**Chicken & Egg Pictures**

**Open Call for 2018 Accelerator Lab - Application Questions**

Before applying, please be sure to read carefully through our website’s [Programs](http://chickeneggpics.org/programs/) page for everything you need to know about our Criteria, Guidelines, Application Checklist, and FAQ.

This year we have fully opted in [The Documentary Core Application](http://www.documentary.org/funding/documentary-core-application-project). This application was written with the practical side of fundraising in mind, and we encourage you to see it as a useful exercise. Do push yourself to write authentic, simple, specific, and visual prose. Our hope is that your responses to these questions will result in material that may be used for additional applications as you move forward with your fundraising.

This open call is only for filmmakers directing nonfiction feature length films (50 minutes or more). Projects must be in early-production or up to mid-production, with no more than 60% of their footage shot by the date of application.

**PROJECT DESCRIPTION**

**Project title**

Please do not include quotation marks around your title

**Logline**

Please provide a brief, catchy summary of your story. *Approximately 2-3 sentences OR 500 characters max)*

**Story Summary/Synopsis**

What is your story and story structure? Give an overview introducing your main characters, their dramatic arcs, and potential plot points. Describe the anticipated story structure and narrative trajectory, or potential character arcs for your project. Discuss your access to the story and characters. *Approximately 1 to 2 pages OR 8000 characters max.* *Note: Don’t feel compelled to reach the maximum character count. We encourage you to be concise!*

**Topic Summary**

Describe why this topic is important, timely, or relevant? Things to consider include: Why are you the best person to make a film about this? Explain the cultural or social relevance and context for the topic, and why this project is timely or urgent. Detail the topics, issues, themes, challenges, stakes, or questions that your project will cover. *Approximately 1 to 2 pages OR 8000 characters max. Note: Don’t feel compelled to reach the maximum character count. We encourage you to be concise!*

**Artistic Approach**

How are you going to tell this story? Describe your creative vision for the finished project – its visual look and feel. Explain your intended use of cinematic language or any particular artistic approach that informs the storytelling. *Approximately 1/2 page OR 2000 characters max.*

**Project Stage and Timeline**

Explain the current status of the project. Outline the projected production timeline from the project’s current state to the anticipated completion date. Your timeline should cover both the creative and production schedules, and anticipated post-production and release dates. If you have applied to this fund previously, please share how your project has progressed since the last time you applied. *Approximately 1 paragraph OR 1200 characters max.*

**AUDIENCE AND DISTRIBUTION**

**Distribution and Marketing Strategy**

Characterize the intended distribution life for your film. Specify plans for festival, theatrical, and/or community screenings, as well as your plans for securing broadcast and/or distribution.

*Approximately 1 paragraph OR 1200 characters max.*

**Intended Audience**

Describe the anticipated audience for your project, including any underserved audiences. How do you plan to reach your target audiences? How do you plan to reach your target audience? How have you addressed the needs and interests of this audience in your film? What is your relationship and access to this community? *Approximately 1 paragraph OR 1200 characters max.*

**Audience Engagement and Social Impact - *If applicable***

Audience Engagement is a strategy designed to activate audiences and constituencies toward specific goals. Not all films are suited for social engagement, but if yours is, what action do you hope for viewers to take after seeing your film? Potential activities could include organizational partnerships, educational guides, targeted stakeholder/community screenings, social media strategies, multi-platform activities, or social change campaigns. Do you have partnerships with organizations in your issue area already and, if so, how are these relationships informing your project development? *Approximately 1 to 2 paragraphs OR 2400 characters max.*

**KEY CREATIVE PERSONNEL**

**Bios of Key Creative Personnel**

Provide brief biographies for other key members in your team: producer(s), cinematographer, and/or editor. Include notable credits and/or major recognition or award information. For each key creative team member, include information about relevant expertise and the individual’s role in the project. Bullet list the names and titles of any attached advisors and/or consultants. *Approximately 1 paragraph OR 1200 characters max. per short bio.*

**FUNDRAISING STRATEGY AND GRANT IMPACT**

**Fundraising Strategy**

Describe the strategy for raising the additional funds necessary to complete the project. Be specific. *Approximately 1 paragraph OR 1200 characters max.*

**Funding to Date**

Provide a list of all sources and amounts raised to date. Distinguish between potential sources of funding and secured amounts. List the status of other sources of funding (planning to apply, application pending, funding committed, or funding received).

Example:

|  |  |  |
| --- | --- | --- |
| **Source** | **Amount** | **Status** |
| Foundation A | $x | Funding Received |
| Private Investment  | $x | Funding Received |
| Foundation  | $x | Application Pending |
| Broadcast License A | $x | Planning to Apply |
| Crowdfunding Campaign | $x | Funding Received |

**Grant Impact**

This is a multi-part grant which means it will be disbursed over the course of the year. Should you receive a grant, described how any granted funds would be spent and how the amount requested would help you move forward with your project. *Approximately 1 paragraph OR 1200 characters max.*

**BUDGET**

**Total Budget**

Enter the amount in U.S dollars using just numerals.

**Comprehensive Line Item Expense Budget**

Please upload a breakdown of your project’s projected expenses, from development through release, in US dollars, including a grand total. Provide budget notes for any areas that may be viewed as out of the ordinary or which require further explanation. You may use your own budget format, but we strongly encourage you to watch this [Basic Budgeting Webinar](https://www.youtube.com/watch?v=vOV9Guh-35o) to follow budgeting best practices.

*Note: We fully support filmmakers paying themselves, so please include that line item in your*

*budget.*

Please upload it here as PDF or Excel file (filename must end in .pdf or .xlsx).

**WORK SAMPLES**

Before submitting work samples, please review the program page on our website for guidelines and requirements regarding the short, additional and prior project samples.

**1. CURRENT PROJECT SAMPLE - Required**

**URL**

Please make work samples downloadable, and double check that the link and password work correctly before submitting your sample.

**Password**

**Running time**

The running time for your Current Project Sample should be no less than 7 minutes and not exceed 20 minutes. Please round to whole numbers, in minutes.

The up to 20-minute total sample length can include 2 or 3 scene selects or excerpts, or a combination of a trailer and a scene select. Make sure to separate them with title cards. If you are submitting a trailer, we strongly encourage you to also submit scene select(s) or excerpt(s) because, while trailers can give us a good idea of your characters, story, and place, they often don’t let us appreciate your visual style, sense of rhythm, and how you work with your characters.

**Description**

Specify what type of sample or combination of samples you are submitting: Trailer; Scene select(s) or excerpt(s); Character strand(s).

Describe the sample you are submitting for consideration. What should reviewers be looking for in your sample? Explain what is present or absent in the sample, and how it will differ as a finished film. How is it representative of the intended story, style, subject, or other aspect of the project? *Approximately 1 paragraph OR 1200 characters max.*

**2. DIRECTOR’S PRIOR WORK SAMPLE - Optional for first-time filmmakers / Mandatory for second-time filmmakers**

Prior work sample must be documentary, hybrid of fiction and nonfiction, or other forms of nonfiction. Sample can be feature-length film or short format, including web series, animation, or experimental. Fiction work, music videos, commercial work, and PSAs are not accepted as prior work sample. We value the creative value of this work but because of its nature it does not allow us to see your author’s voice and your vision as a documentary filmmaker.

**Optional for first-time filmmakers**: May submit previously directed work that is not feature-length film but this **must still be** documentary, hybrid or other form of nonfiction, such as web series, animation or experimental. If none of this is available, you may submit a work sample from a separate project in which you held a prominent role in the production, such as producer, A.D., cinematographer or editor. Please be sure to describe your role in the creation of the completed work submitted.

Note that samples of work directed by you are strongly preferred over samples of work where you held a prominent role but did not participate as director or co-director.

**Mandatory for second-time filmmakers:** Must submit a prior work sample of a completed feature-length film in which you participated as director or co-director.

Co-directing teams that consist of a first-time/second-time filmmaker and a veteran filmmaker must submit a prior work sample from the first-time/second-time filmmaker.

**Film Title**

**URL**

Please make work samples downloadable, and double check that the link and password work correctly before submitting your sample.

**Password**

**Running Time**

Please round to whole numbers, in minutes. There is no time limit for your Prior Work Sample. Please provide a link to the complete film.

**Description**

Describe the sample you are submitting for consideration, including its narrative, aesthetic, or communication intentions. Discuss the relevance of the work to the current project, if any. If the current project is a departure from the prior work, how will this film differ? If you wish the panel review a specific section of your prior work, note the start and end running times of a 10-minute section that you’d especially like to highlight. If the film was co-directed, specify the name of the co-director. *Approximately 1 paragraph OR 1200 characters max.*

**SUPPLEMENTAL QUESTIONS**

**Director’s Artist Statement**

What drives you to be a storyteller? Why nonfiction filmmaking? What is unique about your art, perspective, and voice? What is the central theme, core issue, or big question you’re exploring - in this project and/or your growing body of work? Be specific rather than general. Please reference your life experience, background, community, etc. *Approximately 1 page OR 4000 characters max. Note: Don’t feel compelled to reach the maximum character count. We encourage you to be concise!*

**Project's website** (optional)

**Geographic Region**

Pease indicate the primary region where your film takes place.

**Primary Subject Matter**

**Other Subject Matter** (optional)

 **Other Subject Matter** (optional)

**Project Still**

Please upload a still image that is core to your film’s story line. (file name must end with .jpeg, .png, or .tiff). If possible, please crop to a 2:3 aspect ratio (vertical) and a size no larger than 1400 x 2100.