Coming Home: Connecting to Community

Submitting Your Application
Housekeeping Rules

- Please mute your lines
- Kindly hold any questions until the Q&A portion
- Please type all questions in the chat pod
- This webinar is being recorded
- Presentation will be shared
Agenda

- Background on Coming Home
- Proposal expectations
- Timeline
- Budget template
- Q&A
What Rural America Has to Teach Us

Civic service as a way of life.

March 21, 2019

Everybody says rural America is collapsing. But I keep going to places with more moral coherence and social commitment than we have in booming urban areas. These visits prompt the same question: How can we spread the civic mind-set they have in abundance?

For example, I spent this week in Nebraska, in towns like McCook and Grand Island. These places are not rich. At many of the schools, 50 percent of the students receive free or reduced-cost lunch. But they don’t have the pathologies we associate with poverty.

Nearly everybody is working at something. Nebraska has the sixth-lowest unemployment rate among the 50 states. It has the 12th-longest healthy life expectancy. Some of the high schools have 98 percent graduation rates. It ranks seventh among the states in intact family structure.

Crime is low. Many people leave their homes and cars unlocked.
Sarah Smarsh
Guest Speaker • January 22
CPB Thought Leader Forum at 2019 NETA Conference
A Dinner Conversation

Author of Heartland: A Memoir of Working Hard and Being Broke in the Richest Country on Earth
Coming Home: Connecting to Community

• Showcase the diversity, richness and **traditions** of rural America are often neglected by commercial media

• **Celebrate** the people, culture and stories of a diverse rural America

• Identify and **engage** local talent, producers, filmmakers and citizens on their perspectives

• Elevate **local stories** to a national audience

“**Public media stations serve as America’s trusted storytellers**”
Leverage the Power of Public Media
What is CPB expecting in my proposal?

- **Scope** of work
- Collaboration and/or **partnerships**
- Demonstrated **connection** with your local community
- **Relevant** experience
- Interest in regional and/or national **television** distribution
- Detailed **action** plan
RFP Timeline

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Announced</td>
<td>September 16, 2019</td>
</tr>
<tr>
<td>Questions Due</td>
<td>September 27, 2019 at 5PM ET</td>
</tr>
<tr>
<td>Webinar</td>
<td>October 1, 2019</td>
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<tr>
<td>Proposals Due to CPB</td>
<td><strong>October 25, 2019, at 5 PM ET</strong></td>
</tr>
<tr>
<td>Contract Term</td>
<td>January 1, 2020 – August 31, 2020</td>
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Budget Template

- Examples of cost categories
- Strong proposal doesn’t have to include each line item
- Don’t overthink the budget
## Budget Template Line Items

<table>
<thead>
<tr>
<th>Category</th>
<th>Notes</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Equipment</td>
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<tr>
<td>Position Title</td>
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<tr>
<td>Personnel Budget</td>
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<tr>
<td>Other External</td>
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<tr>
<td>Subtotals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
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</tr>
</tbody>
</table>

*Note: This table is a template for budget line items. Each category should include a detailed description of the costs associated with it.*
Coming Home: Connecting to Community
Station Team

Personnel
List all personnel and describe role in project. Provide detail on salary and fringe rate (hours or percentage of time)

Fringe Benefits
List all personnel, role in project, and fringe rate

Travel and Miscellaneous
Provide detail on anticipated trip (destination, draft, mileage, travel)

Reimbursement
Provide detail on anticipated cost, expenses, and other relevant details

Program Planning
Program Planning and Evaluation (production, character creation, etc)

Program Delivery
Provide detail on anticipated cost, expenses, and other relevant details

Program Evaluation
Provide detail on anticipated cost, expenses, and other relevant details

Supplies
Provide detail on any anticipated costs and expenses for supplies. Provide detail on quantity, unit cost, and rate for use, and any other relevant details

Other
Provide detail on any other anticipated costs not listed above. Provide detail on quantity, unit cost, and rate for use, and any other relevant details

Indirect Costs (Optional)
A Station may include reasonable Indirect Costs which must be included in the project. However, the Station must be able to substantiate that the Indirect Costs were reasonable. The project is based on actual Indirect Costs incurred in the same year (i.e., it cannot be an arbitrary percentage applied to all projects. An estimate of Indirect Costs is the Station’s responsibility.}

Budget Template Narrative
What is the definition of targeted geographic area?

The targeted geographic area is rural. The U.S. Census Bureau defines urban as either “Urban Areas” of 50,000 or more; or an “Urban Cluster” of at least 2,500 and less than 50,000 in a densely settled area (At least 1,000 people per square mile). Any population, housing, and territory not included within an urban area is considered rural.
Can this proposal address a region?  
Or does it need to reflect just the area my station serves?

Your proposal can address a region, but it is imperative that the storytellers be local and connected to the community.
Do you accept joint proposals from two or more CSG qualified organizations?

We encourage collaboration but need one fiscally responsible entity.
Will there be future funding available to fund the production of the treatments developed for this grant?

Yes. Proposal will go through the same internal review and funding consideration process as any other national content proposal.
Is there a time deadline for completion of the full project?  

No
What phase of the project does the timeline in the SOW section refer to?

The timeline in the SOW refers to the actual full production phase of the project your station would be producing if funded.
How much emphasis will CPB place on producing national content?

A goal of this RFP is to support increase in local voices and storytelling in rural areas, and increase access and appeal regionally and nationally to these stories.
If there is a coalition of organizations working on the grant, some of which directly serve rural communities and some which are community media stations for urban areas, is an urban-based organization that is leading that coalition eligible to apply?

A goal of this grant is to provide opportunities for rural stations to produce multi-platform media content.
Is this grant only for pre-production work? Could it be used for producing a pilot as well?

Funds should be used to develop a plan. If a pilot is necessary to be successful then include plans for a pilot.
Does the grant recipient need to remain CSG qualified throughout the entire term of the grant.

Yes
Thank you.

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