



## British Sign Language Broadcasting Trust

The British Sign Language Broadcasting Trust ("BSLBT") was established in 2008 to increase the amount of sign-presented programming on television. See our website at [www.bslbt.co.uk](http://www.bslbt.co.uk).

The Trust's ambition is to provide programming which will be more daring and innovative than anything ever offered directly to the Deaf (Sign Language) community. All programmes are presented in British Sign Language and aimed at Deaf people from all walks of life.

We have moved to a more flexible commissioning process where we are less specific in our requirements. We want to work with programme makers to develop ideas and we will also consider complete proposals for programmes and for full series.

We have already commissioned a magazine series, a chat show and some short dramas for 2010, and now we are looking to fill our 2010 transmission schedule, and for new ideas for possible series and programmes for 2011.

For 2010 we are particularly looking for:

Programming	Dates for contacting BSLBT	Programme delivery to BSLBT
Children's programmes: <ul style="list-style-type: none"><li>• Up to 4 x 27 minutes</li><li>• Up to 8 x 13.5 minutes</li></ul>	Now - 1 <sup>st</sup> March 2010	June 2010
Election programme: 1 x 27 minutes	Now - 1 <sup>st</sup> March 2010	One week before Election Day
Singles/Pairs/Series/Pilots/ Up to 6 x 27 minutes	1) Now – 1 <sup>st</sup> May 2010 2) Now – 1 <sup>st</sup> August 2010	August – October 2010
Christmas Special: 1 x 27 minutes	No w – August 2010	November 2010

**You will find more information on the following pages. Also, please do contact Maggie Swinfen, BSLBT's Production Manager, if you would like to discuss your ideas with the BSLBT commissioning team:**

**[maggie@bslbt.co.uk](mailto:maggie@bslbt.co.uk) or 07545 601 664.**

## **More information for BSLBT 2010 and 2011 Commissioning**

### **Important notes**

1. We require broadcast-quality programmes with very high-quality BSL presentation.
2. We are looking for new and innovative ideas that have not been seen on Deaf television before.
3. We need to deliver completed programmes to our broadcast partner well in advance of transmission, unless we have made special arrangements for topical programmes.
4. Programmes must be suitable for broadcast at *all* times of day.
5. Programmes must be compliant with all relevant Ofcom regulations.
6. All programmes must have open subtitles.
7. Voiceover will be discussed and agreed with BSLBT.
8. BSLBT actively encourages co-productions, and can offer advice and support to make this happen.

### **On-screen Talent**

- We are looking for new Deaf talent, as well as welcoming existing successful Deaf talent.
- We actively encourage open auditions.

### **Off-screen Talent**

Developing and promoting off screen Deaf talent is as important to us as promoting on-screen talent. We expect the production team to:

- have a strong understanding of the language and culture of Deaf people's lives as well as the key issues related to the Deaf community
- be fluent in BSL and be proficient in the filming and grammar of Deaf TV
- have experience of making sign-presented television programmes for a Deaf audience
- have a Deaf person in at least some of the key creative roles: e.g. producer, director, editor
- actively develop and encourage new and existing Deaf talent.

### **BSLBT Website**

Our website is an important and integral part of BSLBT, and a powerful way to reach our core Deaf audience. All programme proposals should include ideas on how additional content could enhance the BSLBT website at no extra cost, and how this would enhance the experience for our target audience.

### **Press and PR**

Marketing and promotion are essential to building the profile of the BSL Zone and particular programmes. Presenters and contributors must be available to do media interviews and assist with promotion of the programmes.

### **Rights**

All content in factual programmes must be cleared for all media in perpetuity. Content in children's and drama programmes may be negotiated differently. Any potential third-party clearance issues must be mentioned in the programme proposal. Music guidelines and delivery requirements are available on request.

### **Budget**

The average budget for a 27-minute programme is £25,000 plus VAT.