

**APPLICATION FOR FUNDS
2003-04**

Sample Grant Application: Area Enhancement Grant

Before filling out this form, it is very important for you to read the Applicant Information pages to be sure your proposal qualifies for funding consideration. Applications must be received by the _____ deadline to receive consideration by the Committee.

APPLICATIONS RECEIVED AFTER THE DEADLINE WILL NOT BE ACCEPTED.

Some proposals may require liability insurance.

Committee recommendations are subject to approval.

Please try to limit your answers to the space provided. You can use a computer or word processor to answer questions #1 - #7.

Submit one completed original application form, with a brief cover letter and nine (9) additional double-sided copies.

This form should be delivered to:

Organization YOUR ORGANIZATION

Title of Project **“ADVENTURES IN TELEVISION”**

Address YOUR ADDRESS

City, State, Zip

Project Coordinator NAME

Phone: PHONE

Chairperson of Governing Board _____ Phone _____

Is this your first grant application to the Enhancement Committee? **X** yes __no

PROPOSAL INFORMATION

1. **Briefly describe the project for which you are requesting funds:**

Adventures in Television is a digital video and media education camp for # disadvantaged youth, ages 11 – 16, from the CITY metropolitan area, held at the state-of-the-art studios in AREA & CITY. The camp, now in its fifth year, nationally, is scheduled to take place DATES. It provides a unique opportunity for students to learn video and media production, while providing a valuable service for # & CITY area nonprofit organizations. The students produce PSAs (public service announcements) for the nonprofits as part of their training. The PSAs then air on local public access channels: CHANNEL NUMBERS. The nonprofits can also deliver their PSAs to commercial networks, and use them in their ongoing work to educate the community about their services. The YOUTH ORGANIZATION is our project partner. They are responsible for recruiting our # camp participants from # different clubs around the metropolitan area. Camp participants learn the ‘nuts and bolts’ skills of video production, and gain hands-on experience operating cameras and editing equipment. They review scripts, learn the fundamentals of staging and studio protocol, and how to prepare and conduct a “shoot.” They “shoot” “on location” at the nonprofit organizations, working with their staff and volunteers. Each student receives a production manual, and information on how to apply their knowledge to become a volunteer producer at YOUR ORGANIZATION or take their new found skills in oursuit of a media career. The week culminates with a gala “Premiere Party” at VENUE. The mayor, government officials, sponsors, grantors, volunteers, as well as family and friends join the students in celebrating the debut of their video creations on the ‘big screen.’ The camp is directed by NAME Education Coordinator at YOUR ORGANIZATION, and NAME, YOUR ORGANIZATION’s Executive Director. Staff producers serve as lead instructors. Volunteer assistance is drawn from our pool of certified community producers.

2. **Describe why this project was selected and the need(s) to which it will respond.**

Adventures in Television debuted at Portland Cable Access (Portland, Oregon) as a summer youth media camp in 2000, under the primary support of AT&T Broadband. At a time when arts programs were being severely curtailed in our school system, it provided a unique opportunity for disadvantaged kids to gain media literacy skills through a practical, hands-on program. Participants were exposed to the world of video production, and to the world of working in the media. It provided a focused and productive place to be during the summer. It offered students opportunities for team-work, skill development and observation of positive adult role models. It also exposed them to potential career opportunities in media production, as well as to the work of the nonprofit organizations they teamed with. The program has been very successful for the last three years, nationally, and we would like to carry that tradition. With the downturn in our economy, and the further erosion of our educational system, we see this program as more valuable than ever. Camps and experiences for training and vocational exposure are greatly needed. One of the best ways to reduce recreational drug use, gang related crime and teen pregnancy is to provide opportunities for enjoyment and education through organizations like ourselves and those we have partnered with. The summer and after-school hours when parents are at work are the most vulnerable times for junior and high school kids. In addition, *Adventures in Television* empowers young participants to create their own, original media and not simply be passive observers of and innocent bi-standers to the media.

3. **Describe how your proposal meets one or more of the Guidelines for Funding as shown in Pages 1 and 2 of Applicant Information.**

Adventures in Television directly addresses Goal 9, by providing a training opportunity that specifically benefits youth, and has an indirect impact on Goal 1, addressing employment and economic opportunities for residents.

Goal 9: The program recruits youth from the YOUTH ORGANIZATION. The youth receive an intensive, hands-on, week-long education in the ‘nuts and bolts’ skills of video production, as described above. Their training has a tangible result; public service announcements produced for area nonprofits. In turn, the PSAs are screened at the VENUE, receive airtime on public access channels, and are usually broadcast on commercial television. The youth will return to their community with new skills, an enhanced sense of self-esteem, a greater sense of educational and career paths for the future, and an understanding of ways in which they might serve their immediate community.

Goal 1: *Adventures in Television*, increases training and educational opportunities which can result in increased employment and economic opportunities for these students with new found media skills. Many leave the program realizing that they would like to pursue a career in the field of media as well as with a few ideas of how to attain that goal.

4. **How will you use community resources in this project and what community resources will you use?**

The YOUTH ORGANIZATION is our partner in this project. They are responsible for recruiting our # camp participants. The VENUE is donating use of its historic theater for our “premiere party.” In addition, we will draw from our pool of experienced community producers to serve as volunteer assistants during the camp, working with the students as technical advisors, administrative support and on any problems that might arise. We are approaching area restaurants with the opportunity to sponsor meals for the students, staff and volunteer crew during the week. We are also approaching our vendors regarding donating supplies or services, such as videotape and tape duplication. In addition, we have initiated an application process for area nonprofit organizations to apply to have a public service announcement produced for their organization by our students. # nonprofits will be selected.

5. a. **Project Period:** A one-week day camp during DATE

Beginning date _____

Completion date _____

5.b. Geographic area to be served by project (must conform to boundaries of Enhancement area or portions of the area as shown in brochure map).

How will the community benefit by your project and in what numbers?

Adventures in Television provides a unique opportunity for # economically disadvantaged, at-risk young people from AREA to stretch their educational horizons, gain new skills and put their

imaginations to productive use. Interacting with # of their peers, they will have the opportunity to work in a professional environment, and be exposed to a viable alternative to a destructive cycle of drug use, violence and gang involvement that is prevalent during the summer months, often pervading communities such as TARGETED AREA.

The YOUTH ORGANIZATION enriches the lives of hundreds of youth each year through their activities. Their Mission is in harmony with *Adventures in Television*: “..dedicated to helping all youth reach their maximum potential, with special concern for those from disadvantaged circumstances.” The community can only benefit by the ripple effect of exposing these vulnerable kids to a rich, rewarding summer experience that will help lead them to making productive career and educational choices in the future. In addition, many of these kids will return to YOUR ORGANIZATION as producers, telling their stories and those of their communities. This not only enriches the community, but provides a unique opportunity for the community to jumpstart and invest in the nascent careers of the young film and media makers of tomorrow.

In addition, # area nonprofits will benefit by having their stories told through the public service announcements produced by the youth on their behalf. Some of these organizations are based in TARGET AREA, in which case the community will receive greater exposure to their work and services.

6. Total Proposed Budget

YOUR ORGANIZATION
“Adventures in Television”
Cash Budget

| LABOR | COST | HOURS | TOTALS |
|--|-------------|--------------|---------------|
| LEAD INSTRUCTOR | \$ | 70-80 | |
| TECH INSTRUCTORS | \$ | 35-45 | |
| SUPPORT INSTRUCTORS | \$ | 175-200 | |
| 4 PRODUCTION INSTRUCTORS | \$ | 70-80 | |
| OUTREACH COORDINATION | \$ | 70-80 | |
| ENGINEERING SUPPORT | \$ | 5-10 | |
| ADMIN. LEADERSHIP | \$ | 10-15 | |
| ADMIN SUPPORT | \$ | 65-75 | |
| TAPE STOCK | \$ | | |
| MISC. SET-UP & CLEAN | \$ | 80-85 | |
| | <hr/> | | |
| | \$ | | \$ |
| MEDIA EDUCATION | | | |
| PRINTING | \$ | | |
| CLASS SUPPLIES | \$ | | |
| VIDEO DUBS FOR STUDENT | \$ | | |
| MISCELLANEOUS | \$ | | \$ |
| PREMIER | | | |
| HOSPITALITY | \$ | | |
| CATERING | \$ | | |
| SET-UP DECORATING | \$ | | |
| PHOTOGRAPHY | \$ | | |
| PRINTING | \$ | | \$ |
| WEEKLY EXPENSES | | | |
| TRANSPORTATION | \$ | | |
| MEALS | \$ | | \$ |
| POSSIBLE IN-KIND ITEMS | | | |
| PROMOTIONAL ITEMS | \$ | | |
| ADD. PROD. ASSISTANTS | \$ | 40-60 | \$ |
| TOTAL: | | | \$ _____ |
| Amount requested from NPEC | | | \$ _____ |
| Matching Funds (In-Kind Contributions) | | | \$ _____ |
| Seeking Additional Corporate/Grant Support | | | \$ _____ |

Who will administer the project and will this be a paid position?

Explain how NPEC funds will be expended, leveraged and/or matched. Matched funds are not required, but encouraged.

The \$# from GRANT will cover roughly % of the camp's cost. This represents the costs for supporting students from TARGETED AREA.

List sources of support for project matching funds: (Volunteers match: Federal minimum wage of \$6.50/hour "x" number of hours of donated service can be used to establish volunteer rate. Rates for skilled labor and professional services need to be established per job. These figures can be used as part of local match.)

| <u>Item</u> | <u>Type of match</u> | <u>Estimated value</u> |
|---|------------------------|------------------------|
| Volunteer Hours | Prod. Assistants/Labor | \$ |
| Hollywood Theater | Donated | \$ |
| Promotional Items | Donated | \$ |
| Seeking additional Corporate support & Grants | | \$ |
| | | \$ |
| | Total: | \$ _____ |

7. Describe the project evaluation plan. Who will evaluate it? What are the criteria for judging the success of the project (i.e., problems solved, cost effectiveness, neighborhood improvements or beautification, the increased utilization or occupancy of commercial areas, assistance to elderly or youth, etc.)? An evaluation plan will be included as part of the Scope of Work in the agreement with the granting organization, so please quantify what measurements you will use to assess program effectiveness.

Adventures in Television Program Results & Evaluation

- Result – A diversified group of disadvantaged youth will learn about digital media production and media's impact on our society, become introduced to nonprofit organization work, and have a rewarding team/camp experience.

Evaluation methods:

- Observation of youth by YOUR ORGANIZATION & YOUTH ORGANIZATION staff and adult volunteers while skills are practiced;
- Post-camp evaluations by the youth;
- Daily student journal writing;
- Day by day follow up discussions with staff about the camp experience;
- Staff debriefing everyday after the students have left;
- Youth visits to the nonprofit organizations, conversations with their staff and volunteers, on-site camera shoots, script development for public service announcements, student comments after visits.

- Result – # of CITY nonprofit organizations will obtain an effective new media tool to educate the public about their services.

Evaluation methods:

- # nonprofit organizations receive 60 second television public service announcements that they use for outreach and education;
 - Each public service announcement will air repeatedly for several weeks on up to # channels operated by YOUR ORGANIZATION;
 - Nonprofit organizations are provided copies of the announcements that they can deliver to network television stations for airing;
 - Nonprofit organizations are active participants in writing the script and developing the concept to be implemented by the youth
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- Result – YOUR ORGANIZATION will introduce new people to its mission and services, increase the number of potential producers, develop new material to air on its channels, and increase community partnerships.

Evaluation methods:

- # youth will learn about how they can access the services of YOUR ORGANIZATION and produce their own future television programs;
- Area nonprofit organizations, including their key staff and volunteers, will have a better idea of other services available from YOUR ORGANIZATION;
- Expand programming by producing public service announcements;
- Collaborate with the YOUTH ORGANIZATION, nonprofit organizations, in-kind sponsorships and new grantors.