



# **CAPACITY BUILDING GRANTS**

CYCLE TWO

*Description of Benefits*

Spring 2020



## ABOUT DCTV

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Created by and for Washington, DC residents, DCTV is a community media non-profit organization that fosters a 24/7 forum to amplify local voices in the nation's capital and its neighboring metropolitan communities. Using the power of meaningful media to connect DC residents, we tell quality stories, spark vital conversations, and provide valuable training. DCTV cultivates a premier platform to examine local issues and interests across the District's three cable television providers Comcast, RCN, and Verizon and digital streaming channels. You can watch DCTV channels on Comcast, RCN, and Verizon in the District and streaming online at [dctv.org/live](https://dctv.org/live). To learn how DCTV serves residents in Washington, DC every day, visit [dctv.org](https://dctv.org).

### Meaningful Media for the 21<sup>st</sup> Century

For more than 30 years, DCTV has provided a community forum to boost the voice of residents in the District of Columbia. Inspired by changes in the media industry and the need for meaningful media to spark greater civil discourse, DCTV is reimagining the traditional concept of a public access television station. Through media education, collaboration with nonprofits, dynamic storytelling, and more intentional community engagement, DCTV is building a platform to bring people together and uplift DC communities.

## CAPACITY BUILDING GRANT PROGRAM

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DCTV, the voice of the District on cable and beyond, now offers Capacity Building Grants for nonprofit organizations that serve DC residents. These grants enable nonprofits at any budget level to tell quality stories, have vital conversations, and get valuable training.

As part of these Capacity Building Grants, DCTV creates dynamic programs for television and social media channels to share compelling stories about the ways nonprofits are improving life for residents all over the District. The grants, which represent a total potential for several million dollars in professional production resources and support, help nonprofits powerfully expand how they connect with their communities.

Apply today at [dctv.org/grants](https://dctv.org/grants) and join a vibrant community of impact makers in the District!



## CORE GRANT BENEFITS

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The DCTV capacity building grant program offers eligible nonprofits an array of benefits that build organizational communications and storytelling capability and provides an ongoing presence on cable television. We designed these grants to offer training and expert guidance to the nonprofit community, which enables you to robustly expand your impact within the DC community.

As part of these Capacity Building Grants, DCTV creates dynamic programs for television and social media channels to share compelling stories about the ways your organization improves life for residents all over the District.

### There are many benefits to being a DCTV grantee. You will:

- Share your thought leadership, expertise, and stories of community impact in DCTV’s original programming on cable and online
- Boost your social media platforms and website with professionally-produced videos
- Join a dedicated group of nonprofit leaders working to uplift our communities

## DCTV GRANT LEVELS 2020

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<i>Benefits Level</i>	<b>BRONZE</b>		<b>SILVER</b>		<b>GOLD</b>	
<i>Grant Value</i>	<b>\$10,000-\$25,000</b>		<b>\$25,000-\$35,000</b>		<b>\$35,000-\$60,000</b>	
<i>Match Amount</i>	<i>DC-based</i> <b>\$750</b>	<i>Outside of DC</i> <b>\$1,000</b>	<i>DC-based</i> <b>\$1,250</b>	<i>Outside of DC</i> <b>\$1,750</b>	<i>DC-based</i> <b>\$2,500</b>	<i>Outside of DC</i> <b>\$3,500</b>



“Match Amount” is the amount of money your organization contributes to receive the grant. The grant term is initially one year and requires a minimal financial match from your organization. DCTV will provide documentation so that you can appropriately record “in-kind” services. Grants may be extended or renewed with DCTV approval.

“Grant Value” equates to the real market rate an organization would usually pay for the totality of services at that level. Grant values generally range from \$10,000 to more than \$60,000 depending on the grant level; the actual value depends on how much you use the available benefits

Applicants may choose to pursue a grant award at any of the three grant levels, the benefits of which are detailed in the following pages.

## **AIRTIME**

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Created by and for DC communities, DCTV provides programming 24 hours a day, 7 days a week on cable television. DCTV provides a forum for local voices on our Flagship, Enrichment, and Focus channels, all which air on Comcast, RCN, and Verizon. We will produce custom content and schedule it in available timeslots in accordance with DCTV policy, guidelines, and discretion.

### **Public Service Announcement (PSA) Airing**

DCTV will air a grantee’s pre-existing Public Service Announcement (PSA) in open time slots as available. Depending on the grant level, a grantee may submit multiple PSAs that can be rotated and alternated throughout the programming schedule.

### **Program Spotlight**

DCTV will offer grantees a guest/expert feature or appearance on a DCTV-produced show. These Program Spotlights provide nonprofits an opportunity to appear and contribute to a television show, sharing their organization’s work and/or commenting on a topic of their expertise.

### **Program Spotlight Promos**

In advance of each Program Spotlight, DCTV will air promotional spot(s) highlighting the upcoming show. Placement of these promos depends on airtime availability and programming discretion. We can customize this promo, adding an organization-specific graphic for use on your website and social media channels.



### **Community Calendar**

DCTV regularly runs a Community Calendar (Bulletin) on air which highlights upcoming activities throughout the District. Grantees will receive priority placement for on-air listings of your events.

### **Pre-Packaged Content**

As a grantee of DCTV, you are eligible to receive free airtime for pre-packaged content and programming created by your organization. DCTV will schedule, promote, televise, and stream your content. Please note: Programming must meet DCTV requirements and community standards. All content is scheduled in available timeslots in accordance with DCTV policy and guidelines.

## **CREATIVE SERVICES**

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DCTV is honored to have a talented group of creatives on our professional production team. We can help you create all the storytelling tools you need across multiple platforms.

### **PSA Development**

Public Service Announcements are a quick and easy way to get a message across to the masses concerning your organization's work or area of interest. All levels of grantees receive some assistance with a PSA, from consultation and resource toolkits to development support. At the Gold grant level, DCTV will work with you to produce a custom 30-second PSA from start to finish.

### **Featured Mini Documentary**

At the gold grant level, grantees will receive a 2-5 minute mini documentary that will be custom produced for your organization. DCTV will shoot interviews and video footage of your programs and services on-site and will produce a final min documentary highlighting your mission and work. This mini documentary will also air on DCTV and will count as one of your two program spotlights at the gold grantee level.

### **Content Repackaging for Digital Media**

If nonprofits participate in Program Spotlights, DCTV will cut excerpts of those appearances into shareable clips that the organization can use for digital distribution on platforms like their website or social media channels.



## TRAINING

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DCTV maintains a vibrant team of skilled training staff who is available to help build the communication and storytelling capacity of your nonprofit.

### Revenue Energizer Training

Storytelling is an absolutely essential element for successful nonprofit organizations these days. DCTV has partnered with Thrive Impact to produce and offer you access to the Revenue Energizer training program. This self-guided training will equip you to tell stories of transformation that drive impact and increase revenue.

### Mobile Media Training

In today's digital world, anyone can create great content without access to professional equipment and studios. We want to equip you to capture stories at a moment's notice. As a DCTV grantee, you'll be invited to participate in a pro bono special training on creating and optimizing videos on cell phones and tablets using the latest editing apps. You will learn how to capture footage on the run and turn it into a compelling communications tool.

## EVENTS

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### Voice Awards

The Voice Awards is our distinctive awards program for the creative sector in the District of Columbia. We present awards to outstanding grantees in a variety of categories. All content you create with your DCTV grant or the impact you make through your participation in a DCTV-created program is eligible for award consideration. Additionally, grantees receive a specified number of complimentary tickets to the Voice Awards. The number of tickets depends on your grant level, are available on a first-come, first-served basis, and must be reserved ahead of time.

### Networking Events

DCTV is committed to building a thriving nonprofit community in the District of Columbia. DCTV hosts quarterly networking events for grantees and community partners so you can connect and engage more directly with one another. Opportunities abound to share interests and concepts for collaborative video and/or television productions that highlight shared progress in the social sector.



## STAFF ACCESS

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### Authorized Designees

To take advantage of DCTV benefits (i.e., use equipment, attend media education classes, attend networking events, use studio space), every grantee must authorize certain individuals from the organization to access the grant services. Each grantee must have a primary contact who coordinates the grant on the nonprofit's behalf. Additional designees can be added as authorized users depending on grant level.

### Volunteer Network

DCTV trains and provides a creative home to independent producers, videographers, and editors who are constantly working to hone their craft. DCTV will connect grantees with their exclusive list of trained and certified volunteer producers and crew members who can potentially support your organization by bringing valuable expertise to your production capabilities.

## ADDITIONAL GRANTEE DISCOUNTS & BENEFITS

### CREATIVE SERVICES

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#### In-House, Off-Site and/or Post-Production Services

Our team of producers, editors, and videographers is trained in state-of-the-art equipment and creative processes. With all the capabilities of a professional production studio, DCTV can assist with any of your audio, video, and editing needs. Grantees can receive an additional discount on top of the already discounted rates.

### TRAINING

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#### Media Education Classes



All grantees receive priority registration and a discount on DCTV media education classes. Discount level dependent on grantee level. These hands-on classes train participants to take your communications and storytelling to a whole new level. Class offerings and schedules will vary.

### **Custom Media Education**

DCTV currently offers below market cost media education programs customized to any organization's needs. Each workshop is custom quoted and can be conducted at DCTV with our equipment and facilities, or on site using your own equipment. As a grantee of DCTV, your organization is eligible to receive a 15% discount on custom production workshops or consultations.

## **FACILITIES**

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DCTV grantees have access to event space, use of studios and editing bays, and the opportunity to rent professional equipment. Any use of studios and facilities requires prior training and certification by DCTV and does not include creative support. Additional time for studio use, editing bays, and equipment rental may be granted on request, subject to availability. You can also request a quote for DCTV equipment operation, editing services, and start-to-finish production services.

### **Event Space**

DCTV lives in the historic Brooks Mansion in Brookland right next to the Brookland/CUA Metro Station. Our historic mansion and state of the art studio facilities offer a unique space to host small to medium-size events. The building includes conference rooms, open areas, and a spacious outdoor lawn along with a private parking lot. Grantees receive a range of rental discounts depending on grant type. Gold level grantees also receive one complimentary weekday daytime conference room rental during your grant year.

### **Studios**

DCTV currently has two television studios – one with a traditional set and one with a green screen. The professional production facility offers a 725 square-foot HD studio and a 330 square-foot green screen studio. Each grantee has guaranteed access for a specified number of hours each grant cycle. Your organization can use our professional in-house equipment or bring your own.





### **Editing Suites**

DCTV currently maintains eight editing suites for grantees to edit video footage for their nonprofit's use. Each grantee receives a specified number of guaranteed hours per grant cycle. Please note: You are required to complete equipment and software training prior to being granted access to the editing suites.

### **Equipment Rental (Off-Site)**

As a full-scale television studio, DCTV maintains a variety of video and audio equipment. As a grantee, you can check out equipment for your organization's use outside of DCTV premises. Each grantee is afforded a specified number of days per grant cycle for guaranteed equipment use. Please note: Users must be trained and certified by DCTV staff in order to take equipment off-site. Additionally, due to funding restrictions, only DC-based nonprofits qualify for free equipment rental.

## **STAFF ACCESS**

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### **Additional Designees**

If the allocated number of designees for your grant is not sufficient for your organization, additional people can be added for the cost noted in the grant program structure. There is a maximum of 20 additional designees per grant.