3,800	\$400

7 –Additional Funding:

The producer will be seeking additional funds from the Center for Healthier Communities.