

# Local Service Initiative Matching Grant Program Round 2 Goals and Requirements

May 15, 2007

# CASE STATEMENT

The Local Service Initiative Matching Grant Program is designed to provide seed money to develop new or significantly enhance current public service initiatives aligned with a station's strategic plan. The outcome should be a sustainable initiative that has measurable impact and will increase the public awareness of the station's local service. The project should address a critical community-voiced need.

# GOALS OF LOCAL SERVICE INITIATIVE

1. Build on local station's strategic planning informed by AGC effort
1. Support station's local service efforts
2. Create sustainable services
3. Encourage collaboration among stations and community organizations

# LOCAL SERVICE INITIATIVE PROGRAM DESCRIPTION

1. A competitive multi-year program with up to \$10 million in total funding
2. Funding would be open to any public television grantee
3. Only one grant per PTV grantee
4. Each grantee would be eligible for a matching grant of up to \$200,000, and stations may collaborate
5. We anticipate that up to \$2 million would be awarded in each round with a total of five rounds

# LOCAL SERVICE INITIATIVE FUNDING GUIDELINES

1. Funding must be for new or significant enhancements to current service
2. 100% of the grant must be matched by real direct station expenses
  - Staff proposed as matching must be assigned to project at a minimum of 50%
  - No in-kind
  - No overhead, administrative or facilities match
3. One-time only grant

# A STRATEGIC PLAN IS THE FIRST STEP IN DEVELOPING A PROPOSAL

1. Every proposal must be accompanied by a clear and current Strategic Plan
  - The plan should provide a clear articulation of how the project will benefit the local community and strengthen the station's ability to serve the community and the station itself
  - The strategic plan should identify a demonstrated community need for the project based on some external evidence (e.g. data, partner interest, community survey)
  - The plan should be formally adopted by the station and include a budget
2. Only thoughtfully and fully developed proposals will be considered
3. Proposals will be evaluated and funding recommendations will be made by a CPB advisory panel

# THERE ARE 6 MAJOR CRITERIA AS LISTED IN THE RFP IN EVALUATING PROPOSALS

Evaluation criteria will include (but not limited to):

- 1) Alignment with grantee's core mission and competency
- 2) Newness of service or degree of enhanced service
- 3) Community need and impact
- 4) Continuing benefit and sustainability
- 5) Best practice analysis and collaboration
- 6) Marketing and communication plan to foster awareness of service to grantee's community

# NEW SOURCES OF REVENUE AND COLLABORATION WILL HELP YOUR PROPOSAL'S COMPETITIVENESS

- Elements that can increase a proposal's competitiveness include:
  - New external sources of money for match
  - Dedicated staff
  - Service generates new net revenue to grantee
- In addition, collaboration with public television stations that are proposing, developing or executing a similar project will increase the competitiveness of the proposal

# THE BEST PROPOSALS ALL SHARED SIMILAR STRENGTHS

- Aligned strongly with the station's core strengths and strategic plan
- Identified a significant need in the community in which public television was the necessary and primary organization to address the need
- Provided thoughtful analysis of other stations or organization doing similar work and the overall competitive landscape
- Proposed project was not merely additive but rather transforming
- Proposed project would help broaden system development through partnerships or learning

# THE WEAKER PROPOSALS ALL HAD ELEMENTS THAT HAD MERITS AND BUT WERE SLIGHTLY LACKING IN ONE ASPECT OR ANOTHER

- Weak or unclear alignment with station's core competency and strategic plan
- Unsubstantiated or unidentified community need
- Lack of focus on goals and outcomes
- Significant doubts of sustainability beyond CPB funding
- Insignificant enhancement to a current service

# A NUMBER OF QUESTIONS HAVE BEEN RAISED ABOUT THE LSI

1. **What is the application process for multiple grantee projects?**
  - Multiple grantees are allowed to apply together for one grant
  - Only one application is needed
  - However, each grantee must submit its own Strategic Plan
  - Project budget should clearly identify which station is responsible for what revenue and what expenses
  - One grantee will be designated as a fiscal agent and be responsible for
    - signing grant agreement
    - overseeing project
    - assuming responsibility for the other stations' activities and matching

# A NUMBER OF QUESTIONS HAVE ALREADY BEEN RAISED ABOUT THE LSI (cont'd)

## 2. How will CPB treat the matching requirement for multiple grantee applications?

- Total project funding may be greater than \$200,000, but no greater than \$200,000 per grantee on average
- Participants may match more than \$200,000 per grantee
- Example:

	<u>Match</u>
Grantee A	\$200,000
Grantee B	\$50,000
Grantee C	\$350,000
<hr/>	
Total	\$600,000

= Average \$200,000/grantee

# A NUMBER OF QUESTIONS HAVE ALREADY BEEN RAISED ABOUT THE LSI (cont'd)

## 3. How many grants can I be awarded?

- Only one grant per CPB TV CSG grantee, regardless if you apply by yourself or with multiple grantees

## 4. Can a public radio grantee apply?

- Public radio grantees are not eligible for the LSI
- A public television grantee or joint licensee can collaborate with a public radio grantee, but the application would not be considered a multiple grantee application and would not receive any additional grants
- For joint licensees, integrating your radio station would increase the competitiveness of your proposal

## 5. Will the guidelines of the RFP ever change over time?

- We will consider revisiting the guidelines in each round based on feedback from previous rounds

# **A NUMBER OF QUESTIONS HAVE ALREADY BEEN RAISED ABOUT THE LSI (cont'd)**

## **6. What changes are in Round 2 that differ from Round 1?**

- Addition of an executive summary
- Addition of a clearly outlined project evaluation plan
- No need to submit annual report

## **7. How will the panelist evaluate the proposal?**

- The panelists will focus mainly on the proposal narrative and will evaluate your proposal primarily based upon the six criteria. The RFP clearly outlines how each criteria will be evaluated.

## **8. In what type of format do you accept proposals?**

- We will accept proposals in either PDF or Word. We prefer proposal budgets to be in an Excel format.

# **A NUMBER OF QUESTIONS HAVE ALREADY BEEN RAISED ABOUT THE LSI (cont'd)**

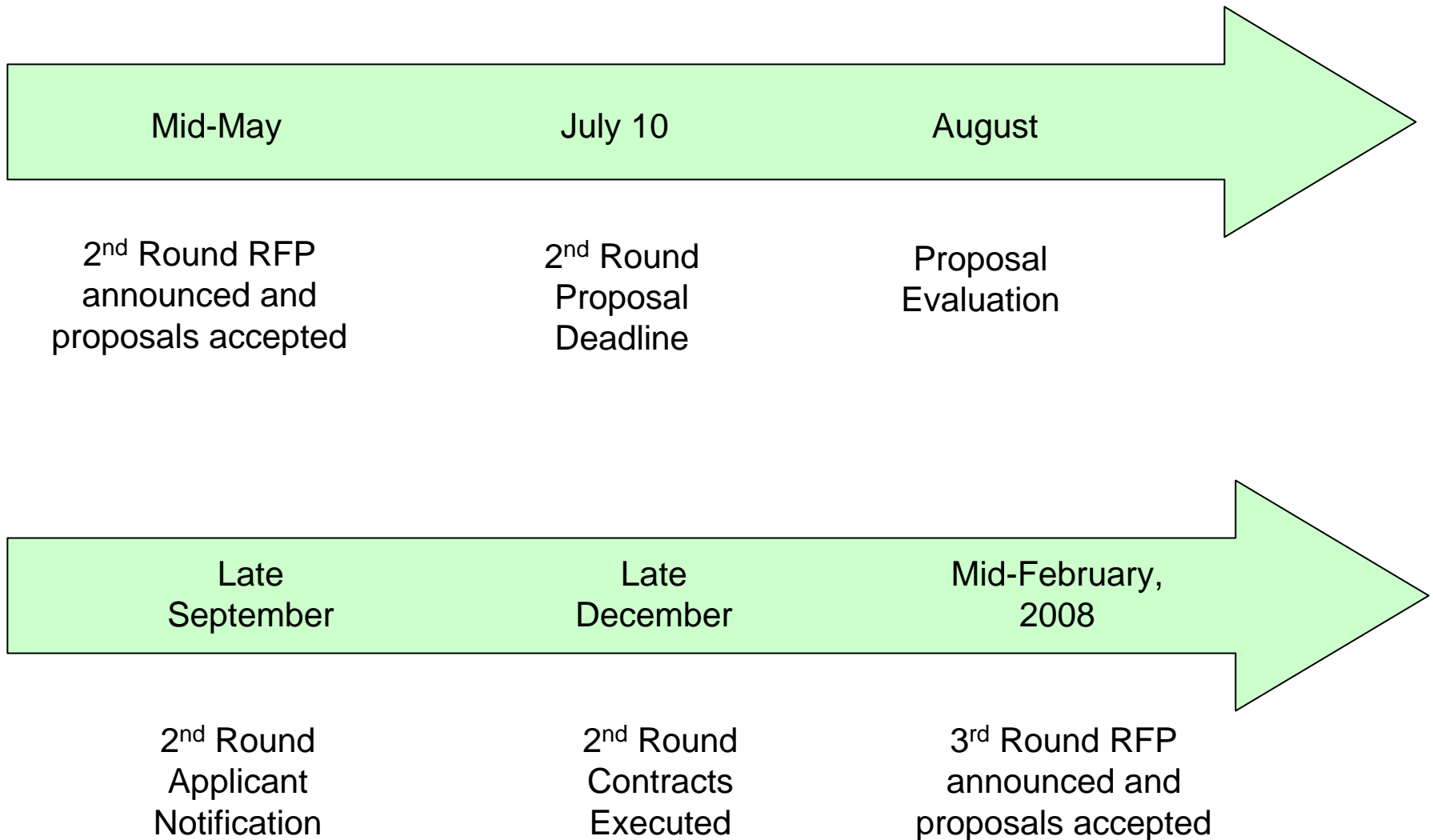
## **9. How important is a strategic plan – I don't have a current one!**

- A current strategic plan is extremely important to your proposal. If you do not have a current strategic plan, we recommend you begin the process of developing one. In rare occasions, the panel will seriously consider a proposal without a strategic plan if the proposal includes a community-voiced needs assessment and the station can clearly explain how the project is aligned with its core strengths.

## **10. Is there any particular idea – education, programming, new media – that I should develop a proposal around?**

- There is no particular type of service that lends itself to be more worthy of funding than others. However, as we start reviewing the results of the initially funded LSI programs, we might actually find several turn-key solutions that have been successfully developed and could be implemented throughout the system, dependent on your station's circumstances.

# EXPECTED TIMELINE OF ROUND 2



# LOCAL SERVICE INITIATIVE CONTACT INFORMATION

Round 2 RFP will be available at:

<http://www.cpb.org/grants/lisi2/>

Applications and questions should be emailed to:

Marc McDonald at  
LSI@cpb.org