



Coming Home: Connecting to Community

Submitting Your Application



Corporation for Public Broadcasting

Coming Home: Connecting to Community • October 1, 2019



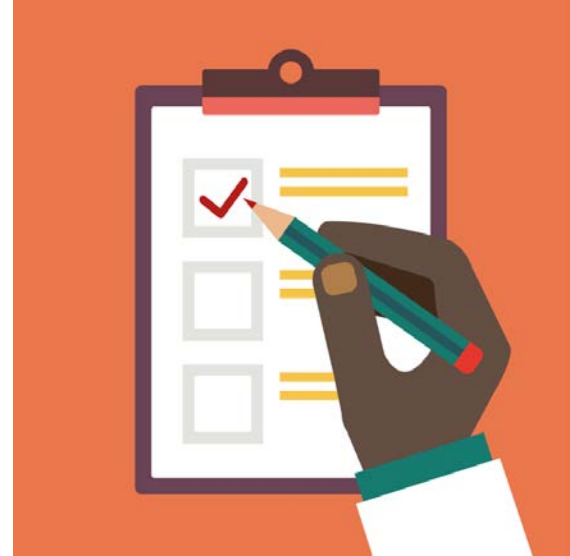
Housekeeping Rules

- 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





Opinion

What Rural America Has to Teach Us

Civic service as a way of life.



A couple at a "cowboy church" service at the Nebraska State Fair in Grand Island. John Moore/Getty Images



By David Brooks
Opinion Columnist

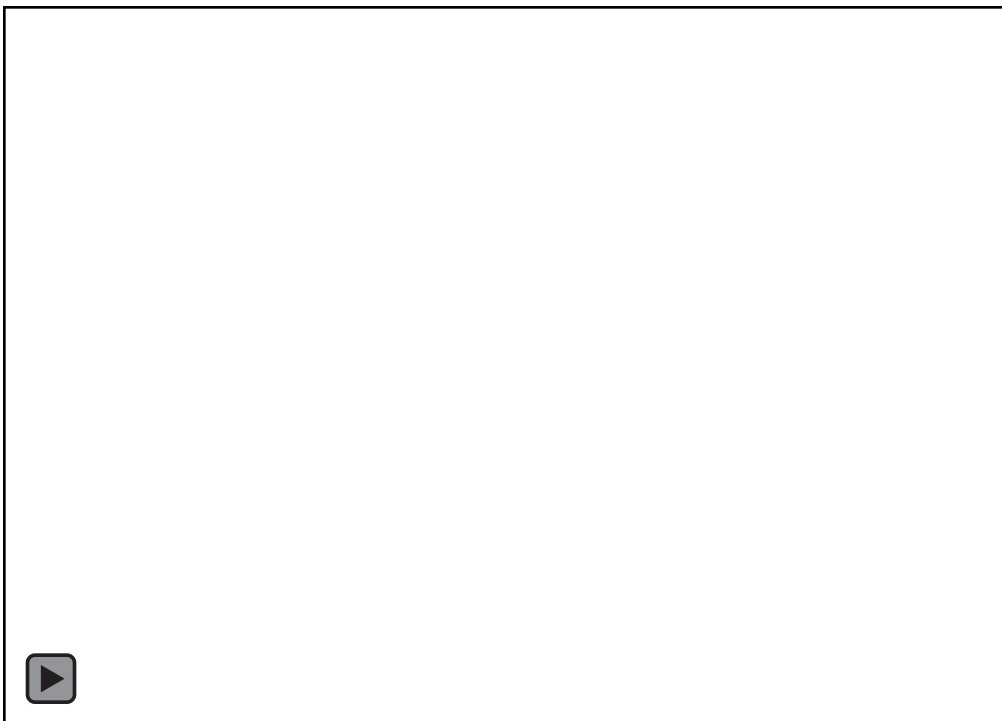
March 21, 2019

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*



#PubMediaEducates

Innovation in Education

2019 NETA Conference CPB Public Media Thought Leader Forum

NETA
National Education Television Association

CPB
Corporation
for Public
Broadcasting

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

Action Items	Dates
RFP Announced	September 16, 2019
Questions Due	September 27, 2019 at 5PM ET
Webinar	October 1, 2019
Proposals Due to CPB	October 25, 2019, at 5 PM ET
Contract Term	January 1, 2020 – August 31, 2020

Budget Template

- Examples of cost categories
- Strong proposal doesn't have to include each line item
- Don't overthink the budget



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Station Name:

Personnel	Notes	Total
Position Title	Must include detailed information on hourly rate, salary, and/or time on project to validate total	
Position Title	Must include detailed information on hourly rate, salary, and/or time on project to validate total	
Personnel Subtotal		\$0
Fringe (Benefits, Taxes, Payroll, etc.)	Notes	Total
Position Title	Include fringe rate if available	
Position Title	Include fringe rate if available	
Fringe Subtotal		
Travel and/or Events	Notes	Total
Local travel	Staff traveling, reason for trip, rate (airfare, mileage, etc.)	
Travel and/or Events Subtotal		\$ -
Research	Notes	Total
Items	Quantity, unit cost, description of use	
Research Subtotal		
Preliminary Shooting and Editing (Location, character scouting, etc.)	Notes	Total
Items	Quantity, unit cost, description of use	
Preliminary Shooting and Editing Subtotal		\$ -
Partnership & Stakeholder Engagement	Notes	Total
Items	Quantity, unit cost, description of use	
Partnership & Stakeholder Engagement Subtotal		\$ -
Consultants/Contracted	Notes	Total
Items	Quantity, unit cost, description of use	
Consultants/Contracted Subtotal		\$ -
Supplies	Notes	Total
Item	Quantity, unit cost, description of use	
Supplies Subtotal		\$ -
Other	Notes	Total
Item	Quantity, unit cost, description of use	
Other Subtotal		
Indirect Costs (Optional)		Total
Rate	Indirect rate may not exceed 10%	
Total		\$ -

Budget Template Line Items



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Station Name:

Personnel

List all personnel and describe roles in project. Provide detail on salary and time on project (hours or percentage of time)

Fringe (Benefits, Taxes, Payroll, etc.)

List all personnel, time on project, and fringe rate. List what fringe includes.

Travel and/or Events

Provide detail on anticipated trips (destinations, staff, mileage, rationale).

Research

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

Preliminary Shooting and Editing (Location, character scouting, etc.)

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

Partnership & Stakeholder Engagement

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

Consultants/Contracted

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, rationale for use, and any other relevant details.

Other

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

Indirect Costs (Optional)

A Station may include reasonable G&A/Indirect Costs which must be tied to actual expenses; however, the Station must be able to substantiate that the G&A/Indirect Rate is based on actual indirect costs incurred in the prior fiscal year (i.e. it cannot be an arbitrary percentage applied to all projects as an estimate of indirect expenses). Alternatively, if the Station has a federally-approved indirect rate, then the Station may use this rate to recapture Indirect Costs with no substantiation needed beyond proof that the rate has been federally approved. CPB will not award non-federally approved Indirect Costs at a rate exceeding 20%.

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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