

CHICAGO DIGITAL MEDIA PRODUCTION FUND

HELPFUL TIPS

“How can I make my project more likely to be funded?” We’re glad you asked.

1. Social Change.

Ideally, the work produced in these videos should have an impact, be transformative, and illustrate a contemporary social issue in a new way. This can be done in a variety of ways, but the intention here is to get people excited and inspired: about the video, about the issue, and then to take the extra step to get involved.

2. Supplementary Media.

While the core of the proposal should be about funding an outstanding web video/app/game, the content of the project could be further explored and enhanced by using various forms of new media. These can include Facebook, Twitter, Tumblr, Instagram, Pinterest, Snapchat, Reddit, blogs, websites, mobile apps and/or games (for video projects), and many others. Supplementary media could be used as part of a marketing strategy for the video, a platform from which to show the video, and/or a means to provide additional material. The use of these media should be articulated in the Online Distribution & Exhibition Plan section of the application.

3. Creativity.

Artistic merit will count heavily toward final decisions. There should absolutely be a unique style, approach, or voice to the project that illuminates the subject in a special way. Traditional storytelling is good, but we’re more interested in projects that take risks, and find new ways of storytelling that are not explored in traditional media.

4. Distribution & Outreach Plan.

The goal of the fund is to have work as widely seen as possible. A significant amount of consideration will be placed on your outreach and distribution strategy. Proposals should include outreach partners, effective ways to reach your target audience and promote online viewership.

5. Study guide.

Projects with target audiences that include youth or are primarily aimed at youth are highly desirable to the Grantor. Proposals may consider including a study guide, curriculum, or interactive educational element in the distribution section so that if the work is appropriate for students, a teacher, or youth coach can help facilitate discussion of work and elaborate further on context and interpretation.

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