

“Engaging Communities on the Economy” GRANTS

GRANT PURPOSE

In response to the nation's economic challenges, The Corporation for Public Broadcasting (CPB), with the National Center for Media Engagement (NCME, formerly NCO), is providing funding to help public television and radio stations help their community members to:

- Understand the causes and manifestations of the nation’s economic downturn, and how their own region or city is impacted;
- Become aware of available resources within their own communities that can help to address or forestall their individual economic concerns, and take advantage of these resources in greater numbers;
- Have opportunities to contribute to a shared dialogue addressing community economic issues.

The **Engaging Communities on the Economy Grants** may be used by stations to convene civic leaders, community groups and citizens in productive dialogue – in person, on-air or online – addressing regional and local economic issues. Grants may be used to plan or conduct collaborative projects in response to identified community needs related to the financial crisis (*e.g.*, joblessness, bankruptcies, credit card debt).

Grants range from \$5,000 to \$10,000; CPB expects to award 20 to 40 grants.

ELIGIBILITY

All CPB-funded radio and television stations are eligible to apply. Joint applications made by multiple stations will be favored.

PROJECT REQUIREMENTS

As a part of funded activities, all grantees are expected to:

- Seek appropriate community partners with whom to explore and address local economic issues.

- Use reasonable measures to identify local economic issues, e.g. conducting preliminary conversations with civic leaders, non-profits and faith-based organizations; or, researching government labor, housing, or credit statistics for their community. The issues might include:
 - Closing of local business and manufacturers
 - Loss of health benefits by unemployed workers
 - Rise in crime
 - Lack of credit for local businesses
 - Credit card defaults
 - Changes in housing value
 - Rise in mortgage foreclosures
 - Increased demand for social services
 - Financial strains on state and local governments
 - Changes in transportation needs
 - Increase in mental health and stress issues, including for children;
- Organize community members in productive dialogue about identified issues (in person, on-air, online);
- Capture the results of dialogue and share with participants and other key audiences;
- With at least one community partner, create a plan to provide needed information; promote or provide pathways to existing community resources; or, develop new content or services;
- To the degree possible, implement some or all of the plan;
- Use the *My Source* creative framework to feature the partnerships, participants or results of the grant activities;
- As requested by CPB or NCME, speak about grant activities and results during Web seminars or system conference presentations.

APPLICATION REVIEW PROCESS

Applications will be reviewed by CPB, NCME, and external reviewers. Grant awards will be determined by CPB and NCME, based on the likelihood that proposed projects will meet the goals for the grant program.

SUBMISSION INSTRUCTIONS AND DEADLINES

Applications must be submitted using the online form. We anticipate a rapid contracting process.

Please submit only the application. Do not submit materials of any kind except as specifically required in the Application. (This supports a rapid review and contracting process.)

- The application deadline is April 13, 2009.
- After completion, please be sure to save a copy of the application, including the project budget. [This action will be automated by NCME.]
- Questions regarding the grant program itself may be directed to Bryce Kirchoff at The National Center for Media Engagement (bryce.kirchoff@mediaengage.org)
- Technical questions about the application should be directed to Cristina Hanson (cristina.hanson@mediaengage.org).
- The grant term will be May 1 through July 31, 2009 (the "Term").
- Grantees will be expected to complete a final survey detailing their efforts in connection with the grant; provide links to multiplatform materials created; and submit any and all *My Source* materials related to the grant.

AWARD NOTIFICATIONS

Grant notifications will be made by April 24, 2009.

GRANT ADMINISTRATION

The Station Grant Agreements will be made between Stations and the National Center for Media Engagement (formerly NCO). Grantees will receive two-thirds of the grant amount at execution and one third after receipt and approval of final deliverables. Grant deliverables will be reviewed by NCME and CPB.