

# The Story of a Grant Submission

*2017 Community Broadcasting Foundation Grant Submission for Content  
prepared for Good News Radio*

# Background to the Grant Submission

During the past five years, Danielle has been involved in administrative and community engagement projects for non-profit organisations. This led to preparing a grant submission to produce content for a local community radio station, known as Good News Radio. Good News Radio management and board had discovered through surveying and community engagement the need to produce more content relevant to a promote community engagement, especially with youth, ethnic Australians and women. Their target audience is interested in online multimedia content, in the form of live streaming, podcasts and videos, and they are also interested in stories. Stories inciting hope for the future are the main reason their target audience engage with Good News Radio. [www.goodnewsradio.org.au](http://www.goodnewsradio.org.au)

The Community Broadcasting Foundation is a non-profit organisation that distributes funding obtained from the Australian Government to help maintain and increase resourcing, independence, diversity and accessibility for the community broadcasting network. <http://www.cbf.com.au/>

In 2017, the Community Broadcasting Network wanted submissions that focused on community engagement, diversity and story. Using these terms and exploring Good News Radio's need for expanded content, and community engagement, I wrote a successful grant submission. Good News Radio's content grant submission was mentioned as an appropriate and "exciting" multi-platform project on the Community Broadcasting Network's website.

<http://www.cbf.com.au/grants/past-grant-allocations/>

The example included here contains the basic grant submission information, lightly edited for privacy reasons, that was then submitted online through the Community Broadcasting Foundation's website via the *Smarty Grants* application. This application required that the whole content production budget for the first round of grant submissions be submitted in one Grant Submission, hence the following document contains parts of a submission for two ethnic community engagement projects also, our Mandarin program now in its' fourth year, and our 2017 launched Sudanese community program in the Nuer language to serve the needs of a local Ballarat ethnic community .

## Budget Notes

Danielle researched and determined the budget for these projects. Please note: for most grant submissions all funding sources for the project must be explained, even if the grant submission asks for most of the budget for the submission project. I have used percentages rather than dollar figures for illustrative purposes.

## Key Dates for Grant Submission Process

Early meetings and preparation for Grant submission

March 14 : Good News Radio brainstorming and planning

March 21: review and final plans, including contacting CBF to discuss submissions with Grant Submission officers in Melbourne

March 28 : Meeting with Community Engagement Officers from Radio and local schools

April 4: Check in to finalise plans and run through budgets.

April 11: Finalising research, and wording to be sure our key terms meet the grant criteria and our needs.

April 12 : Developmental Grant submission

April 13 : Content Grant Submission

Since the grant was submitted and the grant agreement signed off on by the board and management, the commitment to weekend and after hours production to accommodate the training of youth in the use of media equipment and the production of media for public consumption for *Wassup? Youth Story* has increased parental involvement, and decreased the involvement of local schools. However, local schools are still supporting the project and it is going ahead with the support of the Good News Radio Board, that will oversee the office manager's collection of data for later Grant Submission Reports. This illustrates that grant submissions must display an intelligent plan for completing the project but there is leeway with most grants to change various details that do not materially alter the project benefits and outcome. Monitoring changes is, however, important for the required reporting at the end of the project.

## The Grant submission

Each part of a grant submission begins with details about an organisation, business numbers, procedures, policies and contact details for each person involved. This information must be uniform and correct throughout the submission or the scrutineer may dismiss the submission.

### New Content (Production) Submission

*Wassup? Youth Story* will be a short radio and YouTube series of 15 half hour episodes, targeted at a 12-19 year old age group which will air in May and June of 2018. An additional hour documentary of the production is also planned for YouTube. *Wassup? Youth Story* aims to capture the authentic voice of community youth and engage the community with their concerns and their enthusiasm for the future. This timeline includes planning and meetings which took place before the grant submission date and further planning with a local secondary school[ name not included] which will take place during October of 2017.

The training of youth volunteers for the series is planned for mid to late January of 2018. Further planning for content and interviews by the production committee is planned for February. Content will include youth stories featuring hobbies, issues of concern, and the challenges of maturing Youth in a complex society. Filming, interviews, and editing will take place during March and April of 2018, with launch at the end of April.

The team involved in planning and preparing are [ five volunteers from the radio station are named : two are involved in support and and administration, one is the production manager[a teacher by profession], one is the station manager, and the last is the technical supervisor] , along with the volunteer presenter and producer for this project, Hayden. [Local school volunteers] include Ruth\_ , and Julie\_ . A supporting volunteer is a presenter with teenage children. Interviewees will be volunteers sourced in the community, as part of our community engagement process. Three volunteers will be involved in sourcing interviewees and /or planning location interviews, and student volunteers will also be involved in this experience. The office manager and the technical manager will be responsible for the quality of content, and the technical training of student volunteers. Two current adult presenters[...] on the radio will also assist in this process.

**Calendar** for the production of *Wassup? Youth Story*, as presented to the CBF

September 2017

Finalise plans with station program manager, general manager, and our producer for the structure and format of programs.

Finalise plans for the conduct of script writing and editing processes with local schools, including senior English staff and principals

Early October 2017

Submit plans to school for approval for legal, parental permission and other policy reasons.

Mid- October 2017

Email station policies, provide and distribute volunteer Working with Children Checks to parents and schools, and await the final list of youth volunteers.

Early November 2017

Meet with volunteers to plan production themes and schedules on Wednesday evening( November 9,16) and Sunday afternoons (13, 20) at the Radio station.

Dates of three sessions in the classroom at the school during November to be determined.

[Any changes to the equipment purchases, production schedule or show themes will be recorded for reporting purposes for the CBF]

January 2018 : Training of Production team begins

Mid January 2018: Production begins

This includes pre-recording of radio shows, live video recording of interviews in the studio and around Ballarat, and the editing of some of this material for a smaller podcast series.

[During production parents will be invited to visit the studio on two different occasions to hear a report on the progress of the show.]

February 28 2018

Production complete

March 2018

Editing and any other final production.. Finalising of reporting and allocation of grant funds.

April 2018 : *Wassup? Youth Story* is launched nationally and made available to other community radio stations.

May and June 2018 : *Wassup? Youth Story* is aired on Good News Radio and available nationally.

## Budget

The budget for *Wassup? Youth Story* includes the following:

Item	Item Detail	Total Expenditure	CBF Grant Funds	Other Funds	Contributor of Other Funds
Travel for production support and adult supervision	Three representatives <b>travelling by car</b> will visit the school, youth	No. of trips x cost x no. of people =	\$... [60% of cost]	\$...[40 % of cost]	Good News Radio content budget funds

	groups and locations to help with meetings, training and sourcing interviewees for the series				
Travel for student presenter and student participants	3 students per outing by <b>public transport</b> for 5 return trips to/from the studio or school	Trips x cost x no. of people	\$...[ 75% of cost]	\$... [25% of cost]	Students' parents
Training days	January 2018. A whole day of training from 9.30 am to 4.30 pm for student volunteers with trainers plus an individual follow up meeting to ensure competency	Hours x specialist rate\$	\$...	\$...	Station funds
Technician	Expert assistance from technician with equipment training, editing and general support @2 hours per radio series episode	20 hours x \$...	\$...	\$...0	

Video Camera	Canon VIXIA HF R700 Full HD camcorder	\$...100%	\$... 67%	\$...33%	Fundraiser BBQ with student assistance outside the local Coles supermarket
Camera Desk mount with ¼” thread	To provide functionality for better quality footage for in studio interviews, and allow for video streaming via web presenter	\$...100%	\$0	\$...100%	Student led fundraiser
Web presenter ( Black Magic, from Victorian designer, a recommended option)	To enable live streaming to YouTube during in studio interviews to gain more community engagement via YouTube	\$...100%	\$... 70%	\$...30%	Indiegogo Fundraiser
HDMI Cable 4mt	To transmit footage from camcorder in studio to web presenter	\$... 100%	\$...0	\$...100%	Station funds
XLR audio cable Live out	To transmit from mixing console to web presenter	\$...100%	\$...0	\$...100%	Station funds
LED lighting panel (3200-5600K)	To light studio and station interiors for better illumination of footage	\$...100%	\$...65%	\$...35%	Station funds
Labour	To source, purchase and install equipment	\$... 100%	\$...80%	\$...20%	Station Volunteers
GST	10%	\$...100%	\$...99.45%	\$..0.55%	Station funds
Totals					

## Specialist Radio Programming

This grant was for the ongoing costs of our Mandarin program that has been broadcast via 103.9 FM in the central Highlands Region for the past four years.

Ethnic program convenor name:...

Ethnic program convenor contact details:...

The date of the last consultation meeting with specialist program broadcasters: 29 January 2017

A list of discussion questions then appears about what was covered at the meeting.

This list asked the question: Did the meeting convenor review the grant guidelines for specialist program support? This was not discussed because the station had never previously applied for a Community Broadcasting Foundation grant. This was explained and what was discussed at the meeting was the fact that we would be applying to the CBF for funding.

The program convenor agreed to collate purchase orders and supply receipts for the content and subscriptions involved in her program.

The two other volunteers who are involved in this program have their contact details and hours listed so that they can provide feedback for future meetings.

### Introduction to our Mandarin Radio Program

Good News Radio's Mandarin program is an established program an air for one hour per week, broadcasting live in the Mandarin language between 5.30pm and 6.30 pm each Sunday. It is well-supported by both local and Melbourne listeners, with a large English speaking audience also who report enjoying the music content with singing in Mandarin.

The program convenor[details supplied] and her assistant producer and broadcaster [details supplied] share the decisions about content and program format. The program convenor is the chief presenter, with the assistant broadcaster leading the show when she is unable to attend the studio.

### Budget

Item	Item Detail	Total Expenditure	CBF Funds	Other Funds	Contributor of Funds
Music	Chinese Music with singing in Mandarin [subscription cost per month]	\$... 100%	\$...50%	\$...50%	Chinese Community, Melbourne
Resource material, books, articles	Chinese news services, Chinese bible and commentary [ subscription cost per month]	\$...100%	\$...50%	\$...50%	Chinese Community, Melbourne
Studio Costs,	Cost per	\$...100%	\$...50%	\$...50%	Chinese

electricity, heating	fortnight for this program. \$...				Community, Melbourne
Program promotion broadcast throughout the week	2 program promotional spots per week	\$...100%	\$...100%		
Two presenters, travel and registration fee for ethnic community broadcasting conference	2 X \$...NEMBC conference (or alternative of equal value) registration and membership. \$...per day of conference for costs, plus travel costs to and from	\$...100%	\$...85%	\$...15%	Chinese Community, Melbourne

Note: Definite priorities are important to the structure of a successful grant submission. Even in the budget we demonstrate we have community engagement, and are planning for the future with a professional development conference for broadcasters.

### **New Ethnic Programming**

The grant submission form asks for various details about the program, the presenter, date of the first program and how the program will **engage the community**.

**Program Name:** Sudanese Community Ballarat Broadcast

**Language and/or cultural identity :** The Nuer Language of South Sudan

**Explain why you have chosen the presenter/s**

["Sally"] is fluent in English and an influential networker in the local Sudanese community. She expresses genuine interest concern for her community, and the difficulties and joys of settling in Australia. She shows enthusiasm for sharing health and educational information, as well as personal stories and interviews about the immigrant community experience, along with Christian music. Sally has the skills and education to plan an effective radio program and understands how to engage the wider community, and is open to expanding into a cross-cultural format involving youth within the community. She will share her program with three other women from the local Sudanese Community [ names supplied] who are willing to co-present, and interview.

**First Program:** July 16 2017

**Explain the connection between the local community and this program**

The Ballarat community from South Sudan, numbers two hundred plus people, without considering those who have settled in our larger broadcast region, or those reached by livestreaming. The local community identifies with a tribe from South Sudan, and speak mainly in the Nuer language. The program will broadcast Sudanese music and cultural content in the Nuer language, and also Dinka and Arabic.



### What local information will the program include?

The program will provide a variety of local information in the Nuer language for the members of the community unable to understand nuanced and complicated information in English. Medical information including advice about local clinics, especially for women; mental health information; parenting programs; local church and community event information; support for recovery from refugee camp living; and encouraging stories about local women's positive engagement with Australian communities.

### Why is this program seeking support through this station or auspice organisation?

[Name included]...Good News Radio Office Manager, first made contact with "Sally" about a year ago. Sally is an acquaintance of our program director [name supplied], and expressed her interest in becoming a presenter to both of them. Sally tried to make contact with our administrator in the past few months to express her belief in the need for a program in the Nuer language. While we were considering ideas for expanding our community engagement through ethnic programming and applying for grants we invited Sally and her co-presenters to a meeting. As a result of this meeting, we would like to support their broadcast. Our Office Manager and broadcaster trainer will teach Sally the skills of radio presentation, over the next couple of months in time for our first live show on air in July.

[Other questions were asked, to which the answer was no.]

### Budget

Item	Item Expenditure	Total Cost	CBF Funds	Other Funds	Contributor of other Funds
Program materials	Books, magazines, CDs, transcripts of Sudanese Stories for re-broadcast	\$...100%	\$...100%		
Subscriptions/ News sources	Nuer language material sourced and reprinted from the internet	\$...100%	\$...70%	\$...30%	Station Funds
Local Travel	Presenters live on low incomes and may travel by bus to the studio each week. \$... x 2 people x 48 weeks per annum	\$...100%	\$...94%	\$...6%	Station funds
Program Marketing	A share of station website costs, and production of this program's radio advertisements	\$...100%	\$...80%	\$...20%	Station funds
Conference registration and travel	Conference registration and membership for two presenters with costs of car travel to	\$...100%	\$...67%	\$...32%	Fundraising through church and social networks

	Melbourne or elsewhere in Victoria				
Meeting expenses	Two meetings per year with all four presenters attending along with administrator and program director, light refreshments, and transport	\$...100%	\$... 50%	\$...50%	Station Funds
Community engagement and promotion	Support for the initial training of presenters and Sudanese Community Engagement, including advertising.	\$...100%	\$...75%	\$...25%	Station Funds

## Budget Notes

The budget percentages in a Grant submission can be determined to some degree by the funding organisation's grant submission guidelines, including the percentage of the cost that could be applied for. The Community Broadcasting Foundation specified some budgetary items to make determining program effectiveness and future reporting easier for applicants.

## Grant Supporting Documents

Different grant applications will require different supporting documents. For the *Wassup? Youth Story* series we required letters of support from stakeholders. One of our stakeholders allowed Danielle to write the letter of support, which he signed after reading to express his approval.

See link..

The Nuer language program for Sudanese community planned to share cultural music that is produced ad hoc within the wider Sudanese community. We required a signed statement from the presenter explaining the source of this music and that it did not require copyright permission from the performers and producers to be broadcast on public radio.

## Concluding Remarks

The grant submission with Community Broadcasting Foundation was a great exercise for Good News Radio with many benefits. A review of board policies and procedures took place during the submission of the development and equipment grants, including a change in job descriptions and Occupational Health and Safety Review. The content Grant submission enabled us to brainstorm with volunteers in the exciting process of engaging with our community in more relevant ways. This enables a larger listening audience, which makes us more attractive to sponsors. The flow on effect is that we anticipate longer running programs and more content production in the future.