

DCTV CAPACITY BUILDING GRANTS BENEFITS 2019

GRANT LEVELS	BRONZE	SILVER	GOLD
<i>Grant Value</i>	\$10,000-\$25,000	\$25,000-\$35,000	\$35,000-\$60,000
<i>Match Amount</i>	DC-based: \$750 Outside DC: \$1000	DC-based: \$1,250 Outside DC: \$1,750	DC-based: \$2,500 Outside DC: \$3,500

GRANT BENEFITS			
	BRONZE	SILVER	GOLD
AIR TIME			
PUBLIC SERVICE ANNOUNCEMENT (PSA) AIRING	One (1) distinct PSA <i>(aired throughout program schedule)</i>	Up to two (2) distinct PSAs <i>(aired throughout program schedule)</i>	Up to three (3) distinct PSAs <i>(primetime placement throughout)</i>
PROGRAM SPOTLIGHT	One (1) Appearance on DCTV's <i>Impact Moment</i> or similar package	One (1) Feature appearance on a DCTV-produced flagship show	Two (2) feature appearances on a DCTV-produced flagship show
PROGRAM PROMOS	<i>n/a</i>	Advanced promotion of appearance	Advanced promotion of appearance <i>(primetime placement)</i>
COMMUNITY CALENDAR	<i>Priority placement for on-air listing of your events in the Community Bulletin</i>		
PRE-PACKAGED CONTENT	<i>Schedule, promote, televise, stream your organization's pre-packaged content and/or programming</i>		
CREATIVE SERVICES			
PUBLIC SERVICE ANNOUNCEMENT (PSA) DEVELOPMENT	DIY resource toolkit for self-production	Consultation call and resources for guided self-production	PSA production by DCTV
FEATURED MINI-DOCUMENTARY	<i>n/a</i>	<i>n/a</i>	One <i>DC Story</i> , a 2-5 minute documentary of your work in the District <i>(counts as one of your two Program Spotlights)</i>
CONTENT REPACKAGING FOR DIGITAL MEDIA	<i>n/a</i>	One (1) repackaged clip from appearance on DCTV	Two (2) repackaged clips from appearance on DCTV
TRAINING			
REVENUE ENERGIZER TRAINING	<i>Revenue Energizer will equip you to tell stories of transformation that drive impact and increase revenue</i>		
MOBILE MEDIA TRAINING	<i>Instruction on creating and optimizing videos on cell phones and tablets using latest editing apps</i>		
EVENTS			
VOICE AWARDS	One (1) complimentary ticket	Two (2) complimentary tickets	Three (3) complimentary tickets
NETWORKING EVENTS	<i>Access to exclusive gatherings for DCTV grantees and community partners</i>		
STAFF ACCESS			
AUTHORIZED DESIGNEES	Primary contact, plus one (1)	Primary contact, plus two (2)	Primary contact, plus three (3)
VOLUNTEER NETWORK	<i>Access to exclusive list of DCTV-trained and certified volunteer producers and crew</i>		

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ADDITIONAL DISCOUNTS

	BRONZE	SILVER	GOLD
CREATIVE SERVICES			
IN-HOUSE, OFF-SITE, AND/OR POST-PRODUCTION	5% discount on creative services	10% discount on creative services	15% discount on creative services
TRAINING			
MEDIA EDUCATION CLASSES	5% discount on all class registrations	10% discount on all class registrations	15% discount on all class registrations
CUSTOM MEDIA EDUCATION	15% discount on custom production workshop or consultation		
FACILITIES			
EVENT SPACE	5% discount on renting event space	10% discount on renting event space	15% discount on renting event space
STUDIOS (SET OR GREEN SCREEN)	4 guaranteed hours per grant cycle	10 guaranteed hours per grant cycle	16 guaranteed hours per grant cycle
EDITING BAYS	8 guaranteed hours per grant cycle	16 guaranteed hours per grant cycle	24 guaranteed hours per grant cycle
EQUIPMENT RENTAL (OFF-SITE)	Two (2) guaranteed days per grant cycle	Four (4) guaranteed days per grant cycle	Six (6) guaranteed days per grant cycle
<p><i>NOTE: Certification is required for all use of equipment and facilities. Use of facilities or equipment does not include creative support. Additional time for studio use, editing bays, and equipment rental may be granted upon request, subject to availability. Training by DCTV professional staff is available in production (studio use), Adobe Premiere software (editing bays), and cinematography (equipment rental).</i></p>			
STAFF ACCESS			
ADDITIONAL DESIGNEES	\$40 each	\$30 each	\$20 each