

## Small Station Training Scholarship Criteria 7/09

The Small Station Travel subsidy has a rich history of providing stations with funds and the ability to send station staff to industry conferences for training. In existence for more than 11 years, each applying small station (defined by an NFFS of \$2M or lower) received limited travel subsidies annually to offset the cost of industry-specific professional development training opportunities. The response to the subsidies over the years was hardy and continuous, and the benefit from being able to attend these conferences has been relevant and sustained.

In 2009, new guidelines have refocused the criteria for application and selection to parallel CPB's Dialogue, Digital and Diversity priorities. The scholarships are reimbursable up to \$1,500 for qualifying conference travel to the **PBS Technology and PBS Development conferences**. The program is open to all stations and it augments station management's efforts to use the training funds in support of the national priorities.

Going forward, stations may apply for scholarships for up to two (2) stand alone \$1,500 travel scholarships at a time. The limit of two (2) training scholarships per station for conference training will still be observed.

The application and accountability criteria will enable CPB to ensure the effectiveness of the training scholarships. Small station managers should apply based on the following criteria:

- Relevance to improving upon or developing station Dialogue, Digital and Diversity efforts in the local communities;
- Identify the training event by conference, course or trainers name, along with a short description about what the training (trainer) offers. Also attach any literature about the desired conference, course or trainer (bio/CV);
- Specifically define individual (for the staff person using the training scholarship if awarded) **AND** station goals and objectives for each submission;
- Detail plans for application and intended use of learned knowledge directly relating to aforementioned goals and objectives;

- Follow-up with a 2-3 page narrative identifying lessons and skills learned, elucidating specific plans for implementation (outlining in bullet form at the end of the narrative) of lessons/skills learned by attending the conference, by department within 30 calendar days of training dates along with the CPB reimbursement form (to be provided upon approval by CPB) and ORIGINAL RECEIPTS; and
- For those recipients applying to attend the same professional development opportunities as awarded by CPB in prior years, the narrative should also specifically identify lessons/skills learned from the last conference/training, how those lessons/skills were applied at the station over the past year, outlining specific outcomes as a result of the application of said lessons over time.

Scholarships will be awarded based on the quality of the training, whether the training makes a direct connection to the stated station goals and objectives and CPB's Dialogue, Digital and Diversity priorities, and the likelihood that the training will garner the anticipated and stated outcomes based on plans for application and implementation of outcomes from prior years (where applicable). Applications results will be communicated via e-mail. All scholarships must be awarded and official notification and approval must be received in advance of training for reimbursement.

For more information, contact [Necola Staples](#), Manager, Small Station Initiatives at 202-879-9678. Applications should be submitted to <http://www.cpb.org/grants/smallstationtraining/>.