

national center for

MEDIAENGAGEMENT

Formerly NCO

Engaging Communities on the Economy Grants – Informational Audio Call FAQs

Q: Can we receive more than one of the Public Service Media Economic Response Initiative grants?

A: No, CPB and the National Center for Media Engagement hope to provide funding to as many stations as possible.

Q: If we apply to more than one grant, can we choose which one we want to accept?

A: Yes. Reviewers from each available grant will be in communication with each other and be in contact with stations.

Q: Can you explain the eligibility requirement reference about joint applications (radio and tv) being favored?

A: We encourage you to reach out to public broadcasting stations in your market to partner on this initiative or, if you are a joint licensee, to work in tandem on this grant. Please identify this in your application. Our intent is to encourage you to work together for the greatest impact.

Q: How do I account for initiative costs in the Budget?

A: We recognize that much of the expense will be personnel and the line items are identified as expenses of the work conducted.

Q: Why is there such a quick turnaround and timeline for this grant?

A: All of CPB's Public Service Media Economic Response Initiative grants have a quick turnaround due to the sensitivity of the economic issues facing our communities.

Q: Do I need my partnerships set before submitting an application?

A: No, it is enough to identify partnerships you have a current relationship with as well as those you plan on pursuing.

Q: What's the difference between the Engaging the Communities on the Economy and the Economy Response Grants?

A: The Economy Response Grants offer a limited number of large (up to \$100,000) grants for stations to conduct large-scale content and service projects over a period of one year. The Engaging the Communities on the Economy grants offer an opportunity for station's to address local economic issues on a smaller scale to convene partners and connect people with resources over a three-month period.

Q: Do grant activities need to take place by the end of grant term. (e.g. call-in broadcast, community summit, town hall meeting, etc.)

A: Ideally, yes however if a grant activity takes place after the end of the grant it needs to be properly acknowledged in the reporting and implemented within a timely manner.

Q: Is there a station match for the Engaging Communities on the Economy Grants?

A: No, but you are encouraged to use this work to leverage additional funds to extend the initiative. Consider local funders and community foundations that are now supporting work to maintain their communities.

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