



DCTV Capacity Building Grant

Frequently Asked Questions

Q:	What is the grant match and why is it required?
A:	<i>The grant match is a monetary payment that is required by the grantee based on the respective level of Bronze, Silver or Gold. It represents a small percentage of the costs associated with providing the value of the services being offered. This allows both parties to have an investment in the grant fulfillment. The cost of the grant match is a minimal fee compared to the market value of the program deliverables.</i>
Q:	Can I pay the grant match with in-kind services?
A:	<i>The grant match cannot be paid with in-kind services. The acceptable payments are credit card, check or money order.</i>
Q:	If I would like to add more to my story after filming has occurred, can I request a re-shoot?
A:	<i>Grantees may hire DCTV's Creative Services to create additional content not offered through the grants. These services are subsidized for Grantees, and so are a very affordable way to produce additional content.</i>
Q:	Will I be given a specific deliverable date of when to expect my visual content?
A:	<i>DCTV will provide the on-air dates to grantees once DCTV has completed producing, filming, editing; developed distribution and promotion plan; and scheduled the on-air dates. Grantees may be asked to participate in promoting the on-air dates, and if so, will be provided the necessary communications information. After airing DCTV will provide grantees access to the files of completed pieces that are licensed to grantees under the Grant Agreement.</i>
Q:	Do I have control over when my story is produced?
A:	<i>The production schedule and timelines are set by DCTV. Grantees may inform DCTV about special circumstances that may affect the timing or content of their story, however, the production schedule is significantly complex, and while at times such information may coincide with the production schedule, DCTV does not revise the timeline of production.</i>
Q:	Can my grant be forfeited if I do not comply with the needs of the production team?
A:	<i>Yes. The grant agreement specifically requires that the grantee be timely responsive to all requests made by DCTV and reasonably accommodate and participate in the planning of the production schedule.</i>



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Q:	Will our organization receive the raw files that are captured and filmed for the production of telling our story?
A:	<i>Raw footage/files will not be provided. Only the produced finished product is licensed for use under the Grant Agreement, and will be delivered.</i>
Q:	Who actually owns the content being filmed?
A:	<i>All of the content is owned by DCTV. Through the Grant Agreement, DCTV provides a license for grantees to use the completed whole pieces. Each piece is made available for use by the grantee once it has been broadcast over DCTV's network airing on the Comcast, RCN or Verizon FioS cable platforms.</i>
Q:	Are grant recipients permitted to direct people to our website and/or donate page when we appear on DCTV produced programming?
A:	<i>The direction of the production for our original programs is to focus on the impact of the work that grantees are doing and will not include content related to or directing people to the means of making donations. Under the Grant Agreement license for use of content, once each finished piece is made available to the Grantee, the Grantee may use the piece to support or in conjunction with fundraising appeals and direct asks for donations.</i>
Q:	In DCTV produced content/programming, are representatives permitted to mention specific campaigns/events and where to find more information (without making direct appeals to fundraising)?
A:	<i>Mentioning events, campaigns, fundraising events or any form of fundraising, including direct appeals for donations, is not the focus of the program content and will not be permitted.</i>
Q:	Who is responsible for clearing the rights to any material provided to DCTV (such as photos, music, previously recorded interviews etc.) for use in the production of our content?
A:	<i>Signing the Grant Agreement is also declaring that the nonprofit is guaranteeing that all rights and permissions for materials (owned by the nonprofit Grantee, or authorized by a third party for use by the nonprofit Grantee) and persons appearing in the program are obtained in advance of recording, and no further action is needed, including actually providing the written documentation. If we revise this to require the nonprofit also upload the completed permissions to DCTV, we will notify grantees of the change.</i>