

MAIN ELIGIBILITY CRITERIA

- Program proposals must be submitted by non-media professionals (not employed by a telecommunications or televised production company)
- You must live in the service area of the community channel
- You must propose content that reflects local interests
- The program must be a distinctive concept, complementary to existing MATv programming schedule
- It must enhance viewers' learning or understanding, provide information, be useful
- You must clarify your involvement and that of your team members

DESIRED CONTENT

To assist you in selecting project ideas, you should know that the channel's programming falls into four main categories:

1. Town hall: Expression of local community interests
2. How to: Public services – ideas, advice, assistance and useful information that helps people function in their community
3. Culture: A local take on interesting books, movies, performing arts and comedy
4. Lifestyle: Personal well-being – healthy mind and body, accomplishments in your community

DESIRED FORMATS WITH FOCUS ON REGIONAL INTERESTS

- 28 or 58 minutes
- Service, cultural or current affairs program
- Documentary – docu-reality in social, cultural, history, science spheres
- Culture and performing arts
- Hybrid format or new genre
- Recreational or non-professional sports programs in a community

PROGRAMS NOT COVERED BY OUR MISSION

- General interest programs intended for all without a local flavour
- Fiction, drama projects
- Reality TV
- Variety shows
- Game shows
- Commercial projects, promotion of an artist, album or book

YOUR PROPOSAL MUST INCLUDE THE FOLLOWING INFORMATION

- ✓ A project summary (synopsis), number of episodes and running time
- ✓ Detailed description of program concept with information about the content and form: proposed themes
- ✓ Description of how a typical broadcast would proceed
- ✓ Objectives
- ✓ Target audience
- ✓ Biography of proponent
- ✓ Role and involvement of project proponent and team members

