

Application Number:

10-01

Applicant Name:

KCOU

Project Name:

Reporting of Community News and Public Affairs

Project Summary:

This project will create a full fledged student news department at KCOU 88.1 FM. Students will gain hands on experience in broadcast reporting and anchoring. A half-hour news program will be produced Monday through Friday and an hour-long news-magazine will run on Sundays. The majority of the coverage will be on campus and community events, including stories about the City of Columbia. Stories would be uploaded on to our website, where supplemental written material will be provided. PSAs from the City of Columbia would air throughout the day and during newscast breaks at no cost.

Total Project Amount:

\$7,020

Requested Amount:

\$5,400

Score Average:

64.83

Score Ranking:9th**Proposed Allocation:**

\$ 371.00

Comments from 7/16/09 Public Hearing Meeting

Represented by Jonathan Hutcheson. Mr. Hutcheson indicates that this project would change greatly in scope based on funding. He also indicates there was a conflict of interest as he is representing a radio station and one of the committee members also works for a competing radio station. Uncertain if this applicant withdraws at this time.

Application Number:

10-02

Applicant Name:

Big Brothers Big Sisters of Central Missouri

Project Name:

Juvenile Crime: Awareness and Prevention

Project Summary:

This project intends to educate Columbia citizens on the issue of juvenile crime and preventative measures while opening lines of fresh dialogue and communication with city officials to discuss current and future strategies. The project will use five methods of communication to reach as many residents as possible, ultimately inviting them to an open discussion forum with key City Officials, the Columbia Police Department and experts in the field of Juvenile Justice. Big Brothers Big Sisters will be spotlighted as a preventative agency utilizing youth mentoring to create positive change.

Total Project Amount:

\$25,000

Requested Amount:

\$13,500

Score Average:

89.00

Score Ranking:

3rd

Proposed Allocation:

\$ 8,995.00

Comments from 7/16/09 Public Hearing Meeting:

Represented by Dave Dietrich. Mr. Dietrich indicates that this project is still viable, the scale may be cut back some and they are working on obtaining more funds from other sources or donations of services.

Application Number:

10-03

Applicant Name:

Rainbow House Emergency Children's Shelter/Regional Child Advocacy Center

Project Name:

Rainbow over Columbia

Project Summary:

A series of public svc announcements to air on a variety of local radio and television stations at various times of the day in order to reach all socioeconomic groups. Topics, all related to healthy family relationships, will include: communication, appropriate management of behaviors, role modeling, and keeping children safe.

Total Project Amount:

\$18,750

Requested Amount:

\$18,750

Score Average:

82.00

Score Ranking:

6th

Proposed Allocation:

\$ 5,275.00

Comments from 7/16/09 Public Hearing Meeting

Represented by Jan Stock. Ms. Stock indicates a series of 12 PSA's would be less now based on potential funds. They have solicited funds from other sources, but feel they have exhausted all resources. Ms. Stock indicates that PSA's would likely be reduced to less than half the original amount.

Ms. Stock recommends to the committee to fully fund 3 or 4 of the projects they feel are most worthy, even at sacrificing her project, rather than giving a little bit of money to each applicant.

Application Number:

10-04

Applicant Name:

Columbia Access Television

Project Name:

CAT TV Summer Camp

Project Summary:

The proposal requests funding for the CAT TV Summer Camp. This is low-cost, day camp in which children aged 12-18 will learn the essentials of television production. The television programs produced in the day camp will feature local issues of interest to citizens and City Officials. These half-hour programs will air on CAT TV. The camp will feature professional instructors teaching workshops on preproduction, studio production, field production and editing. There will be two, one-week sessions. Each session will accommodate 10-15 children. Meals will be provided.

Total Project Amount:

\$20,000

Requested Amount:

\$20,000

Score Average:

67.33

Score Ranking:

10th

Proposed Allocation:

\$ 1,150.00

Application Number:

10-05

Applicant Name:

Disabilities Media Inc.

Project Name:

The Disabilities Forum

Project Summary:

The project consists of three components: 1. Quarterly on-line magazine 2. On-line forum, and 3. Quarterly round table which brings together key City Officials and persons with disabilities. One topic per quarter will be featured. Topics may include housing, accessibility, mobility, and recreation. City Officials and the city's disabilities communities will be asked to engage one another in each of these media formats. Focus of activities will be on key issues of importance to the disabilities community.

Total Project Amount:

\$26,000

Requested Amount:

\$20,000

Score Average:

89.83

Score Ranking:

2nd

Proposed Allocation:

\$ 13,703.00

Comments from 7/16/09 Public Hearing Meeting:

Represented by Dr. Homer Page and Maria Oropallo. Dr. Page indicates that the project would be somewhat curtailed in the fact that they were going to use three approaches, an on-line magazine, an on-line interactive chat room and also face to face quarterly meetings. They would still look at doing the magazine and chat rooms, but would likely drop the quarterly meetings.

Application Number:

10-06

Applicant Name:

Parks and Recreation Department

Project Name:

Citizen Survey

Project Summary:

Total Project Amount:

\$15,250

Requested Amount:

\$15,250

Score Average:

60.33

Score Ranking:

12th

Proposed Allocation:

\$ 403.00

Application Number:

10-07

Applicant Name:

Heart of Missouri United Way

Project Name:

Columbia 2-1-1 Awareness Project

Project Summary:

To increase awareness of 2-1-1 services among Columbia residents to 80% of population by 12/31/10. To provide monthly reports to City Officials, other interested entities and the public about the information and referral needs of local residents through public presentations and website dissemination.

Total Project Amount:

\$39,000

Requested Amount:

\$18,600

Score Average:

75.50

Score Ranking:

7th

Proposed Allocation:

\$ 3,187.00

Comments from 7/16/09 Public Hearing Meeting:

Heart of Missouri United Way- no representative available for this application.

Application Number:

10-08

Applicant Name:

Columbia Special Business District

Project Name:

Museum and Cultural District Outreach Program

Project Summary:

A collaborative outreach program designed to educate Columbians about the wide range of top notch arts and cultural venues we have. The Collaborative consists of 8 arts venues, the Special Business District and Office of Cultural Affairs. The outreach program consists of a joint brochure, website, and year-long print and radio campaign. Venues will also be organizing joint events for both adults and children promoted throughout the year.

Total Project Amount:

\$43,941

Requested Amount:

\$20,000

Score Average:

82.50

Score Ranking:

5th

Proposed Allocation:

\$ 5,834.00

Comments from 7/16/09 Public Hearing Meeting:

Represented by Carrie Gartner. Ms. Gartner indicates that this project is still viable. She notes they would reduce the amount of advertising and possibly do more brochures and internet advertising. Ms. Gartner also indicated they would focus the advertising that would be done on roll out and certain times of the year.

Attachment D

Public Communications Resource Advisory Committee FY2010 Recommended Awards (4 pages)

Application Number:

10-09

Applicant Name:

First Chance for Children

Project Name:

Columbia Parent Engagement Campaign

Project Summary:

A City grant of \$20,000 will enable us to initiate an \$88,100 public information campaign to foster parent involvement in the education of preschool children. We will measure public awareness, especially among low income families, of the power that parents have to open educational doors for their children. At the same time, we will survey public perceptions about ways that both the community and parents can foster greater parent engagement. Then we will begin a campaign to improve parent awareness, measure its impact, and report the findings.

Total Project Amount:

\$88,100

Requested Amount:

\$20,000

Score Average:

91.83

Score Ranking:

1st

Proposed Allocation:

\$ 14,638.00

Comments from 7/16/09 Public Hearing Meeting:

Represented by Amalie Duvall. Ms. Duvall indicates that this project is still viable and the way they would adjust would be to scale back on the number of focus groups.

Application Number:

10-10

Applicant Name:

Daniel Boone Regional Library

Project Name:

Connect Columbia

Project Summary:

Through the Connect Columbia project, we will expand access to community information for local citizens through the library's virtual branch; encourage civic engagement through selected reliable information resources on topics of current community interest; and provide a dynamic and extensive online calendar of community events.

Total Project Amount:

\$23,720

Requested Amount:

\$15,020

Score Average:

73.88

Score Ranking:

8th

Proposed Allocation:

\$ 2,259.00

Comments from 7/16/09 Public Hearing Meeting:

Representative did not sign in. Representative indicates this project is still viable and would focus any funds on a city wide calendar.

Application Number:

10-11

Applicant Name:

School/Community Programs and Communications, Columbia Public Schools

Project Name:

Columbia Public Schools Streaming

Project Summary:

Increase public engagement and community involvement by increasing the transparency and availability of information regarding Columbia Public Schools and its Board of Education. Provide the ability to web stream Board of Education meetings and informational programming over the Internet; archive video for reference; and increase the efficiency of producing video for rebroadcast.

Total Project Amount:

\$37,950

Requested Amount:

\$20,000

Score Average:

83.00

Score Ranking:

5th

Proposed Allocation:

\$ 5,002.00

Comments from 7/16/09 Public Hearing Meeting:

Represented by Michelle Baumstark. Ms. Baumstark indicates that she was unsure if her project was still viable. She is waiting to hear back from vendors to see what scale back options are available and if some vendors would consider reducing charges.

Application Number:

10-12

Applicant Name:

Comprehensive Human Services, Inc - The Shelter

Project Name:

Be the Messenger – Domestic Violence and Sexual Assault in our Community

Project Summary:

Comprehensive Human Services (CHS) & Axiom, a creative advertising agency, will work to create, distribute, and promote an informational video on the impact of domestic violence (DV) & sexual assault (SA) on our community, to develop & promote an interactive web forum to foster informed, open dialogue regarding current DV & SA issues/incidents (both public and private), to create & distribute informational flyers & brochures on DV & SA in our community & to provide educational presentations to community business, civic or religious organizations regarding domestic violence & sexual assault in our community. The initial video distribution will begin with City Officials who will receive the video along with a lesson plan for department heads to prepare an informational presentation for their staff or constituents. The Shelter will be available for presentation facilitation, if preferred.

Total Project Amount:

\$28,000

Requested Amount:

\$20,000

Score Average:

87.50

Score Ranking:

4th

Proposed Allocation:

\$ 12,664.00

Comments from 7/16/09 Public Hearing Meeting:

Represented by E. Leigh Voltmer. Ms. Voltmer indicates that they are checking to see if Axiom would cover the difference in pro-bono or gifted work. They would also scale back on the number of printed materials.