

**CALL FOR FEATURE SEGMENT PROPOSALS  
FOR UN-FAMILY "21ST CENTURY" NEWS MAGAZINE**

**SUBMISSION CRITERIA**

**What kind of stories is "21st Century" looking for?**

An ideal story for "'21st Century'" includes striking footage from places that are underreported - or rarely reported on in-depth on television - as well as a strong people-driven narrative. For example, there have been many short news reports on earthquake relief in Kashmir, but an in-depth story about the education vacuum for homeless Kashmiri children, seen from the perspective of two families struggling to provide an education for their kids, and including footage from inside the "madrassas" (religious schools) that fill some of the public school vacuum, could make for a good candidate for "'21st Century'".

Most "'21st Century'" stories will have a strong central character or characters to whom something is happening or who are undertaking a quest that we can witness. That individual struggle should be put in a broader context - social, cultural, historical, etc. - that highlights the UNESCO/UN priority theme (in this example, the children and their families would be the characters driving the story, the implicit UN-priority theme being "full primary schooling for all boys and girls").

In-depth stories about people's triumph over adversity, incorporating the elements of good drama: characters to sympathize with, suspense, a twist or surprise, are also welcome.

You can provide new stories on an important topic that deserves a fresh look. Accuracy and balance are critical. Do not shy away from controversy, even about the United Nations. It will make the features more interesting and add to the credibility of the programme.

**How will the production process work?**

Once the selection of best segment scripts is made by UNESCO and UNDP/PI, a contract will be established with the selected segment producers. The piece will then be shot, scripted and edited by the selected producer. A script should be submitted and reviewed by "'21st Century'" senior producers before editing. The script is returned to the segment producer so that he/she can incorporate changes. A screening will then be done and some more changes may be requested. A final screening will take place.

**What is the shooting and editing style?**

"21st Century" is a stylish and contemporary show (for a sense of rhythm, look and feel, the pilot programme will be soon available for screening on **UNESCO's audiovisual e-platform** at <http://creativecontent.unesco.org>). A graphic package was created specifically for the show. The program

and the segments are fairly quick-paced, with editing effects. Non-text based graphics (like maps for example) and animations are sometimes included within a segment.

- **Natsot:** The use of natural sound is also a particular element of the features of "21st Century". Please create opportunities in the field and mark interesting sound clearly on your logs.
- **Format:** In order to keep production costs down, most material shot for "21st Century" is shot on DV Cam, PAL or NTSC, but other formats can also be submitted.
- **Language:** Interviews in other language than English will need voice-over translations, not subtitles. Make sure to get very solid translations on tape when in the field. Translations and notable sound bites should be referenced to time codes.
- **Introducing your character:** In an effort to keep "21st Century" easily language-adaptable, character names will not appear on the television screen (no chyrons, lower-thirds). That means you will introduce a person over a sequence of shots.
- **Interview subjects:** While some of UN productions reflect UN projects, "21st Century" aims to reflect UNESCO/UN-priority content, not projects per se. It is not necessary to always feature UNESCO/UN experts or personalities in the piece. Use experts sparingly and only when fundamental to the storytelling.

### **What is the best choice for characters for "21st century"?**

Please look for subjects who tell their own stories in a compelling way. It is important to spend time with central characters to see them in various situations.

Please look also for characters whose struggles reflect universal themes and shared human values. Choose a character the audience can care about.

UNESCO is NOT interested in approaching these issues from an institutional point of view, but rather through a critical analysis of local, sub-regional or regional situations that can provide audiences with a fresh perspective on development issues as well as with a reflection on alternatives, at individual and community levels, to current state of affairs.

Development topics have traditionally been approached through conventional forms of audiovisual language. UNESCO does NOT wish to reproduce conventional approaches on these sometimes over-exposed issues but rather provide talented people with an opportunity to explore new, challenging and creative ways of encouraging reflection and debate on development issues through new uses of audiovisual language.

## Criteria for selection

- **Genre:** Feature segments (reports/documentary) for a news magazine show; **ONLY** production proposals that are daring, challenging, innovative and creative in their own right for their form, and/or content and original or unusual approach will be selected for production; proposals that are public service oriented.
- **Target: All publics.** UNESCO is interested in local approaches to global issues and will favour proposals that are addressed/accessible to a wide range of peoples and cultures in the world (universality through locality).
- **Duration:** 6 to 8 minutes.
- **Regions:** Proposals from developing countries are strongly encouraged.

## Submission mechanism

Interested producers/directors/filmmakers should submit:

- a cover page indicating their name, country, age, gender (male/female), a synopsis (one or two paragraphs) and an indication of development and societal issues the proposal addresses (see list of issues above);
- a complete and detailed script (including storyboard, if possible, with timing);
- a production project, including background, vision, production team members and their CVs, time framework, budget breakdown;
- examples of past work on DVD (DVDs will not be returned).

## Amount of grants

Grants will not exceed US\$6,000. UNESCO will sign a contract with each selected producer.

## Time framework

- **The deadline for submission is 15 October 2006.**
- UNESCO will study all proposals and notify those selected early November 2006.
- Production work: December 2006 - March 2007.
- Submission of pre-edited version (rough cut) to UNESCO before end of March 2007.

- Evaluation of rough cuts by UNESCO/UNDPI and corresponding adjustments: April 2007.
- Post-production work: May 2007.
- Final delivery is expected by June 2007.

### **Copyright**

UNESCO will request the unlimited, non-exclusive rights for feature segments and will disseminate them through broadcasters worldwide. It is the responsibility of the selected producers to clear all neighbouring rights related to the productions.

### **Address where proposals should be sent**

#### ***By mail:***

UNESCO  
ICT@PSB project  
Communication Development Division  
1, rue Miollis  
75015 Paris, France

***By e-mail:*** [creativecontent@unesco.org](mailto:creativecontent@unesco.org)