

Request for Proposals: New Children's Series for Public Media

THIRTEEN, New York's flagship PBS station and a leading producer of quality educational media for children, is seeking concepts for original or book-based children's series for national public television and media platforms.

We welcome all ideas for children **ages 3-5 or 4-7**. In particular, we are interested in ideas that explore **science** themes. The goal should be to introduce and reinforce **educational content** through **unique, engaging, aspirational characters** and **funny, relatable stories**.

We are interested in working with diverse talent and presenting voices and experiences that reflect the range of backgrounds and cultures of children across the country.

The following are also priorities:

- **Innovation:** Novel, out-of-the-box ideas that move children's media forward.
- **Age-appropriateness:** Pitches that demonstrate an understanding of what is relevant, effective, and engaging for a diverse target audience.
- **Multiplatform experiences:** Concepts that thoughtfully explore narrative and educational content across multiple platforms (i.e., video, online/mobile games, hands-on activities, etc.).

Please do NOT send any ideas you've already pitched to PBS (including PBS Kids).

Proposals should include the following:

- Series premise and structure
- Character descriptions
- Format description
- Character and background designs (if available)
- Sample storylines
- Curriculum goal/overview

Note: Proposals may be any length.

Submission process:

Deadline: Monday, January 9, 2017*

Email your written proposal to kidspitches@thirteen.org, along with a completed copy of the attached cover sheet, signed copy of the attached release form, and current resume or bio. Once we receive your proposal, our development team will review it. If your idea grabs our attention and suits our goals, we will contact you to follow up and potentially arrange a pitch meeting with you.

(*WNET does accept pitches on a rolling basis, but those submitted by January 9th will have priority.)

ABOUT THIRTEEN

THIRTEEN's Children's and Educational Media Department produces a wide range of projects that spark imagination, encourage learning, and have lasting impact on kids' lives. The Emmy-award winning TV series and multiplatform project *Cyberchase* uses humor, action, and mystery to show kids that math is everywhere and everyone can be good at it. The web series *Oh Noah!* helps youngsters learn Spanish through wacky animated videos and interactive games. *Mission US*, aimed at tweens, features interactive adventure games that put players in the center of key events in U.S. history. *Get the Math*, a reality-style program and website, helps teens understand how algebra connects to fashion, music, video games, and more. WNET also presents the long-running preschool series *Bob the Builder* and *Thomas & Friends* on PBS KIDS. The unit seeks proposals for innovative, character-based series with educational content for kids. Of particular interest are series aimed at preschoolers, innovative formats, and multiplatform projects that break new ground in digital media.

For more information or questions about this RFP, please feel free to contact Jill Peters, director of creative development, at peters@thirteen.org.

Submission to WNET
New Children's Series for Public Media
Deadline: January 9, 2016

Personal information:

Name:

Email:

Phone:

Mailing address:

How did you hear about this RFP?

Optional: How would you identify your race or ethnicity? (Select all that apply.)

American Indian or Alaska Native

Asian or Pacific Islander

Black or African American

Hispanic or Latina/o

White

Other (Please specify: _____)

Your submission:

Title of your submission:

One-line synopsis/log line:

Curriculum focus:

In addition to a complete copy of this form and your pitch, please remember to include a signed copy of the attached release form as well as a current resume or bio.

Submission Release

By signing this release in the space indicated below and returning it to THIRTEEN Productions LLC (“THIRTEEN”) by email to kidspitches@thirteen.org, you are signifying your agreement with and acceptance of all terms and conditions of this Release as well as the terms and conditions in THIRTEEN’s Terms of Service (at <http://www.thirteen.org/about/terms-of-service/>). We have the right to change the terms and conditions of this Release at any time as described in our Terms of Service. You hereby acknowledge and agree to the following terms and conditions (collectively the “Release”):

1. You warrant that you are the sole and exclusive creator, author and owner of the materials you are submitting to THIRTEEN (the “Materials”), that to your knowledge no one else has any rights to the Materials, and that you have not incorporated any third party intellectual property in the Materials. You further warrant that no rights in the Materials have previously been granted to anyone nor have the Materials otherwise been exploited in any way. You believe that your Materials are unique and original.
2. The Materials do not infringe upon, violate the privacy of, constitute a libel or slander against, or violate any copyright, trademark, literary, artistic, dramatic, musical, or any other right, of any third party.
3. You acknowledge that there does not now exist, nor has there ever existed, a fiduciary relationship between you and THIRTEEN regarding the Materials or subject matter of this Release. You make this submission voluntarily. You and WNET have not yet reached an agreement concerning the use of the Materials and you realize that no obligation of any kind is assumed by, or may be implied against, THIRTEEN unless and until a formal written contract has been entered into between you and THIRTEEN, and then the obligation shall be only as expressed in the formal written contract.
4. You acknowledge that there may be: (i) material or ideas in the public domain; or (ii) other persons, including WNET, who have submitted (or will submit) material to THIRTEEN or have made (or will make) material public that is, in each case, similar or identical material to the Materials submitted by you, and that WNET shall have the right to use this similar or identical material shall be under no obligation to you with respect to the Materials submitted, and shall not be beholden to you for to any form of compensation in connection with said use.
5. You agree to retain an original copy of the Materials you submit to THIRTEEN and you fully release and discharge WNET from any liability in connection with any loss or damage to the Materials. You acknowledge that WNET is not obligated to return the Materials to you and, accordingly, WNET may destroy the Materials 90 days after it is submitted to WNET, and you release WNET from liability for destruction of the Materials.
6. This Release shall be governed by the laws of the State of New York.

7. This Release constitutes our entire understanding and agreement, and supersedes all prior understandings, whether written or oral. Any subsequent modification or waiver of this Release must be in writing, signed by both you and THIRTEEN. The invalidity of any provision hereof is not to affect the remaining provisions.

8. You are agreeing to this Release voluntarily, without coercion or undue influence from any source, and do so with complete understanding of all its terms and effects, and every portion thereof.

Accepted and Agreed To:

By: _____

Signature: _____

Address: _____

Phone: _____

Date: _____