



#PMDMC16

Tips and How-To's in Grant-Writing and Relationship-Building with Funders

Sponsored by The Grant Center for Public Media

**Moderator: Anthony Collebrusco, Research Associate (America's Public
Television Stations)**

Panelists:

Janine Scherline, Director of Development (Mountain Lake PBS)

Michelle Rhinesmith, Business Manager (WQCS)

Kelly Burley, Station Director (KOSU)

August 12, 2016

The Grant Center for Public Media

A Partnership of:



The Grant Center for Public Media

Public media's premier source for grant seekers.

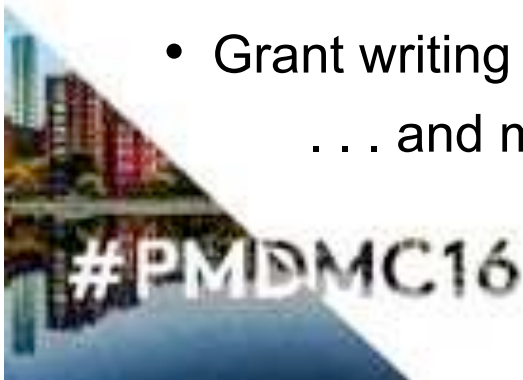
The Grant Center is:

- A one-stop shop for funding opportunities.
- Tailored specifically for public broadcasting stations.
- Your source for support, news, resources and tools to help you make your case and secure grants.



We Offer:

- Searchable database including hundreds of grant opportunities relevant to public media
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- . . . and more!



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Federal Grants to Public Media, 2015

Federal Grants to Public Media, 2015	
Federal Agency	Total Grants
DoED	\$25,500,000
NEH	\$7,247,970
NSF	\$6,861,273
NEA	\$2,870,000
IMLS	\$1,023,474
NARA	\$100,000
Grand Total	\$43,602,717



Media Impact Funders/ Foundation Center Research

- 2009-2013: \$5.5 billion in Media Grants to 10,000 Orgs.
- Annual giving: \$921 million in 2009, \$1.2 billion in 2013
- Grant size: \$10 to \$76 million
- Public broadcasters among the organizations receiving the most total grants



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Today's Panelists

- Janine Scherline, Director of Development (Mountain Lake PBS)
- Michelle Rhinesmith, Business Manager (WQCS)
- Kelly Burley, Station Director (KOSU)



Brief Overview - J Scherline

- Me, my station and I
- MLPBS Success Stories & Case Study
- Tips and Tricks
- Handout



Janine Scherline - Background (brief)

Executive Assistant • Grant Coordinator • Executive Director • Director of Development

Funding Sources (short list):

New York State Council on the Arts • Corporation for Public Broadcasting • PBS Digital Studios • Market NY (through the NYS Regional Economic Development Council program) and many other grants from various sources, including foundations and individuals.



Something else...

Noteworthy? Sure, I'll tell you why.

Hmm...



Janine Scherline | 271 Allen Hill Road, Peru, NY 12972 • (518) 663-6130 • jscherline@mlpbs.org

Education:

- Ithaca College, Ithaca, NY** 2000-2002
 - Master of Music in Performance, Clarinet
- James Madison University, Harrisonburg, VA** 1994-1999
 - Bachelor of Music with an Emphasis in Music Industry
 - Magna Cum Laude

Professional Experience:

- Director of Development** Aug 2013 - present
Mountain Lake PBS, Plattsburgh NY
 - Oversee all aspects of Development including: Membership, Major Giving, Planned Giving and Grants
 - Supervise and manage Development Department staff, annual budget, professional development and periodic performance evaluations
 - Initiate, develop and secure diverse funding sources, including grants
 - Support, attend and participate in all station-wide initiatives
 - Actively engage, assist and participate as a MLPBS Executive Staff member
 - Serve as a liaison with the community-at-large
- Executive Director** July 2011 – Aug 2013
Pearl River Public Library, Pearl River, NY



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Mountain Lake PBS - Snapshot (brief)

Budget: \$3M
Staff: 20 FT
Interns: varies

(TINY)

- Potential Reach: 3.9 million people
- Geography:
 - Northern NY, including 6 million acre Adirondack Park
 - All of Quebec, including Montreal up to Quebec City
 - Much of Vermont, into New Hampshire
 - Also, portions of Ontario

(HUGE)



Mountain Lake PBS: But, there's so much more!



So, how has Mountain Lake PBS
found success with funders?



Partnerships: The Name of the Game

...at least for Program Grants

Traditional Arts of Upstate New York
The North Country Chamber of Commerce
Adirondack Regional Tourism Council
The Adirondack Museum
Adirondack History Center Museum
Lakes to Locks Passage
The Wild Center
Regional Office of Sustainable Tourism
Strand Center for the Arts
Lake Placid Center for the Arts
Adirondack Wildlife Refuge
University of Vermont Health Network - CVPH
SUNY Plattsburgh
Paul Smith's College

Adirondack Youth Orchestra
Cornell Cooperative Extension
Plattsburgh Renewal Project
William H. Miner Agricultural Research Institute
St. Joseph's Addiction Treatment & Recovery Centers

Veterans Council of Clinton County
Creative Healing Connections
Adirondack Center for Tibet
North Country THRIVE
Veterans Yoga Project
The Development Corporation
Advanced Manufacturing Institute
Champlain Valley Educational Services
North Country Workforce Development Board
Homeward Bound Adirondacks
North Country Honor Flight
City of Plattsburgh
Adirondack Foundation
United Way of the Adirondack Region
Clinton Community College
Community Performance Series
Biodiversity Research Institute
Cycle Adirondacks
Northern Lights Choir



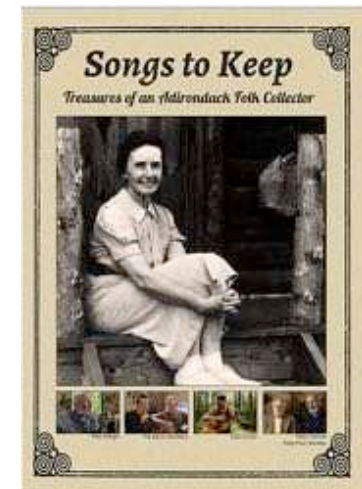
Success stories: Partnerships & Program Grants

1. SONGS TO KEEP (2013**) - \$150K+, state & national funding, Kickstarter, UW
2. ARTS IN EXILE (2015**) - \$76,000, regional economic development, Kickstarter, UW
3. Veterans Coming Home Initiative (2016) - \$35,000 CPB + local foundation & UW

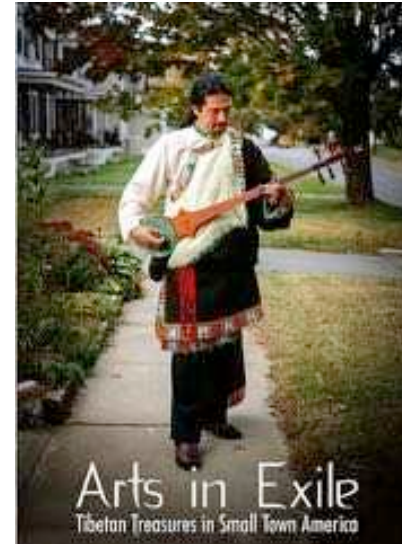
** Emmy Award Winning Productions = visibility, leverage & More \$\$

What now?

- NEA (Art Works & Our Town)
- Foundations, local and other
- Partnerships in Canada ---> \$\$



Tibetan Project: A Unique & Uniquely Personal Case Study



Festival of **Tibetan Arts & Culture** of the Adirondack Coast 2015

A series of community events illuminating the arts and culture of Tibet in the North Country between April and December 2015 including performances by the Adirondack Youth Orchestra, an exhibition at SUNY Plattsburgh, the creation and installation of a tile mural in downtown Plattsburgh, and a documentary by Mountain Lake PBS.

Festival of Tibetan Arts & Culture 2015 is brought to you in part by:



New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.



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Public media at its best...



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... in the community.

Practical Applications at the Office:

Here's what we've developed (so far)



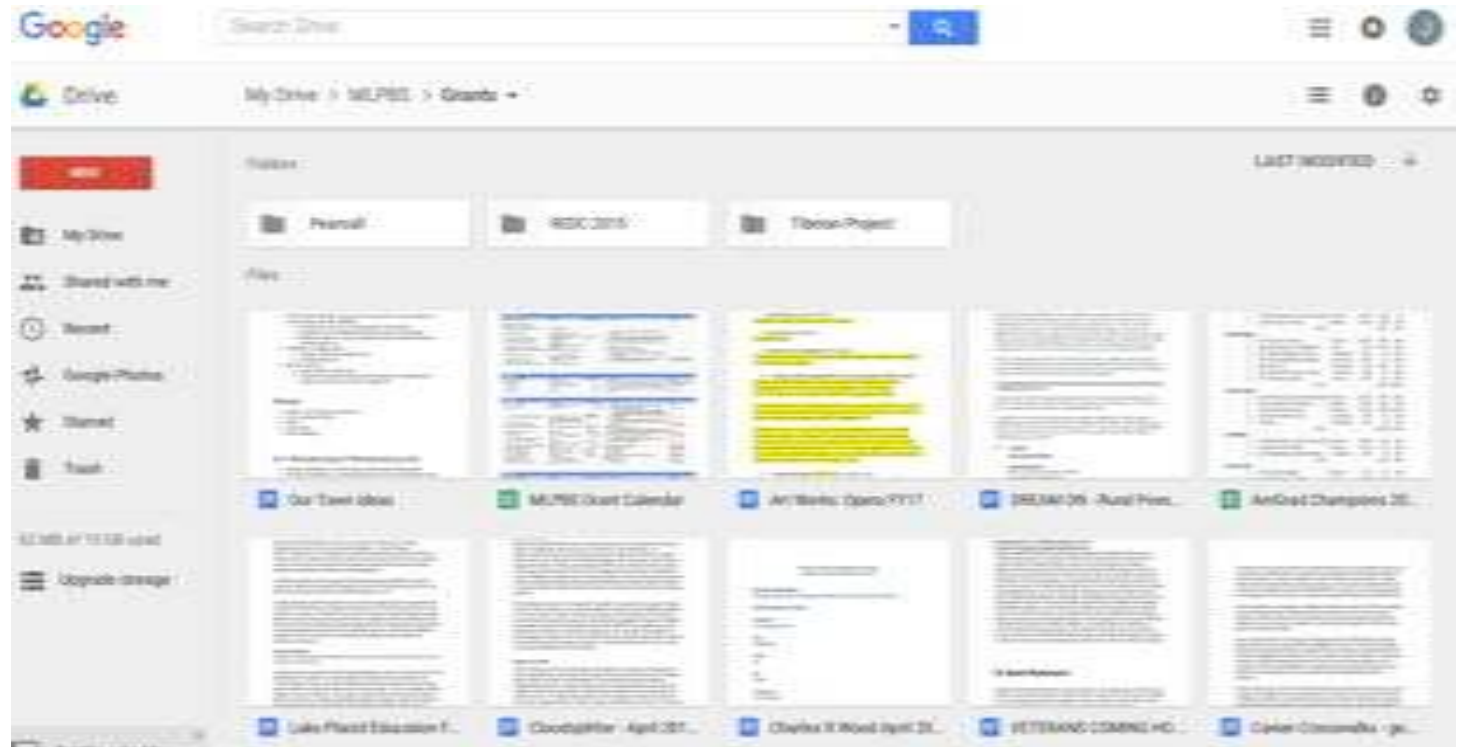
Mountain Lake PBS - Team & Roles

Director of Development	Chief Organizer of Team & Chief Nag Primary Writer/Secondary Writer Secondary Editor Gatherer of basic info & supplementals Deadline Watcher
Director of Communications & Outreach	Chief Editor & Formatter Secondary Writer Keeper of marketing materials & historical info Reporting
Director of Content	Budget Chief Primary Writer/Secondary Writer Secondary Editor Reporting

All: Communication, Partner Meetings, Creative

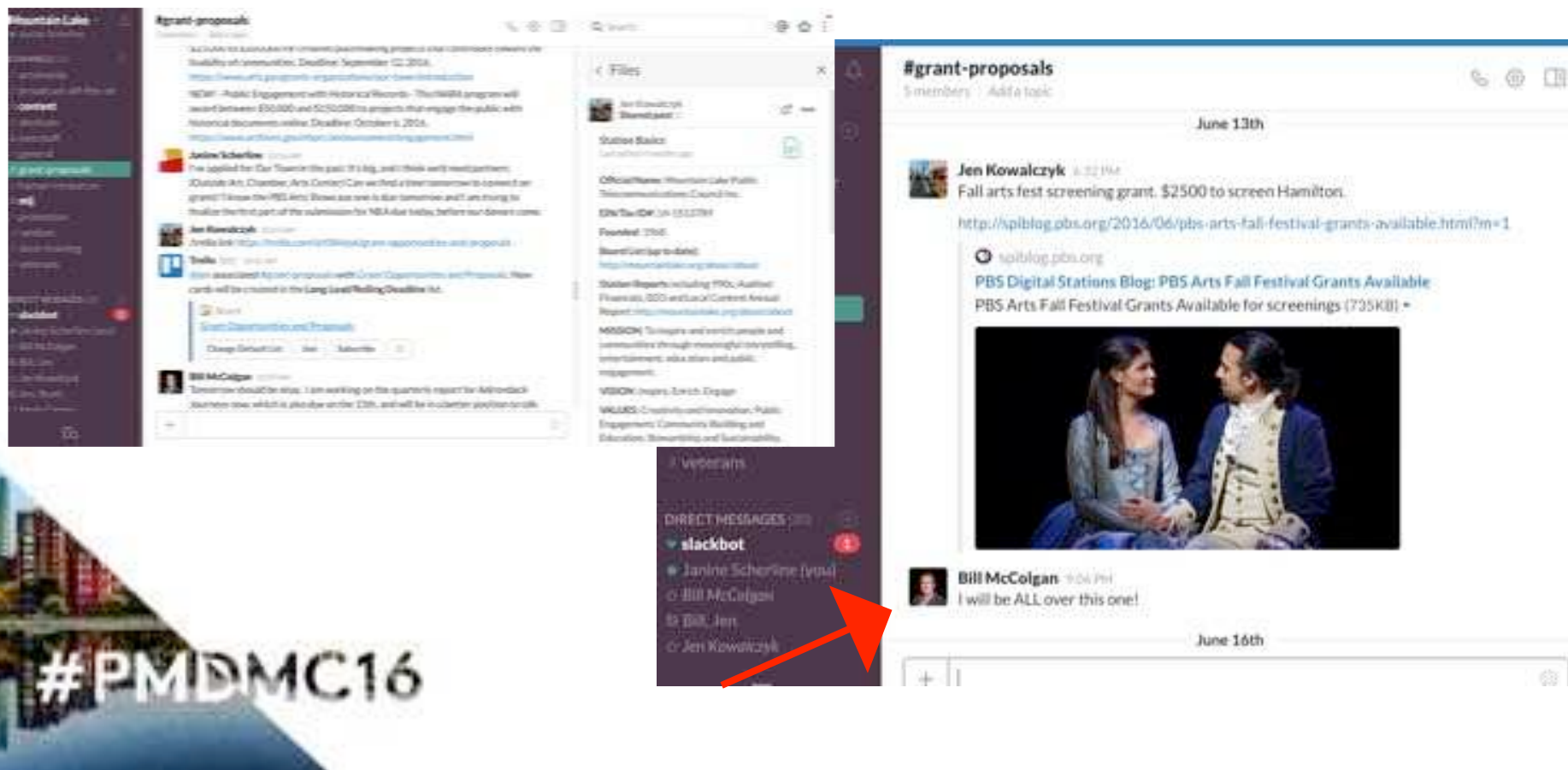


Suggestions: Use Googledocs, especially for Narratives



and share, Share...SHARE!

Try slack - IM, and so much more



The image displays three screenshots from the Slack workspace "Mountain Lake".

- Top-left screenshot:** Shows a channel view for "#grant-proposals". A message from Jen Kowalczyk is visible, mentioning a grant proposal and a link to a PBS blog. Below it, a message from Bill McColgan is partially visible.
- Top-right screenshot:** Shows a channel view for "#grant-proposals" with a message from Jen Kowalczyk: "Fall arts fest screening grant. \$2500 to screen Hamilton." followed by a link to a PBS blog. Below it, a message from Bill McColgan is visible: "I will be ALL over this one!".
- Bottom-left screenshot:** Shows a direct message list. A red arrow points to a message from Jen Kowalczyk.

In the bottom-left corner, there is a graphic with the text "#PMDMC16" over a background image of a building.

Try *Trello* for Project Management



MLPBS Loves it!

Last thoughts:

Lessons we've learned so far...



Relationship building:

- Start from a seed idea and build on it - funders love this!
- Reach out to a program officer early, establish a relationship, ask questions
- Demonstrate capacity, proof you can do it
- Leverage your own identity - what makes YOU and your station unique? (And spin it!)
- Develop good relationships with regional orgs
 - Be aware of conversations already taking place
 - “write us in” (gets them thinking of your station as a partner early)
- Also, bring your own passion, you’ll get fired up and so might your team

Office Logistics:

- Assign roles, know your own strengths (writer, editor, budgeter, gopher)
- Find a shared place to store basic info
- Meet with regularity, good for communication and keeps you honest
- Accept evolution. Things change.





In May 2011, FL Governor Rick Scott vetoed \$4.8 million the FL Legislature had approved for public broadcasting.

FL Public Broadcasting regained its state funding in 2013.

WQCS is part of the **F**lorida **P**ublic **R**adio **E**mergency **N**etwork (FPREN), a collaboration of 13 public radio stations that provide pertinent information during statewide emergencies.



IMPORTANCE of WQCS. We have a stand alone studio inside the St. Lucie County EOC building. We're also connected via Telos/Zip(s) with the local EOC's within the four-counties we serve.



URGENCY! WQCS was dealing with an outdated, under performing HVAC system that was way past its optimal life.





COMING TOGETHER. Working with staff members, our licensee, and with our FL Public Broadcasting partners – the dream of obtaining a grant, became a REALTY!



Standing out in the crowd, goes along away.

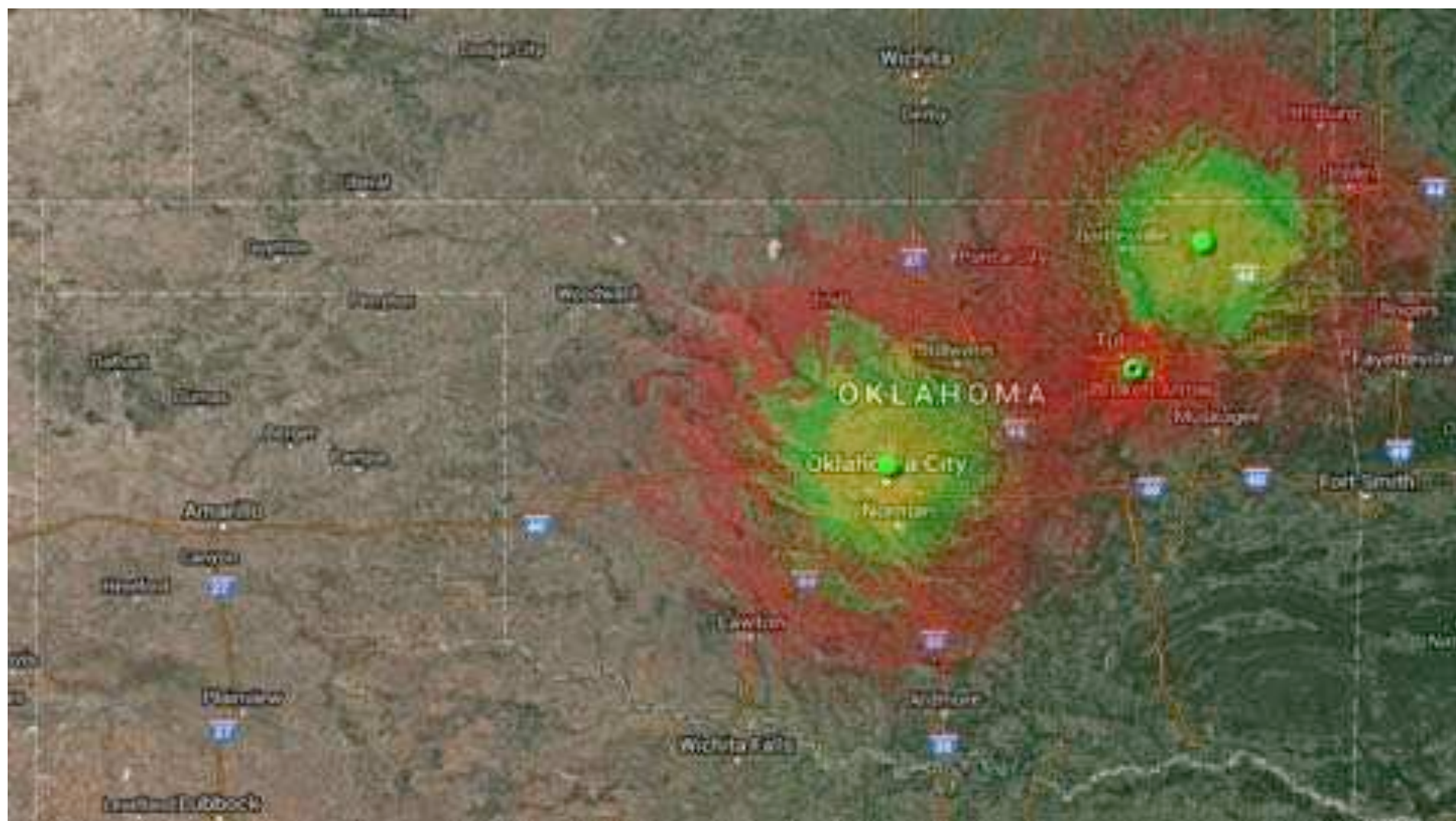






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OKLAHOMA STATE UNIVERSITY
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Your source for health news in Indian Country

**INVISIBLE
NATIONS**



STATEIMPACT





Concept
Uniquely Oklahoma KOSU presents a new radio music series, Live from Cain's. The 13 week pilot series would originate from the historic Cain's Saloon in

Tulsa, OK and would be hosted by Tulsa-based musician John Fullbright. During each episode, John will share music and conversations on-air and in front of a live Cain's Saloon audience with some of the biggest music artists in the world, while highlighting the artistry of musicians who still call Oklahoma home. KOSU would serve as the flagship radio station for the series, which will be made available to other stations via the Public Radio Exchange, a content delivery platform for both spoken word and music content. KOSU's ultimate goal is to expand Live from Cain's into a yearly 26 week national music program that will amplify the Cain's brand as one of the top performance venues in the world as well as Tulsa's brand as a premiere destination city in the American music scene.

About the Host

John Fullbright is a Grammy nominated artist lauded for his work by the LA Times, NPR and the Wall Street Journal. John burst on the national stage several years ago, earning comparisons to such great songwriters as Tomer Van Zandt and Randy Newman. Fullbright says he never got into music with a whole lot of expectations other than to write really good songs. But John has set a lofty bar for the next generation of singer-songwriters while earning the respect of the legends of the industry. His close relationships with the giants in music, coupled with his continued love for Oklahoma and his musical brethren who still live here, make him the perfect choice to host Live from Cain's.

About the Venue

Radio and music have been synonymous with the history of The Cain's Saloon. Built in 1936, The Cain's went from a garage and a drinking joint to what is known by artists and patrons alike as one of the top performance venues in the world today. From the 1950s and leading into the 1960s, Cain's was home to a daily noon-hour radio program with folk Wile and later his brother Johnny Lee.

This rejuvenated a new sound of music called western swing, a form of country and western that combined jazz, blues, boogie, blues, big band swing, funk, rock and jitterbug music. Cain's is known throughout the music industry as not only "The Home of Bob Wills," but also as the "Carnegie Hall of Western Swing." Live from the Cain's will feature today's great artists while paying homage to the music and radio past of the historic venue.

About Tulsa

The Website Usability recognized Tulsa in 2012 as one of America's 10 best music cities. Tulsa first began attracting and producing talent from the folk music era in the 1930s through the 1970s and the artistry of Tulsans Leon Russell, JJ Cale and David Gates. Russell and Cale were also part of the so-called Tulsa sound, which heavily influenced musicians such as Eric Clapton. Today, Tulsa is home to a new breed of music geniuses, headlined by John Fullbright, John Monks and Hanson. The city is also home to the Woody Guthrie Center, featuring the music and writings of the legendary singer-songwriter, and will soon be home to the Bob Dylan archive, featuring more than 6,000 pieces of manuscripts, photos, recordings and more that helped define 20th Century American music.

About KOSU

KOSU is an NPR member station providing local, national and international news and local music to most of Oklahoma, including Oklahoma City and Tulsa, as well as parts of three other states. Celebrating 60 years on the air in 2016, KOSU seeks to create content through the communities it serves, thus creating community through the content it delivers. Live from the Cain's would be an ultimate realization of that mission.

Budget

Season One Total: \$150,000. Detailed budget on back.
Info: Kelly Burley, Director, KOSU, 405-744-6262
kelly@kосу.org



Invisible Nations seeks to expand public media's boundaries by exploring modern Native culture in Oklahoma through events, experimental digital projects and stories for broadcast and publications. All too often, stories and reporting about Native America focus on tragedy, loss and hardship. But Oklahomans deserve to hear and see complex and contextually rich stories of our nation's First People. Through Invisible Nations, KOSU will incubate storytelling experiments focusing on Native American people and issues to expand public media's reach.

History

KOSU was one of 13 radio stations chosen in 2013 from more than 200 applications from independent media producers, radio and television stations, educators and others to participate in *Finding America*. The series was created by the Association of Independent Media Producers, a Boston-based network of independent public media producers that matches the most gifted producers and forward-thinking stations in the industry to create original content through traditional and new media platforms.

Initial funding for the project, *Finding America* came from the Corporation for Public Broadcasting with additional support from KOSU, the Wyssdale Foundation, the Ford Foundation, the MacArthur Foundation and the National Endowment for the Arts. During the nine-month project, Invisible Nations is developing relationships with Oklahoma's Native American communities to produce stories about press freedom in Indian country, the history and culture at the center of the fight over land's title, the Cherokee Freedmen fight for citizenship and the need for culturally sensitive care for Native veterans, among others. Invisible Nations producer Allison Herring was a panelist for a BBC roundtable discussion on Native Sovereignty Issues hosted by Oklahoma State University. The project will also host a music concert in downtown Tulsa and a bicycle tour of historic Native American sites in the city. Experience Invisible Nations content at <http://kосу.org/programs/invisible-nations/news/>



Invisible Nations producer a multi-media profile about the music and artistry of Creek preacher Jimmy Anderson.

Need

KOSU seeks \$150,000 in FY17 to sustain Invisible Nations.

Reporter salary/benefits	\$ 70,000
Videographer/editor salary/benefits	\$ 30,000
Community engagement/marketing	\$ 25,000
Travel	\$ 5,000
Total	\$150,000

To learn more about how you can help, contact Kelly Burley, KOSU Director, at 405-744-6262 or kelly@kосу.org

KOSU is a member supported public service journalism and music station owned by Oklahoma State University that creates content with the communities we serve and builds community through the content we deliver.



Cheyenne Foster, KOSU Saloon user for accessibility to help with difficult cultural conversations.



KOSU Grants

EEJF	\$240k
Kirkpatrick Foundation	\$165k
McCasland Foundation	\$120k
CPB Digital Conversion	\$120k
Kaiser Foundation	\$75k
Tulsa Community Fnd	\$12k
Oklahoma Arts Council	\$10k
Kerr Foundation	\$10k



Speaker Information

- **Janine Scherline/Mountain Lake PBS**
Director of Development
jscherline@mlpbs.org
- **Michelle Rhinesmith/WQCS**
Business Manager
mrhinesmith@irsc.edu
- **Kelly Burley/KOSU**
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