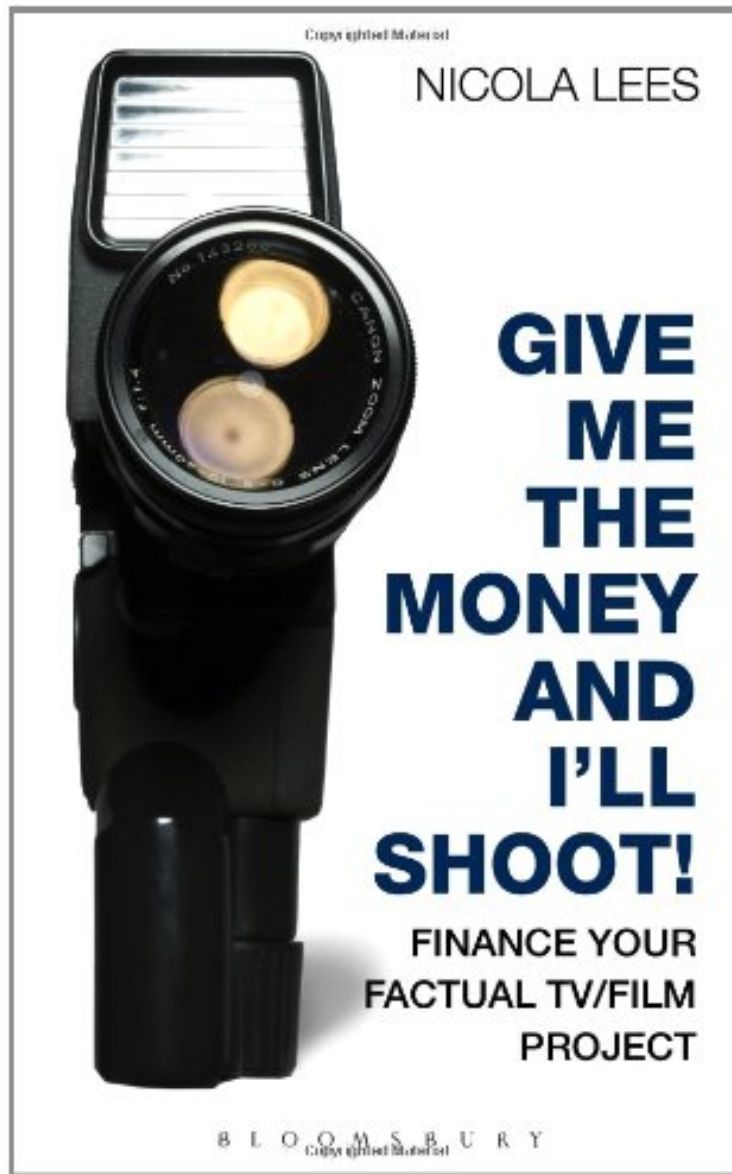


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## Give Me the Money and I'll Shoot!: Finance your Factual TV/Film Project (Professional Media Practice)

*Nicola Lees*

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**Nicola Lees : Give Me the Money and I'll Shoot!: Finance your Factual TV/Film Project (Professional Media Practice)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Give Me the

## Money and I'll Shoot!: Finance your Factual TV/Film Project (Professional Media Practice):

The must-have guide to traditional, emerging and creative TV funding models that are being developed and exploited by social media-savvy documentary filmmakers. Each chapter covers a different form of funding and combines advice from industry insiders - producers, buyers, specialist media agencies and corporate funding bodies - and entertaining case studies that illustrate the benefits and pitfalls of each method. With practical tips, case studies and advice it reveals what grantors, brands and NGOs are looking for in a pitch (they all have different needs and expectations), and the cultural differences that can trip up the unwary producer. Funding examples range from blue-chip TV documentaries, such as Planet Earth, which was co-funded by the BBC, Discovery NHK and CBC to The TV Book Club (More 4), which is funded by Specsavers opticians; to Lemonade Movie, which harnessed the power of Twitter to source free equipment and post-production resources. Readers will discover: the difference between co-productions, pre-sales and acquisitions; how to develop and pitch advertiser funded programming; the new rules on product placement; where to hunt for foundation and grant funding and how to fill in those fiendish application forms; the power of crowd-funding and how to harness the internet; how to sniff out grants and funds held in non-film focused organisations such as the Wellcome Trust; why corporations are keen to fund your documentary and how to get them to part with their money without giving up your editorial control.

The orderly method is perfect for this type of step-by-step guidebook, as it unambiguously breaks down each potential source of funding [] But the real pearls of wisdom this book offers are the little tidbits provided by the many producers, directors and documentary-making insiders who are interviewed in the final third of the tome. Video Age International Magazine, January 2014 About the Author Nicola Lees has developed documentaries, docudramas, multiplatform and reality programmes for network and cable channels, including the BBC and Discovery, Travel Channel, National Geographic and TLC in the USA. Nicola consults for international clients and is editor of [www.tvmole.com](http://www.tvmole.com) dedicated to factual development. She is author of Greenlit: Developing Factual/Reality TV Ideas from Concept to Pitch.