



BBWC Community Spotlight: Policy

Date Updated: October 14, 2015

Approved by: Dr. Jeffrey Brudney, PhD, and the BBWC Team

**Purpose:**

Holding to the mission of the Building a Better Wilmington Campaign to increase the visibility, effectiveness, and sustainability of nonprofit organizations in Southeastern North Carolina, this policy has been created to define the BBWC Community Spotlight opportunity for area nonprofits.

**BBWC Community Spotlight:**

A 1-2 minute community spotlight film showcasing the exceptional work of area nonprofits to be used in classrooms on the UNCW campus, and by BBWC, as well as to be presented to the organization to use for promotional purposes.

**Guidelines:**

**1. Who is eligible to participate?**

- 1.1. Any nonprofit, not politically affiliated, located within Southeastern North Carolina counties: Bladen, Brunswick, Columbus, Cumberland, New Hanover, Onslow, Pender, Robeson, Sampson.

**2. What is provided?**

- 2.1. A one hour meeting at your organization to discuss the film about your nonprofit.
- 2.2. A UNCW student filmmaker will spend approximately 2-4 hours filming at the organization.
  - 2.2.1. One interview with selected leader(s) of the organization to be included in the film.
  - 2.2.2. Additional footage of the organization's activities. The film will not be made to promote a specific event.
- 2.3. A customized "special thanks" credit slide(s).
- 2.4. A slide(s) crediting BBWC, UNCW, and the filmmaker.
- 2.5. A completed 1-2 minute community spotlight feature film presented to your organization.

**3. How to participate?**

- 3.1. Complete an application located:  
Online at [www.uncw/bbwc](http://www.uncw/bbwc).  
BBWC Office: UNCW, 601 South College Rd., Leutze Hall Rm 264  
Request a mailed copy: email [rlb2618@uncw.edu](mailto:rlb2618@uncw.edu).

**4. How long does it take to receive the final film?**

- 4.1. A 1-2 minute edited film will take approximately 15-20 hours of production time. The goal is to turnaround each project from the interview to the final product in a timely manner.

**5. Who to contact with questions?**

- 5.1. Rachel Bodkin-Fox, Director, Building a Better Wilmington Campaign: [rlb2618@uncw.edu](mailto:rlb2618@uncw.edu); 910-232-0997.
- 5.2. Jeffrey Brudney, PhD, Betty and Dan Cameron Family Distinguished Professor of Innovation in the Nonprofit Sector: [brudneyj@uncw.edu](mailto:brudneyj@uncw.edu); 910-962-3920.

**Any use of the film must be credited to the filmmaker(s) and BBWC. All artistic control of the film and the process is exclusively given to the filmmakers and BBWC. UNCW is the sole owner of the film and retains all rights to the product. All permission and liability forms must be signed prior to filming.**