



**The American Center Korea, U.S. Embassy Seoul
Video Production Grant Opportunity 2017**

Overview: The American Center Korea is accepting grant applications from individuals interested in producing a series of short videos which highlight U.S. culture, values, and society on behalf of the American Center Korea. We are interested in projects which will produce an energetic, creative, upbeat series of videos that support a better understanding of the U.S. At the same time, our goal is also to help raise awareness of the American Center Korea as an open, inviting venue with engaging programs for young Koreans.

Requirements:

1. We prefer proposals which include a minimum of 10 videos. Proposals with less will be considered on a case-by-case basis.
2. We would like the videos to be both esthetically and thematically appropriate for Koreans age 15 to 30.
3. Each video should not exceed 3 minutes.
4. The final product should be optimized for viewing over social media.
5. Each video should be filmed at least in part at the American Center Korea.
6. Successful grant applications will include costs to cover all aspects of the video production project, from scripts to editing to final production. Budgets cannot increase after being selected.
7. All videos must be subtitled and close captioned.
8. All proposals must include a project timeline and identify milestones.
9. The project must be completed within one calendar year upon being selected.
10. All grant proposals must be received by 6:00PM on June 16. Please mail grant proposals to both KimSN@state.gov and AmericanCenterKorea@state.gov.

Themes

Grantees have creative license to propose all aspects of the series, keeping in mind the following guidelines.

1. Include at least one proposed promotional video for **American Center Korea**; describe the location, types of programs and services provided. *Maximum length: 1 minute*
2. Include at least three videos on career development.
3. Include videos which help introduce, discuss and explain aspect of U.S. culture which are interesting to young Koreans. This may include U.S. views on gender equality, diversity, food trends, American English (slang, etc.), travel, etc.

Comments:

The finished videos will be shared by the American Center and the U.S. Embassy Seoul on our social media sites. The American Center will provide guidance and feedback throughout the project; all final content is subject to approval by the American Center. The American Center retains the sole rights to the completed project material.

Budget:

Proposals must not exceed KRW50,000,000 total for the entire series. Funds will be divided and distributed evenly after the completion of each video in the series.

Proposal and Deadline:

All grant proposals must be received by 6:00PM on June 16. Please mail grant proposals to both KimSN@state.gov and AmericanCenterKorea@state.gov.

- Grant proposals should include details about the applicant's background and experience and examples of their prior work.
- Shortlisted proposals will be notified and interviews scheduled for June 19-23, 2017.

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