

Funding Opportunity Announcement:

Lansing Public Access Capacity Building Grant

Contact:

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Deadline:

November 4th, 2011

Section I. Funding Opportunity Description

1. Objectives

The objective of this grant is to promote the production of and build capacity for high-quality public access programming for the Lansing community, by offering necessary production equipment (cameras, editing stations, software, etc.) to independent producers. Successful applicants will receive equipment from the City of Lansing Office of Community Media and will be responsible for submitting a certain quantity of programming for distribution on the public access channel.

Section II. Award Information

1. Mechanism of Support

The name of this grant is the Lansing Public Access Capacity Building Grant. It is administered by the Office of Community Media, a division of the City of Lansing.

2. Funds Available

Grant funds consist of \$150,000 taken from the City of Lansing's PEG Fund. This fund consists of revenue collected from cable subscribers via a 2% PEG fee. It can be used only for capital expenses, and only for the promotion of public, educational, and governmental access to distribution of programs via cable television. In order to ensure that money from this fund is used appropriately, **funds will not be disbursed to grant recipients directly**; instead, the Office of Community Media will purchase requested equipment for grant recipients and provide this equipment.

Section III. Eligibility Information

1. Eligible Applicants

Individuals, organizations, and lending organizations may apply for this grant.

Applicants must be located in the greater Lansing area, defined here as Ingham, Eaton and Clinton counties, but preference will be given to residents of the City of Lansing.

All grantees will be responsible for producing a defined quantity of programming per month for 24 months after a 2 month start-up period; grantees who fail to provide the required amount of programming, who use the granted equipment for commercial purposes, or whose programming does not meet minimum technical standards or community standards for decency, may at the City's discretion be required to return the granted equipment. Grantees will be responsible for delivering their programs on non-returnable DVDs or furnish a digital upload with specs to be determined at a later date. After the 26 total months, the restrictions of this grant program will end and the grantee will own the granted equipment free of any stipulations.

1.A. Eligible Institutions

Community and faith-based organizations are eligible to apply for this grant in either of two categories: as producing organizations or lending organizations. Faith-based organizations must produce programming with a non-sectarian purpose. Producing organizations may request equipment costing a total of \$25,000 or less, and will be responsible for submitting at least 1 hour of programming each month. Lending organizations may request equipment costing a total of \$50,000 or less, and will be responsible for submitting at least 2 hours of programming each month; this programming may be produced either by the organization itself or by members of the community who have checked out its equipment for use on their own productions. Requests that exceed these recommended limits will be considered only if they present a compelling argument for their expense.

Multiple organizations wishing to apply for this grant together should designate one lead organization, and identify other participants as partners.

Preference will be given to organizations whose offices and/or primary service area are in the City of Lansing.

1.B. Eligible Individuals

This grant program is intended for organizations to provide a capacity for wide access to production resources by individuals as well as the organizations themselves. With the Media Center itself and the lending organizations receiving grants above, we expect there to be ample opportunity for people to produce any amount of programming they desire. However, we do recognize that in extraordinary circumstances it may be necessary for individual producers to have extended access to equipment. These producers will be held to a high standard of experience and dedication as well as results. Individual producers are eligible to apply for equipment grants costing a total of \$10,000 or less. Individual producers will be responsible for submitting at least 1 hour of programming each month, or have a large-scope, extended project in mind such as a feature-length documentary. Requests that exceed this recommended limit will be considered only if they present a compelling argument for their expense.

Multiple individuals wishing to apply for this grant together should designate one lead producer, and identify other participants as partners.

Preference will be given to residents of the City of Lansing.

2. Cost Sharing or Matching

This program requires a 50% match of funds through in-kind contribution of labor, estimated at a value of \$20 per hour and distributed over the 24 months of the programming requirement, plus two start-up months (26 months total). In other words, an individual or group of individuals applying for \$10,000 of equipment should show the ability to contribute at least 10 hours of time per month in labor to produce the programming (10 hours x \$20 x 26 months = \$5,200, which is approx. 50% of \$10,000). An organization applying for \$25,000 should show 25 hours of time per month; \$50,000, 50 hours of time.

3. Other Eligibility Criteria

Applicants may submit more than one application in more than one category, provided each application is relevant and distinct.

Applicants not approved for grants are eligible and encouraged to re-apply the following year.

Resubmission applications are not permitted in response to this Funding Opportunity Announcement (FOA).

Renewal applications are not permitted in response to this FOA.

Section IV. Proposal Application Instructions

Applications from a Producing Organization

1. **Contact Info:** Provide your organization's mailing address and location information. Provide a contact person's name, title, and contact information (email, phone) for your organization.
2. **Background:** Describe your organization's mission, history, and programs.
3. **Programming:** Describe in detail the programming you intend to produce for Lansing public access. Storyboards and outlines are encouraged but not required.
4. **Purpose:** Describe how this programming will improve quality of life and/or sense of community for Lansing residents.
5. **Producers:** Describe who will produce the programming, including names and relevant experience. Show how you will meet the in-kind labor contribution requirement by listing planned hours per month for each person.
6. **Partners:** If you are working with other organizations on this project, list them here and describe their roles. Otherwise, skip this section.
7. **Products:** List, in table format, the equipment you are requesting(see appendix I). Provide columns for item name, quantity, source, and cost. Provide a total amount at the bottom of the table. Please disclose any relationship, personal or professional, with a requested equipment source; failure to do so may result in disqualification.
8. **Safeguards:** Describe your organization's capacity to securely store, transport, maintain, and use this equipment, including your facilities and procedures.
9. **Support:** Describe any additional support you will need to produce this programming, including training, volunteers, facilities, etc. and your plans for obtaining this support.

Applications from a Lending Institution

1. Contact Info: Provide your organization's mailing address and location information. Provide a contact person's name, title, and contact information (email, phone) for your organization.
2. Background: Describe your organization's mission, history, and programs.
3. Programming: Describe in detail the programming you intend to produce for Lansing public access, as well as the programming that your patrons may produce (the individuals to whom you will lend equipment).
4. Purpose: Describe how this programming will improve quality of life and/or sense of community for Lansing residents.
5. Producers: Describe who will produce the programming, including names and relevant experience. Show how you will meet the in-kind labor contribution requirement by listing planned hours per month from each person.
6. Policies: Describe your planned policies for checking out equipment to community members, assuring the technical quality of their productions, and submitting their programs for playback on the public access channel.
7. Partners: If you are working with other organizations on this project, list them here and describe their roles. Otherwise, skip this section.
8. Products: List, in table format, the equipment you are requesting(see Appendix I). Provide columns for item name, quantity, source, and cost. Provide a total amount at the bottom of the table. Please disclose any relationship, personal or professional, with a requested equipment source; failure to do so may result in disqualification.
9. Safeguards: Describe your organization's capacity to securely store, transport, maintain, and use this equipment, including your facilities and procedures. Also describe your proposed method of lending the equipment.
10. Support: Describe any additional support you will need to produce this programming, including training, volunteers, facilities, etc. and your plans for obtaining this support.

Applications from Individuals

1. Contact Info: Provide your name, mailing address and contact information (email, phone).
2. Background: Describe your philosophy of public access production, in brief: what makes it worthwhile for you?
3. Programming: Describe in detail the programming you intend to produce for Lansing public access. Storyboards, outlines, and/or scripts are required.
4. Purpose: Describe how this programming will improve quality of life and/or sense of community for Lansing residents.
5. Producers: Describe who will produce the programming, including names and relevant experience. Show how you will meet the in-kind labor contribution requirement by listing planned hours per month from each person.
6. Partners: If you are working with other producers on this project, list them here and describe their roles. Otherwise, skip this section.
7. Products: List, in table format, the equipment you are requesting(see Appendix I). Provide columns for item name, quantity, source, and cost.
8. Provide a total amount at the bottom of the table. Please disclose any relationship, personal or professional, with a requested equipment source; failure to do so may result in disqualification.
9. Safeguards: Describe your capacity to securely store, transport, maintain, and use this equipment, including your facilities and procedures.
10. Support: Describe any additional support you will need to produce this programming, including training, volunteers, facilities, etc. and your plans for obtaining this support.

Submission Dates and Times

All applications should be submitted via email attachment to citytv@lansingmi.gov by 5 PM on November 4th, 2011. Applications should take the form of a single file with the DOC, PDF or RTF file type, consisting of 3 to 7 pages(storyboards and scripts, etc. are additional pages), single-spaced, with 12 point font. The filename should include the name of the applying organization or individual. Printed applications may also be submitted by US mail, addressed to: City TV, 2500 S Washington Ave, Lansing, MI 48910. Mailed applications must be postmarked no later than October 28th, 2011 to allow time for scanning.

Section V. Proposal Review Criteria

Application reviewers will provide an overall score to reflect their assessment of the project's likelihood to provide high-quality, watchable, engaging programming over the next 2 years and beyond. This score will be based on the following criteria, each rated on a scale of 1 to 5:

Value: Is the proposed programming likely to increase the quality of life and/or sense of community for Lansing public access viewers?

People: Is the applicant well suited to the project? Have they identified appropriate partners and support?

Planning: Does the list of requested equipment demonstrate an understanding of video production? Does the plan include appropriate safeguards? Are potential problems, strategies, and benchmarks for success presented?

In addition, applicants who are residents of the City of Lansing will receive preferential consideration.

Section VI. Award Administration Information

The Cable and Telecommunications Advisory Board will meet to recommend a set of grant recipients on November 9th, 2011, and forward their recommendations to the Mayor. Once the Mayor approves or rejects those recommendations, grant recipients will be contacted by the Office of Community Media by email and telephone. Grantees will be required to sign an agreement accepting Terms of Use.

Section VII. Agency Contacts

Dominic Cochran, Office of Community Media

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Matt Penniman, Cable and Telecommunications Advisory Board

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Appendix I. Equipment Recommendations

While applicants are encouraged to request whatever equipment they feel most comfortable using, the following items represent the only cameras and editing equipment that will be supported by the Office of Community Media. No assistance or tech support will be provided on ANY other systems. Even with these recommended systems, grantees are encouraged to utilize the many training resources available online. Assistance in using these resources will be provided. Applicants are expected to detail ALL accessories needed in order to produce their programs.

Cameras

JVC GY-HM150U (drag-and-drop editing is simple, good image quality but low light performance is not the best, previous model is very popular with other grant recipients) http://www.bhphotovideo.com/c/product/821133-REG/JVC_GY_HM150U_GY_HM150U_ProHD_Handheld_Memory.html

Canon XF100 (recommended for intermediate users, better low-light performance, not drag-and-drop editing with FCPX, but great image quality in most situations) http://www.bhphotovideo.com/c/product/733533-REG/Canon_4888B001_XF100_HD_Professional_Camcorder.html

Editing Workstations

Apple iMac:

http://store.apple.com/us/browse/home/shop_mac/family/imac/select

Apple MacBook Pro:

http://store.apple.com/us/browse/home/shop_mac/family/macbook_pro

Editing Software

Apple Final Cut Pro X (intermediate users):

<http://www.apple.com/finalcutpro/>

Adobe CS5.5 Production Premium(intermediate/advanced users):

<http://www.adobe.com/products/creativesuite/production.html>

