## CITY OF BURLINGTON COMMUNITY DEVELOPMENT BLOCK GRANT - 2024 APPLICATION

Application must be no more than 12 total pages (<u>including cover page</u>) with 12-point font.

Refer to NOFA for required information for each question.

**Project Name:** CCTV's Neighborhood Media Internship Program Project Location / Address: 294 North Winooski Avenue, Burlington, VT 05401 **Applicant Organization / Agency:** CCTV Center for Media & Democracy Mailing Address: 294 North Winooski Avenue, Burlington, VT 05401 Physical Address: 294 North Winooski Avenue, Burlington, VT 05401 **Contact:** Meghan O'Rourke **Title:** CCTV Co-Director **Phone #:** Web Address: cctv.org E-mail: **EIN #:** DUNS #: **CDBG Funding Request: \$19,400 Total Estimated Program/Project Cost: \$33,250** Choose one category from Development <u>OR</u> one category from Public Service: **Development:** (choose one) \_\_ Economic Development \_\_Affordable Housing \_\_\_Public Facilities/Improvements OR **Public Service:** (choose one) \_\_\_ Early Childhood Ed/Childcare \_\_X\_Youth Services \_\_\_ Health \_\_\_ Economic Opportunity \_\_\_\_ Housing and Homelessness 1. Type of Organization X Non-Profit Organization \_\_\_ Local Government \_\_\_ For-Profit Organization Local Government Faith-Based Organization Institution of Higher Education **Certification** To the best of my knowledge and belief, data in this proposal are true and correct. I have been duly authorized to apply for this funding on behalf of this agency. I understand that this grant funding is conditioned upon compliance with federal CDBG regulations. I further certify that no contracts have been awarded, funds committed or construction begun on the proposed program, and that none will be prior to issuance of a Release of Funds by the Program Administrator. Bobby Lussier Signature of Authorized Official Name of Authorized Official **Development Director** 1/18/2024 Title Date

#### I. Demonstrated Need

## 1. What is the need/opportunity being addressed by this program/project and how does that contribute to CDBG's national objectives?

CCTV's media education programs respond to a range of overlapping needs in our community. Statewide data from the Vermont Youth Risk Behavior Survey shows that young people, particularly LGBTQ+ and BIPOC, are struggling with mental health issues at higher rates and live in communities with high and increasing rates of substance use. Studies have shown that third spaces (spaces that are not home or school) are critical to supporting and improving mental health, lifting families out of poverty, and preventing substance use for teens.

In an era of rampant disinformation and social media, we also see a critical lack of media education in schools. In a <u>recent nationwide survey of high school students</u>, 62% reported they had no opportunity in school to reflect on how media affects their beliefs, feelings, or actions. Creating, sharing, and interpreting media is a part of so many professions today as well as a vital tool for participation in democracy. <u>VT Department of Labor data</u> shows that the Arts and Entertainment field is one of the fastest growing areas of employment in our state, growing 9.5% from November 2022 to November 2023. Our communities need better educational resources to equip future jobseekers and civic leaders with media making and media literacy skills.

Responding to these needs, CCTV's Neighborhood Media Internship program provides a space for youth in Burlington to build relationships and shared curiosity around something they all engage with every day: media. Interns gain skills in media production and media literacy, connect with local leaders, and explore their local community by making and interpreting media.

This program aims to support primarily low- and moderate-income communities and communities facing mental health and safety concerns such as BIPOC and LGBTQ+ youth, but the internship is available to all students and intentionally mixes students from different socioeconomic backgrounds, an evidence-based practice to improve socioeconomic outcomes at the community level. The median household income in the Old North End (where CCTV's studio is located) is \$50,188, below median income across Vermont and across the country. If CCTV receives CDBG funds, we will gather data on income levels of participating families to confirm the program's impact on low- and moderate-income families.

#### II. Program/Project Design

#### 1. Give us a short summary (2 sentences) that describe the program/project.

CCTV's Neighborhood Media Internship convenes a cohort of four to eight young adults (age 16-22) to a) produce programming about civic issues, b) analyze and develop media literacy skills, and c) connect with other youth who have similar interests, and d) develop employable skills with leadership and support from CCTV's Media Educator. The program enables participants to develop media production and literacy skills, builds confidence and project leadership abilities, and fosters a deeper understanding of community and democracy.

2. Explain why the program activities are the right strategies to use to achieve the intended outcomes. Why is the program designed the way it is? (cite evidence, best practices, or community input)

The program is designed to prioritize the agency, curiosity, and creative energy of participants. CCTV's Media Educator draws out participants' curiosities about their neighbors and the systems that serve their community. Programs produced by interns often include on-the-street interviews, visits to community spaces, and interviews with local leaders and public officials.

A <u>collection of empirical evidence</u> gathered by Media Smarts (Canada's Centre for Digital Media Literacy) provides these best practices for media education: "emphasize hands-on involvement over rote learning; provide students with authentic tasks and experiences; and allow plenty of time for exploration, practice and reflection." This program employs each of these best practices by equipping participants with hands-on production and program planning experience from day one, troubleshooting production issues in the field in real time, and encouraging exploration of community through media. Participants can track their progress through the completion of multiple productions throughout the semester and reflect on the programs they produce as a group.

3. How will this program/project contribute to the City's anti-poverty strategy? If this activity is to respond to COVID-19, please also describe how this activity prepares or responds to the impacts of the COVID-19 pandemic.

Below are the relevant objectives from the 2018- 2023 Consolidated Plan for Housing & Community Development and corresponding impacts of this program towards those objectives:

- Empowerment and self-sufficiency for low-income persons to reduce generational poverty in federally assisted housing and public housing.
  - A primary goal of this program is to foster empowerment and self-sufficiency of participants by exploring community, gaining practice managing projects and learning new skills, and developing an understanding of how the political process works and how change takes place in a community.
- Increasing access to quality public and private facilities and services.
   This program increases participant access to the public facilities and services of government access media and the production resources of CCTV.
- Provision of jobs to low-income persons living in areas affected by those programs and activities, or jobs resulting from carrying out activities under programs covered by the plan.
  - Media production skills are among the most employable skills in today's economy. This program develops pathways for young people in our community to pursue careers in media production, journalism, and marketing.

4. How do you use community and/or participant input in planning the program design and activities?

Students are directly engaged in program design – they determine their own projects and can work with the Media Educator to develop their own plan for the semester. Feedback and input from prior semesters of this program are regularly integrated into the curriculum to improve participant experience, skill building strategies, and overall impact of the program.

#### **III. Proposed Outcomes**

1. What are the intended outcomes for this project/program? How are people meant to be better off as a result of participating?

Primarily low- and moderate-income young adults in the Burlington area will develop employable media production and literacy skills, build confidence and project leadership abilities, and foster a deeper understanding of their community and democracy. Responding to data-informed need for improved mental health and safety as well as stronger media skills among youth in our community, this program will provide a safe and supportive environment for young people to grow and build relationships as well as develop employable skills.

2. List your goals/objectives, activities to implement and expected outcomes (# of units, # of individuals, etc.)

*Goal:* Four to eight young adults per semester participate in neighborhood media internship, majority low- and moderate-income for three semesters: Fall 2024, Spring 2025, and Summer 2025.

Activities: Convene participants once per week for 10 weeks per semester to develop media production skills and build confidence as active community members by planning programs and reflecting on programs produced in prior weeks. Media Educator distributes application and recruits participants, coordinates meeting times, plans discussion topics, and provides collective and one-on-one training in field production, program planning, and interview skills. Participants are trained to gain technical proficiency with professional production equipment and are encouraged to turn curiosity for their community into media.

Outcomes: At least four low- and moderate-income young adults per semester develop media production skills, build confidence and project leadership abilities, learn from each other's lived experience and backgrounds, and foster a deeper understanding of their community and democracy.

#### IV. Impact / Evaluation

1. How do you assess whether/how program participants are better off? Describe how you assess project/program outcomes; your description should include: what type of data, the method/tool for collecting the data, from whom you collect data, and when it is collected.

Participants will be surveyed at the beginning of the internship and directly after they complete it to identify what their goals are, what skills they gained, what they learned about their community, and how the program impacted them. Survey questions before and after the program will include:

- Demographic information including race, ethnicity, gender identity, and age;
- Enrollment in Burlington's free- and reduced lunch program as a proxy for family income level;
- Quantitative measures (on a scale from 1 to 5) of core proficiencies of the curriculum, including technical skills (using a camera and microphone to record professional quality audio and video in the field and in studio), project planning, and interviewing;

• Qualitative evaluations of the program and its impact on the participants' wellbeing, connection to community, and skills gained.

Survey data will be used to measure program impact, revise and improve outreach strategies, and adjust curriculum to build core proficiencies across multiple skills. Participants' families will also be asked to fill out the CDBG Self-Certification of Annual Income By Beneficiary form at the start of the program. When possible, participants will also be surveyed 6 months after completion to demonstrate connection between the activities of the internship and career prospects, further education, and deeper involvement in community building and decision-making.

2. How successful has the project/program been during the most recent reporting year for your CDBG project? Report the number of beneficiaries you intended to serve with which activities (as noted in your last Attachment A) and your final outcomes (as noted on your Attachment C) from June 2023 (or June 2022). For non-CDBG participants – report on your achievements from the previous year.

Year	Semester	Total Participants	High school Participants	College Participants	Recently Graduated High School Participants	# of MBK/MSK* Participants
2021	Spring	3	3	0	0	3
2021	Summer	3	3	0	0	3
2021	Fall	3	3	0	0	3
2021	TOTAL	9	9	0	0	9
2022	Spring	3	3	0	0	0
2022	Summer	5	4	0	1	5
2022	Fall	4	4	0	0	2
2022	TOTAL	12	11	0	1	7
2023	Spring	3	3	0	0	2
2023	Summer	5	2	2	1	4
2023	Fall	6	2	2	2	2
2023	TOTAL	14	7	4	3	8
	THREE-YEAR TOTAL	35	27	4	4	24

<sup>\*</sup>MBK/MSK = My Brother's Keeper / My Sister's Keeper program through CEDO

#### V. Experience / Organizational Capacity

## 1. What is your agency's mission, and how do the proposed activities fit with your mission?

**Mission:** Launched in 1984, CCTV Center for Media & Democracy advances free speech, promotes local democracy, facilitates participation in political decision making, and builds unity and empathy in the community by convening, recording, airing, sharing, and archiving community voices. CCTV's advocacy and innovative project development secures media channels, tools, and training that allow community involvement in the exchange of ideas and decision making. CCTV preserves archival video assets that document the exchange of diverse ideas, local community history, and the processes of community democracy.

Media education has always been at the core of this mission. Equipping young media makers with the tools to tell their stories and explore their community is a critical component of a thriving local democracy and a community with socioeconomic mobility. Empowering low- and moderate-income families with employable skills and the ability to engage their local government combats poverty and economic injustice in multiple ways: creating economic opportunities and making our democratic and media systems more representative of the people that are often left out of the civic process.

#### Explain how your agency has the capacity to carry out the proposed activity (i.e. staff qualifications, years of experience related to this type of activity, etc.)

Travis Washington, CCTV's full-time Media Educator, has been leading this program for four semesters and has five years of experience in media production work with a degree from Champlain College in Broadcast Media Production. Meghan O'Rourke, CCTV Co-Director, has worked on media education at CCTV for more than 20 years and regularly advises Travis on program design, production training, and recruitment.

CCTV receives local, state, and federal grants of varying size and has administered these grants with success throughout its 40 years in existence. Our administrative staff have experience tracking labor time, managing projects, and balancing community responsiveness with adherence to government requirements. CCTV's Development Department regularly leverages public investment to attract private support, strengthen programming, and report on outcomes.

# 3. What steps has your organization/board taken in the past year to address racial equity, inclusion, and belonging internally? What new commitments have been made to address racial equity, inclusion, and belonging internally in the year ahead?

CCTV is committed to advancing racial equity, fostering an inclusive workplace, and ensuring our programs reach and benefit community members with non-dominant identities. CCTV's staff and interns represent a diversity of racial identity, gender identity, and ethnic background, and we strive to foster an environment that embraces connection across differences and welcomes communities that have historically faced barriers to media production and participation in local democracy. CCTV's working group on free speech and

organizational values meets bi-weekly to work on policy and strategies to ensure our workplace remains open and accessible and that we are aware of and can mitigate the impact of any harmful programming or policies.

Within the past year, CCTV has engaged CQ Strategies and EJH Futures to evaluate our practices and policies regarding diversity, equity and inclusion across the organization. The results of this evaluation will inform program design, recruitment, and impact assessment for the internship program in 2024 and 2025.

4. Have you received Feder	al or State grant funds in th	ne past three years?							
<u>X</u> YesNo									
5. Were the activities fund	ed by these sources success	fully completed?							
<u>X</u> YesNoN/A									
<b>If No, please explain:</b> N/	Α								
VI. Proposed Low & Moderate Income Beneficiaries									
1. Will the program solely se	erve a specific group of peop	ple? If so, check <u>ONE</u> below:							
Abused Children Battered Spouses People with Severe Disab		People with AIDS Illiterate Adults							
If this activity/project is through housing or sup	designed to serve the popula portive services, is your organ	tion experiencing homelessness ization or entity partnered with ipating in the Coordinated Entry							
□Yes □No ⊠Not appli	cable to activity/project								
2. a.For your proposed proje	ect, please estimate how the	e Burlington residents will brea							

Service / Activity	Unduplicated Total # of Burlington HH / Persons to be Served	# Extremel y Low Income (30% median)	# Very Low Income (50% median)	# Low Income (80% median)	# Above Income Limits (above 80% median)
Internship participants	16	2	4	6	4

out into the following income categories during the total grant period. Use the Income

**Table at** https://www.burlingtonvt.gov/CEDO/2023-HUD-Income-Limits

These are rough estimates based on the demographic data of the studio's geographic location and the intended beneficiaries of the program. This will be confirmed by survey data collected during the program.

b. All CDBG grantees serving limited clientele will be required to use CEDO's CDBG
Beneficiary Self-Certification form to collect beneficiary data including race, ethnicity,
annual income, and family size. Is your organization willing and prepared to add this
documentation to the intake process for your CDBG funded program by July 1, 2024?
X_Yes NO Not Serving Limited Clientele

#### VII. Commitment to Equity, Inclusion and Belonging

1. Who is the project/program designed to benefit? Describe the project/program's target population, citing (if relevant) specific age, gender, income, community/location, race or ethnicity, or other characteristics of the people this program is intended to serve. How do you select and reach your target population?

This program is designed to benefit young people, with a focus on communities who have historically faced barriers to media production and participation in local democracy. Interns in recent semesters have typically included New Americans and gender-nonconforming folks, and we intend for folks from those communities to continue to feel welcomed to participate. Outreach is conducted specifically to these communities through CCTV's partnerships with other community organizations, and applications from these communities are prioritized.

2. Describe the steps you take to ensure the project/program is accessible, inclusive, addressing racial equity, and culturally appropriate for the target population.

CCTV's commitment to accessibility and racial equity is central to the design and participation of the Neighborhood Media Internship. This program is led by and has predominantly served folks of color in our community for the past two years. CCTV's studios are in a wheelchair-accessible building and recent participants have included English Language Learners. The program is designed to avoid jargon, require no prior technical experience, and welcome folks of all backgrounds and ability levels to participate.

#### VIII. Budget / Financial Feasibility

1. Budget Narrative: Provide a clear description of what you will do with CDBG's investment in the project/program. How will you spend the money? Give specific details.

CDBG funds will support staff time for the Media Educator and CCTV Co-Director to update the curriculum, administer the program, conduct recruitment and outreach, review applications, convene the cohort once per week, and conduct evaluation and assessment work. This will include 18 hours of program administration, 10 hours of marketing and outreach, and 160 hours of media education. CCTV's labor rate for this project is \$75 per hour, which includes salary, benefits, fringe, and administrative costs for the program. Total labor costs covered by CDBG funds will be \$14,100. CDBG funds will also support purchase of a new video camera and editing computer totaling \$5,300, which will be required for the expanded participation enabled by this grant.

Non-CDBG funds will include funding from the My Brother's/Sister's Keeper Program at CEDO and Ben & Jerry's Foundation, as well as Town Meeting TV funds. These funds will cover participant stipends and labor costs for further administration and the summer program. The Ben & Jerry's Foundation grant for \$5,000 is not yet secured, but they have supported CCTV's work for many years.

CCTV has a reserve fund of over \$400,000 and is therefore capable of following the reimbursement funding model of this grant.

#### 2. If you plan to pay for staff with CDBG funding, describe what they do in relation to the specific service(s) / activity(ies) in your Project/Program Design.

#### a. Fill out table below:

Specific Service / Activity	Position/Title	Work Related to CDBG-Funded Activity	# of Hours / Week	% of Hours / Week - CDBG Funds
Program Administration & Development	CCTV Co-Director	Supports Administrative work related to the program and supports CCTV Media Educator in curriculum development, outreach, program management and data tracking.	.5	100%
Program Outreach/ Marketing	CCTV Media Educator	-Develop recruitment materials -Review applications	1	100%
Program Outreach/ Marketing	CCTV Marketing & Outreach Coordinator	-Develop and design recruitment materials -Send recruitment materials to partners and relevant audiences	.5	100%
Media Education	CCTV Co-Director	-Advise development of curriculum and program materials	.5	100%
Media Education	CCTV Media Educator	Develops curriculum, proficiencies and tracks outcomes. Develops and implements data collection tools.	2	100%
Media Education	CCTV Media Educator	-Develop curriculum materials and training plans - Works with students implementing learning plans	5	100%

b. All CDBG grantees that use CDBG funds for salaries must submit timesheets that capture total time and effort of staff members funded with CDBG. These timesheets must record hours worked on CDBG-funded programs, hours worked on non-CDBG funded programs and the corresponding program name/funding source(s). Timecards must include a narrative for all CDBG and non-CDBG funded activities, and must be signed by the employee and supervisor. Does your organization have the ability to implement a timekeeping system for CDBG funded staff that meets these requirements by July 1, 2024?

#### \_X\_Yes \_\_\_No \_\_\_ Not funding salaries

#### 3. Program/Project Budget

Line Item	CDBG Funds	Other	Total
Labor Costs (3 staff)	\$14,100	\$3,450	\$17,550
Internship Stipends (24 stipends)	\$0	\$10,000	\$10,000
Capital Expenses (editing computer, new professional field video camera)	\$5,300	\$0	\$5,300
Snacks	\$0	\$400	\$400
TOTAL	\$19,400	\$13,850	\$33,250

#### 4. Funding Sources

	Program/Project		Agency	
	Current	Projected	Current*	Projected*
CDBG	\$0	\$19,400	\$0	\$19,400
CEDO (My Brother's Keeper)	\$2,000	\$4,000	\$2,000	\$4,000
Town Meeting TV PEG Contributions	\$0	\$4,850	\$145,462	\$581,847
Ben & Jerry's Foundation	\$0	\$5,000	\$0	\$5,000
Other Grants	\$0	\$0	\$123,540	\$417,315
Individual Contributions	\$0	\$0	\$36,190	\$101,000
Fees for Service	\$0	\$0	\$34,068	\$614,900
Underwriting Fees	\$0	\$0	\$2,375	\$10,000
Realized Gains/Losses	\$0	\$0	\$4,059	\$20,000
Total	\$2,000	\$33,250	\$347,694	\$1,763,162

<sup>\*</sup>Current and Projected Agency Funding Sources are for CCTV in FY24 (October 2023 - September 2024). CCTV's FY25 budget has not been written yet.

#### 5. Of the total program/project cost, what percentage will be financed with CDBG?

\$19,400

\$33,250

58%

CDBG Funding

Total Program/Project Costs

Percentage

#### 6. Of the total program/project cost, what would be the total cost per person?

\$33,250

20

Total Program/Project Cost # Total Proposed Beneficiaries \$19,400

\$1.662.50 Cost Per Person \$1.212.50

Total CDBG Funding

# Total Proposed CDBG Beneficiaries Cost Per Person CDBG Investment

#### 7. Why should CDBG resources, as opposed to other sources of funding, be used for this project?

This project is in strong alignment with CDBG's goals to "expand economic opportunities" for low- and moderate-income people" and "empower people to design and implement strategies tailored to their own needs and priorities." This program addresses some of the root causes of poverty in Burlington: socioeconomic mobility through economic opportunity and the need for a strong understanding of systems designed to alleviate poverty and respond to community needs. This youth empowerment work dovetails with direct service work to provide shelter and food for low- and moderate-income families, enabling folks to chart their own path out of poverty within their community.

## 8. Describe your use of community resources, including volunteers. Include any resources not listed in your budget. Will CDBG be used to leverage other resources?

CCTV's volunteers regularly drive and support the production of media by, for, and about our local community. In the past, these community producers have joined internship meetings to spark conversations and deepen participants' understanding of and curiosity for the local community. Other resources not listed on our budget include deep relationships with educators, public officials, and media makers that strengthen the internship experience. CDBG funds will be used to leverage philanthropic support for stipends and additional staff time.

CCTV has strong existing relationships with Ben & Jerry's Foundation as well as other philanthropic funders such as National Life Group Foundation and the Vermont Community Foundation. While those funders do not have capacity to support this program in full, CDBG funds will be leveraged to attract support from other funders to build a robust, year-round program.

#### IX. Collaboration/Efficiency

1. Give 1 or 2 examples of key successful collaboration(s) between your program/project and another agency/program/group to address the needs of the people you serve.

In the last year, the Neighborhood Media Internship has collaborated with CEDO through the My Brother's Keeper and My Sister's Keeper programs to provide stipends for participating students of color. My Brother's Keeper and My Sister's Keeper are a national cradle to career initiative launched in 2014 by President Obama to address and recognize the persistent opportunity gaps in employment and education faced by youth of color. CEDO runs Burlington's MBK and MSK programs to improve the delivery of resources between City departments, businesses, schools and youth organizations for the youth of color in the Burlington community. Our partnership with MBK / MSK has enabled participants of color to forego part-time jobs in order to attend weekly internship meetings and lowered barriers often faced by youth of color to access hands-on educational resources.

In the most recent semester, the Neighborhood Media Internship collaborated with Conversations from the Open Road, a youth storytelling, digital media crew probing the challenging issues and individual stories in our communities. Conversations from the Open Road Director Mary Simons joined the NMI participants in the Fall 2023 semester to develop a theme for the semester's programs: alternatives to incarceration. Through this partnership, participants interviewed leaders of FreeHer Vermont and uncovered public opinion about incarceration in their community.

2. Do identical or similar community programs exist? How does this program complement or collaborate rather than duplicate services? What makes this program unique?

Other media education opportunities exist in our community, such as the Media Factory's 360 Video Internship, internships at Vermont Public, and the Digital Media Lab at the Burlington Technical Center. The Neighborhood Media Internship is

distinct from these opportunities in that it focuses on building a cohort of community members and taps into CCTV's existing relationships with public officials and activists in the community. Participants leave the program with media production skills as well as new relationships with peers and leaders in their community working on issues they care about. CCTV regularly communicates and collaborates with other local media and educational organizations to ensure this program leverages existing networks while remaining unique.

3. Provide 1 example of how your agency has become more efficient in achieving your outcomes or managing your project/program.

CCTV has strengthened relationships with CEDO and local educators as well as built an audience and reputation for the program, which has enabled more efficient outreach and recruitment of participants.

#### X. Sustainability

1. How will this project have a long-term benefit to the City of Burlington? If this program/project ends, how will that benefit continue?

This program equips Burlington's next generation of civic leaders with tools to tell stories through media, relationships with peers and community leaders, and a stronger understanding of their local democracy. Engaging youth in media production as a way of exploring community leads to strong community relationships and responsive democratic systems over time. If this program ends, the participants that have graduated from the internship will still carry forward their experience, the skills they learned, and the connections they made.

2. CDBG funding is intended for new or expanded services. If CDBG funding ends, will the project be able to continue?

CCTV is committed to supporting media skills and literacy education that benefits the young people of our community. Our media education programs have pursued that goal throughout its 40 year history and will continue to in years to come. This application represents an expansion of the existing program that enables greater participation and stronger impact evaluation through collection of data, and the expansion of the program will leverage additional funding from other sources to sustain the program in the future, with or without CDBG funds.

3. How will you prioritize the proposed project activities if you do not receive the full amount requested?

Without CDBG funds, CCTV may have to move forward with smaller cohorts of participants and/or a reduced timeframe for the internship. This would reduce the potential media production skill building and relationship development for participants, but would still allow for a positive impact for youth in the Burlington community.