



## Program Overview

The FRP Writers' Neighborhood for emerging BIPOC writers focuses on how to build and sustain a career as a freelance writer of a children's series. Program participants will learn from the current writers, story editors, head writers, and producers working on the children's series FRP currently produces for PBS KIDS, including *Donkey Hodie*, *Daniel Tiger's Neighborhood*, and *Alma's Way*, as well as other top industry creatives. We look forward to bringing in a diverse group of talent because building one's career is not just about "who you know," but also "who knows you."

## Program Goals for FRP Writers' Neighborhood

Help to diversify children's media by seeking out and providing training and support to new and emerging writers from underrepresented racial groups as they build freelance careers.

- The eight-week intensive program will focus on expanding the fellows' professional development:
  - Help writers understand the landscape of children's television in the U.S.
  - Fellows will begin to structure or polish their brand as a freelance writer (in terms of presenting their portfolio in person and via social media)
    - Resumé polishing assistance
    - Templates for emails for introducing themselves, pitching for a job, and follow-up from an in-person meeting at an event
  - Gain a better understanding of the overall production process
  - Understand the creative structure of a show—what head writers and producers look for when seeking new writers through case studies of FRP's series
  - Master the art of networking
  - Improve pitching skills (coaching for introducing themselves virtually or in person)
  - Learn the voice of a new show and writing for different genres (e.g., animation, live-action, puppets)
  - Gain insights from other leading industry creatives including head writers, producers, and executives
- In addition, writers who complete the program will receive:
  - Group meet-ups with FRP staff and guest experts for six months (virtually)
  - Mentorship from an expert in children's media (three, 45-minute sessions)
  - An invitation to pitch to write for an FRP show (within one year of completing the program)
- FRP will also:
  - Offer participants an honorarium and pay for travel and accommodations to Pittsburgh, PA
  - Publicize writers to our network through social media, direct email, etc.
  - Host a virtual panel with participants after the program is completed