Florida West Coast Public Broadcasting, Inc.

**Project Title:** ArtsPlus on WEDU PBS

**Grant Number:** 21.c.pr.109.598

**Date Submitted:** Monday, June 3, 2019

A. Cover Page  Page 1 of 10

**Guidelines**

Please read the current Guidelines prior to starting the application: 2021-2022 Specific Cultural Project Grant Guidelines

**Application Type**

**Proposal Type:** Discipline-Based

**Funding Category:** N/A

**Discipline:** Media Arts

**Proposal Title:** ArtsPlus on WEDU PBS
B. Contacts (Applicant Information)

**Applicant Information**

a. **Organization Name**: Florida West Coast Public Broadcasting, Inc.

b. **FEID**: 59-0840626

c. **Phone number**: 813.739.2992

d. **Principal Address**: 1300 N Boulevard Tampa, 33607

e. **Mailing Address**: 1300 N Boulevard Tampa, 33607

f. **Website**: www.wedu.org

g. **Organization Type**: Nonprofit Organization

h. **Organization Category**: Cultural Organization

i. **County**: Hillsborough

j. **DUNS number**: 04-211-0130

k. **Fiscal Year End Date**:

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1. **Grant Contact** *

   **First Name**
   Devin

   **Last Name**
   Dominguez

   **Phone**
   813.739.2992

   **Email**
   ddominguez@weduo.org

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2. **Additional Contact** *

   **First Name**
   Rebecca
3. Authorized Official *

First Name
Jack

Last Name
Conely

Phone
813.254.9338

Email
jconely@wedu.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Media - TV

4.3. Applicant Discipline

Media Arts

5. Department Name
C. Eligibility  Page 3 of 10

1. What is the legal status of the applicant? *
   - Public Entity
   - Nonprofit, Tax-Exempt
   - Solo or Individual artists or unincorporated performing company
   - Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *
   - Yes (required for eligibility)
   - No

3. Do proposed activities occur between 7/1/2020 - 6/30/2021? *
   - Yes (required for eligibility)
   - No

4. How many years of completed programming does the applicant have? *
   - Less than 1 year
   - 1-2 years
   - 3 or more years (required minimum to request more than $50,000 in GPS)
D. Excellence  Page 4 of 10

1. Applicant Mission Statement - (Maximum characters 500.) *

WEDU, serving the 16 counties of West Central Florida, exists to serve the public good and to aid in the creation of an informed citizenry. Through quality programming using new technologies and community outreach, WEDU fulfills the needs of individuals for education, information, and culture enabling people and communities to connect, to grow, and to lead more fulfilling lives. WEDU educates, informs, and enriches lives.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

2.1. Goals, Objectives, and Activities - (Maximum characters 5000.)

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization’s mission statement. Goals can be listed in priority order and ranked.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Activities: These are the specific activities that achieve the objectives.

WEDU Arts Plus is an Emmy Award winning weekly arts and culture program for television produced by WEDU PBS. It is devoted to telling stories of the individuals and cultural organizations that make West Central Florida – Florida’s Cultural Coast – an incredibly vibrant region. These local stories are combined with others from around the country through a collaboration with the Public Television Major Market Group (PTMMG) Arts Initiative to form an informative and entertaining weekly series.

GOAL 1: Share the stories of our communities through arts and culture

• Objective: Create local programming and services that feature and engage diverse voices.
  ◦ Activity: film and broadcast Arts Plus segments that feature artists, exhibits, and stories that include many different races, ethnicities, genders, sexual preferences, religions, cultures, differing abilities/disabilities, and points of view.
  ◦ Activity: engage diverse audiences through screening opportunities with featured artists and organizations.

• Objective: Produce, Curate, and Broadcast High-Quality Arts and Culture Content
- Activity: produce well-researched and visually interesting local arts and culture stories for television
- Activity: augment locally created content with thoughtfully curated, high-quality, content from the PTMMG Arts Initiative for each Arts Plus episode
- Activity: broadcast 40 Arts Plus episodes

GOAL 2: Uplift arts and culture in our 16 county broadcast area

- Objective: Use the power of the airwaves to shine a light on the rich cultural assets in West Central Florida
  - Activity: film and broadcast Arts Plus segments representative of most communities in our broadcast area.
  - Activity: Drive traffic to, and update, the Arts Plus website with links to art and culture partners, including featured artists and organizations.
  - Activity: maintain the events calendar portion of the Arts Plus website to help promote arts and culture activities in our region.

2.2. Partnerships & Collaborations - (Maximum characters 2000.)

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Arts Plus allows WEDU to tell the stories of our community through arts and culture. To tell these interesting and diverse stories, WEDU relies on members of the community to share their stories, help connect producers with new stories, promote the program, and promote arts and culture in our communities.

Each year Arts Plus features 40 or more artists or organizations, and has more than 200 arts and culture partners. These partners post events on the Arts Plus website, and promote the program to their patronage. Recent partners include the Westcoast Black Theatre Troupe, musician Chick Corea, the Imagine Museum, Polk Theatre featured filmmaker Kevin O’Brien, Art Ovation Hotel, and the Tampa Museum of Art.

The subjects of each segment are partners in the success of the show and outreach. The production team has a formal Appearance and Materials Release agreement they require of all participants. This agreement outlines use of filmed content and gives consent for interviews and artwork to be documented and included in the final product. The Release also reinforces that WEDU has editorial control over the final product. WEDU is also encouraging show subjects to host screening of their segment to their communities.
WEDU is a member of the Public Television Major Market Group (PTMMG), a consortium of 40 of the largest public TV stations by market size in the United States. Through this group, WEDU participates in the Arts and Culture Initiative that facilitates sharing of video and web content produced by member stations for a rich cultural exchange across the country. PTMMG selects the highest quality segments for national distribution and hosts the media on a high-speed platform. PTMMG membership is fee-based and open to PBS stations in the largest markets in the US, of which WEDU is the 11th largest.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

**Quarterly**

- Segment pitches are made to VP of Content & Executive Producer
- Approximately 10 segments pitches are greenlit and begin pre-production
- Segment producers coordinate shoots with featured artists and organizations
- Shooting schedule, locations, and story specifics confirmed
- Featured artists and organizations hold partner screening events

**Monthly**

- Producers and videographers interview and film subjects on-location
- Post-production titles and visuals are added
- Hosts film segment intros for each episode
- Artists and organizations receive marketing and screening toolkit from WEDU
- Programs are highlighted in WEDU Premiere Magazine and integrated into marketing efforts

**Weekly**

- Producers and editors collaborate to edit segments into a final product
- Producers package a complete episode, augmenting local segments with national segments distributed through the Public Television Major Market Group (PTMMG)
- Episodes are featured through WEDU digital marketing channels: web, social media, and email
- Arts Plus website is updated with most recent episode information and on-demand video
E. Impact Page 5 of 10

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

1. What is the estimated number of proposal events? *

65

2. What is the estimated number of opportunities for public participation? *

65

3. How many Adults will be engaged? *

500

4. How many school based youth will be engaged? *

50

5. How many non-school based youth will be engaged? *

10

6. How many artists will be directly involved? *

100
Total number of individuals who will be engaged?
660

7. How many individuals will benefit through media? *
5,000,000

8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *
- Young Adults (19-24 years)
- Adults (25- 64 years)
- Older Adults (65+ years)

9. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *
- No group made up 25% or more of population benefiting

10. Additional impact/participation numbers information (optional) - (Maximum characters 500.)
Use this space to provide the panel with additional detail or information about the impact/participation numbers.

Each episode of Arts Plus is broadcast an average of 10 times across 2 of our 6 channels: WEDU and WEDQ. In 2018, Arts Plus aired 459 times, with average viewership of 37,500 per airing.

There are 5 million viewers in WEDU’s broadcast area that will benefit from the media. This does not include online viewers, nor viewership of WEDU produced segments aired on PBS member stations across the US.

The number of opportunities for public participation includes screening events hosted by WEDU and partners. However, there are countless opportunities for viewers to connect with artists featured in the show.

11. In what counties will the project/program actually take place?
Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties.
Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

- Charlotte
- Citrus
- DeSoto
- Hardee
- Hernando
- Highlands
- Hillsborough
- Lake
- Manatee
- Orange
- Osceola
- Pasco
- Pinellas
- Polk
- Sarasota
- Sumter

12. **Proposal Impact** - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

**Organizations:** Include the economic impact of your organization as a whole.

**Solo Artists:** Include any positive social elements and community engagement anticipated from the project.

When President Johnson announced the Public Broadcasting Act of 1959, he said "Television is still a young invention. But we have learned already that it has immense—even revolutionary—power to change our lives." Arts Plus embodies the power of public broadcasting to change lives by:

- Uplifting local creative community
- Telling diverse stories that would otherwise be untold
- Preserving the history of our area to inform the future
- Providing opportunities for lifelong learning that reaches our most vulnerable populations
- Giving access to arts and culture for the homebound and those that cannot afford to travel and pay admission
WEDU hosts Florida PBS LearningMedia, an online resource that provides PreK-12 educators with access to free digital content and professional development opportunities designed to improve teacher effectiveness and student achievement. WEDU has created art and culture lesson plans to compliment Arts Plus programming, and bring Florida standards-aligned activities into classrooms.

Outreach activities must be unique to each featured artist and organization to be successful. Therefore, WEDU producers plan to develop a more robust toolkit to help featured subjects host screenings of their segments to their unique audiences. This will help engage these diverse communities, and will help introduce WEDU to new audiences while respecting the differences of each cultural genre, artistic medium, and community.

WEDU will also host producer pitch sessions at local community events to give the community an opportunity to speak directly with WEDU Arts Plus producers to pitch local arts and culture stories that could be incorporated into future episodes of the program. These pitch sessions will give an insider view into the production process, and help expand the content produced for broadcast.

Broadcast viewership of WEDU averages 500,000 viewers per week. However, the economic impact of the organization is calculated on in-person engagement of approximately 20,700 in-person attendees. According to the Americans for the Arts Economic Impact Calculator, WEDU generates $11.7M in economic activity, and returns $1.4M to local and state government revenue.

13. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

To maintain no-cost media placements, WEDU utilizes its own promotional platforms of print, broadcast, and digital (web, email, and social media). Premiere, WEDU’s printed monthly magazine, highlights new programs, episode descriptions, and broadcast dates and times. WEDU distributes Premiere to more than 40,000 active members, at local events, and as a leave behind item for local client offices and partner organization facilities. Two of WEDU’s channels, WEDU and WEDQ, promote the airtimes of Arts Plus episodes and online viewing availability. WEDU’s webpage and social media accounts (Facebook, Twitter, Instagram) promote new Arts Plus episodes and content. A weekly e-newsletter is sent to the emails of subscribed donors and non-donors, which highlights upcoming programs including Arts Plus. To
augment WEDU’s own promotional platforms, a strategic promotions plan is in development to execute paid campaigns promoting Arts Plus. Paid ad placements would include print, broadcast, and digital. The conjunction of WEDU's own promotions and paid promotions would enable WEDU to present consistent messaging throughout our 16 county viewing area. Additionally, WEDU would reach areas of lower membership and lowest awareness. As part of the strategic promotions plan, WEDU will book a robust schedule of speaking engagements for the new President and CEO throughout WEDU’s 16 county viewing area. Printed awareness campaign materials will be developed and distributed to attendees at these speaking engagements such as, Premiere magazines, Arts Plus information one-sheets, and additional collateral materials.

WEDU will also leverage the social networks and communities of Arts Plus featured artists and organizations. These artists and organizations use their own promotional platforms to highlight their participation in an episode of Arts Plus. Additionally, WEDU plans to create an easy toolkit for artists to promote their segment and host screenings that engage their patrons and communities.
1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

WEDU is financially strong and prides itself on strong policies and procedures to ensure best business practices, an active Board, and agile leadership.

Board and staff work hand-in-hand to ensure sound fiscal management. The Board has four subcommittees that monitor financial stability: Budget & Finance, Investment, Audit, and Development. These committees collaborate with staff to monitor the annual budget, wisely invest WEDU's $19M endowment, and raise funds for future growth.

WEDU has maintained a balanced budget over the past eight years, has received unmodified opinions from auditors for a decade, and is a 4-star organization on Charity Navigator.

WEDU Arts Plus launched with a $25,000 pre-production grant from the S.L. Gimbel Foundation in 2013. Shortly after this initial gift, a generous donor made a $1M investment in arts programming on WEDU PBS that same year. These funds were earmarked for Arts Plus, with approximately 35% used for capital investments in the program including the purchase of new mobile production equipment to ensure that the people and organizations featured on the show are representative of the diversity across all 16 counties in the WEDU broadcast area. The remaining funds have been strategically spent down and in the absence of other funds being raised can fully fund the program through FY19.

Additionally, WEDU conducted a campaign in 2014 to build a pipeline of funding to continue arts and culture programming. This Arts Alive Fund generated $126,000 and enabled the show to double its productions from 20 episodes to 40 or more episodes per year. The Arts Alive Fund can fully fund Arts Plus for another 18 months at current production levels.

To build a more stable funding base for Arts Plus and expand activities beyond broadcast for many years into the future, WEDU is seeking funds from the State of Florida to maximize these remarkable private investments and leverage future private investments.
2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

WEDU evaluates programming through viewership, viewer feedback, national distribution of local content, and recognition by peers and awards. Additional feedback from featured artists and organizations is considered when evaluating Arts Plus.

Viewership is accessed using Media Audit software, web streaming data, and PBS analytics.

Viewer feedback is collected through the WEDU website, social media, viewer phone calls, and comments provided to staff by phone, email, or in-person.

Producers follow-up with featured artists and organizations for feedback on reception to the segment from their patron base and ask if it drove increased attendance or new patronage, and did it help expose their work to new audiences.

National distribution of WEDU created content is dependent on quality and editorial standards of the distributor. Arts Plus segments are often distributed nationally through the Public Television Major Market Group (PTMMG), a consortium of the 40 largest public TV stations by market size in the United States. PTMMG selects the best segments across the country and distributes these segments to member stations.

Finally, WEDU submits in-house created programs for Emmy, Telly, Griot Drum, and National Educational Television Association awards, and other media arts awards as appropriate.

3. Completed Fiscal Year End Date (m/d/yyyy) *

9/30/2018
## 4. Operating Budget Summary

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Previous Fiscal Year</th>
<th>Current Fiscal Year</th>
<th>Next Fiscal Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Personnel: Administrative</td>
<td>$2,222,727</td>
<td>$2,448,344</td>
<td>$2,448,344</td>
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<td>2. Personnel: Programmatic</td>
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<td>$819,035</td>
<td>$819,035</td>
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<tr>
<td>3. Personnel: Technical/Production</td>
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<td>$710,642</td>
<td>$710,642</td>
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<tr>
<td>4. Outside Fees and Services: Programmatic</td>
<td>$317,228</td>
<td>$336,074</td>
<td>$336,074</td>
</tr>
<tr>
<td>5. Outside Fees and Services: Other</td>
<td>$188,810</td>
<td>$109,200</td>
<td>$109,200</td>
</tr>
<tr>
<td>6. Space Rental, Rent or Mortgage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Travel</td>
<td>$15,656</td>
<td>$28,450</td>
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</tr>
<tr>
<td>8. Marketing</td>
<td>$120,126</td>
<td>$124,048</td>
<td>$124,048</td>
</tr>
</tbody>
</table>

### A. Total Cash Expenses

| Total Cash Expenses | $10,725,225 | $10,041,473 | $10,041,473 |

### B. In-kind Contributions

| In-kind Contributions | $1,342,116 | $1,350,000 | $1,350,000 |

### C. Total Operating Expenses

| Total Operating Expenses | $12,067,341 | $11,391,473 | $11,391,473 |

### Income

<table>
<thead>
<tr>
<th>Income</th>
<th>Previous Fiscal Year</th>
<th>Current Fiscal Year</th>
<th>Next Fiscal Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. Revenue: Admissions</td>
<td>$36,675</td>
<td>$32,500</td>
<td>$32,500</td>
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<tr>
<td>11. Revenue: Contracted Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revenue: Other</td>
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<td></td>
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<tr>
<td>---</td>
<td>-----------------------------</td>
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<tr>
<td>12.</td>
<td>$3,120,490</td>
<td>$2,453,581</td>
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<tr>
<td>13.</td>
<td>Private Support: Corporate</td>
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<td>$1,167,189</td>
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<td>14.</td>
<td>Private Support: Foundation</td>
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<td>$14,000</td>
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<tr>
<td>15.</td>
<td>Private Support: Other</td>
<td>$4,692,279</td>
<td>$5,095,882</td>
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<tr>
<td>16.</td>
<td>Government Support: Federal</td>
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<td>$1,432,522</td>
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<tr>
<td>18.</td>
<td>Government Support: Local/County</td>
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</tr>
<tr>
<td>19.</td>
<td>Applicant Cash</td>
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</table>

**D. Total Cash Income**

<p>| | | |</p>
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<tr>
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<tbody>
<tr>
<td></td>
<td>$10,942,051</td>
<td>$10,503,121</td>
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**B. In-kind Contributions**

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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,342,116</td>
<td>$1,350,000</td>
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</tbody>
</table>

**E. Total Operating Income**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$12,284,167</td>
<td>$11,853,121</td>
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</tbody>
</table>

5. **Additional Operating Budget Information (optional) - (Maximum characters 500.)**

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

In FY18, WEDU raised funds to purchase new production equipment including a switcher, sound board, and four cameras. The costs for these much-needed technology upgrades are calculated in the *Remaining Operating Expenses* line item of the FY18 budget, and explains the appearance of a budget reduction from last fiscal year to current fiscal year.

*Government Support: State/Regional* is grant funds from the Florida Department of Education.
6. Paid Staff

- Applicant has no paid management staff.
- Applicant has at least one part-time paid management staff member (but no full-time)
- Applicant has one full-time paid management staff member
- Applicant has more than one full-time paid management staff member

7. Hours *

- Organization is open full-time
- Organization is open part-time
G. Management and Proposal Budget

1. Rural Economic Development Initiative (REDI) Waiver *
   - Yes
   - No

2. Proposal Budget Expenses:
   Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget.

2.2. Personnel: Programmatic *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Salaries and Benefits</td>
<td>$0</td>
<td>$34,874</td>
<td>$0</td>
<td>$34,874</td>
</tr>
</tbody>
</table>

|        |                                         |             |            |               |         |
| Totals:|                                         | $0          | $34,874    | $0            | $34,874 |

2.4. Outside Fees and Services: Programmatic *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Professional Services Fees (Producer, Director, Videographer and Editor)</td>
<td>$24,000</td>
<td>$54,004</td>
<td>$0</td>
<td>$78,004</td>
</tr>
</tbody>
</table>

|        |                                                          |             |            |               |         |
| Totals:|                                                          | $24,000     | $67,004    | $0            | $91,004 |

2.8. Marketing *

<table>
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<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$1,000</td>
<td>$10,700</td>
<td>$0</td>
<td>$11,700</td>
</tr>
</tbody>
</table>

<p>| | | | | | |
|        |                                                                            |             |            |               |         |
| Totals:|                                                                            | $1,000      | $10,700    | $0            | $11,700 |</p>
<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Premiere Magazine print and handling</td>
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<td>$5,700</td>
<td>$0</td>
<td>$5,700</td>
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<tr>
<td>2</td>
<td>Paid Promotions</td>
<td>$0</td>
<td>$5,000</td>
<td>$0</td>
<td>$5,000</td>
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<tr>
<td>3</td>
<td>Promotion Items</td>
<td>$1,000</td>
<td>$0</td>
<td>$0</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

 Totals: $1,000 $10,700 $0 $11,700

2.9. Remaining Proposal Expenses *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Overhead (Printing, IT, Miscellaneous Supplies, etc.)</td>
<td>$0</td>
<td>$7,764</td>
<td>$0</td>
<td>$7,764</td>
</tr>
</tbody>
</table>

 Totals: $0 $7,764 $0 $7,764

Amount of Grant Funding Requested:
$25,000

Cash Match:
$120,342

In-Kind Match:

Match Amount:
$120,342

Total Project Cost:
$145,342

3. Proposal Budget Income:
Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.
3.6. Private Support: Other *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Individual Giving</td>
<td>$120,342</td>
<td>$120,342</td>
</tr>
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</table>

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Totals:</td>
<td>$0</td>
<td>$120,342</td>
<td>$120,342</td>
</tr>
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</table>

Total Project Income:
$145,342

3.11. Proposal Budget at a Glance

<table>
<thead>
<tr>
<th>Line</th>
<th>Item</th>
<th>Expenses</th>
<th>Income</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Request Amount</td>
<td>$25,000</td>
<td>$25,000</td>
<td>17%</td>
</tr>
<tr>
<td>B.</td>
<td>Cash Match</td>
<td>$120,342</td>
<td>$120,342</td>
<td>83%</td>
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<tr>
<td></td>
<td>Total Cash</td>
<td>$145,342</td>
<td>$145,342</td>
<td>100%</td>
</tr>
<tr>
<td>C.</td>
<td>In-Kind</td>
<td>$0</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Total Proposal Budget</td>
<td>$145,342</td>
<td>$145,342</td>
<td>100%</td>
</tr>
</tbody>
</table>

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

Premiere Magazine costs for this project were calculated at 5% of the cost of Magazine printing and handling annually.

Budgeted promotional items, such as Arts Plus branded tote bags, will be included with the screening toolkits.

Individual Giving, listed under Private Support, reflects projected remaining funds from the $1M donation made in 2014 and Arts Alive Fund previously referenced in the Fiscal Condition and Sustainability section, and new contributions from individuals.
1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

WEDU PBS reflects its diverse community by providing platforms for public discussion through programming, events, and services that address the needs of all of our constituents including those of differing abilities. WEDU’s diversity policy includes accessibility guidelines, procedures for accommodations, and a grievance process. Staff and Board attend formal diversity training programs to fulfill their responsibility for diversity initiatives per the Corporation for Public Broadcasting (CPB).

WEDU follows the FCC’s requirements for Access to Broadcast Material By People With Disabilities: closed captioning, video descriptions with audio-narrated descriptions of key visual elements, access to emergency information, and accessible user interfaces for devices.

New PBS and WEDU branding launching in Fall 2019, will feature easier to read fonts and higher contrast colors. WEDU’s website follows the usability.gov guidelines and will be easier to use on mobile devices as the site is redesigned throughout the new branding rollout. Staff will also evaluate the best use of accessibility symbols with the new branding.

A large print Premiere Magazine is available by request.

Screening events held by WEDU will be held in venues that are accessible to people of all abilities. WEDU will encourage the same partners that hold screening events to be mindful of accessibility.
2. Policies and Procedures

☐ Yes

☐ No

3. Staff Person for Accessibility Compliance

☐ Yes

☐ No

3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Kay Siudzinski

4. Section 504 Self Evaluation

☐ Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

☐ Yes, the applicant completed the Abbreviated Accessibility Checklist.

☐ No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed?

4/1/2019
I. Attachments and Support Materials

Complete the support materials list using the following definitions.

- **Title**: A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description**: (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File**: The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Format/extension</th>
<th>Maximum size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images</td>
<td>.jpg or .gif</td>
<td>5 MB</td>
</tr>
<tr>
<td>documents</td>
<td>.pdf or .txt</td>
<td>10 MB</td>
</tr>
<tr>
<td>audio</td>
<td>.mp3</td>
<td>10 MB</td>
</tr>
<tr>
<td>video</td>
<td>.mp4, .mov, or .wmv</td>
<td>200 MB</td>
</tr>
</tbody>
</table>

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

<table>
<thead>
<tr>
<th>File Name</th>
<th>File Size</th>
<th>Uploaded On</th>
<th>View (opens in new window)</th>
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</table>

2. Support materials (Optional)

<table>
<thead>
<tr>
<th>File</th>
<th>Title</th>
<th>Description</th>
<th>Size</th>
<th>Type</th>
<th>View (opens in new window)</th>
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<tbody>
<tr>
<td>01 WEDU May2019</td>
<td>WEDU Premiere Magazine May 2019</td>
<td>1475 [KB]</td>
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<td></td>
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<td>File</td>
<td>Title</td>
<td>Description</td>
<td>Size</td>
<td>Type</td>
<td>View</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
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</tr>
<tr>
<td>02 WEDU Awards Sheet.pdf</td>
<td>WEDU Awards 2016-2018</td>
<td>A listing, with links to full video, of awards WEDU local programs have won from 2016 to 2018</td>
<td>132 KB</td>
<td>View file</td>
<td></td>
</tr>
<tr>
<td>03 WEDU 2019 BOD and CAB.pdf</td>
<td>WEDU Board of Directors and Community Advisory Board</td>
<td>WEDU Board of Directors and Community Advisory Board with business affiliations</td>
<td>77 KB</td>
<td>View file</td>
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<tr>
<td>04 WEDU Diversity Statement 2019.pdf</td>
<td>WEDU Diversity Statement 2019</td>
<td>Diversity Statement reported to the Corporation for Public Broadcasting</td>
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<td>View file</td>
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<tr>
<td>05 WEDU Arts Plus Feedback.pdf</td>
<td>WEDU Arts Plus Feedback</td>
<td>A sampling of feedback from featured artists and organizations</td>
<td>277 KB</td>
<td>View file</td>
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<tr>
<td>06 WEDU Arts Plus WEEKIWACHEEESPRINGS-H.mp4</td>
<td>WEDU Arts Plus Sample Work – Weeki Wachee Springs</td>
<td>Emmy Award Winning WEDU Arts Plus Segment: Weeki Wachee Springs</td>
<td>298397 KB</td>
<td>View file</td>
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<td>WEDU Arts Plus Sample Work – Princess Smith</td>
<td>Griot Drum Winning WEDU Arts Plus Segment: Princess Smith</td>
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</tr>
<tr>
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<td>Emmy Award Nominated WEDU Arts Plus Segment: Hummingbirds</td>
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<tr>
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<td>WEDU Arts Plus Segment: Spathose Wearable Art</td>
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<td>View file</td>
</tr>
</tbody>
</table>

2.1.
J. Review & Submit  Page 10 of 10

1. Review and Submit

☑ I hereby certify that I am authorized to submit this application on behalf of Florida West Coast Public Broadcasting, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

1.1. Guidelines Certification

☑ I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

1.2. Signature (Enter first and last name)

Devin Dominguez