AGREEMENT FOR COMMUNITY TECHNOLOGY GRANT

This Agreement is between the Mt. Hood Cable Regulatory Commission (Commission), through the Office for Community Technology (OCT), and XRAY.FM (Grantee) (together referred to as the “Parties”).

RECITALS:

This Agreement is entered into for the purpose of providing the Commission's 2017 grant funds for the Grantee's XRAY.TV: Understanding and Impacting Your Community Project.

AGREEMENT:

1. **Grant Amount, Use of Grant**

   Grantee is awarded a total amount of $59,565 for specific capital costs related to the Grant project. Grantee shall use the Grant funds exclusively for the purposes outlined in its Grant Application (the "Grant"). The Grant Application is attached to this Agreement as Attachment 1. Grantee shall not use the Grant funds for any purposes other than those set forth in Attachment 1.

2. **Project Manager**

   The Commission's Project Manager shall be Rebecca Gibbons or such other person as shall be designated in writing by the OCT Director.

3. **Payments**

   Upon submission of an invoice from Grantee, and upon certification by the Project Manager that the invoice is in accordance with this Agreement, the Commission shall pay to the Grantee $59,565 as specified in the invoice within thirty (30) days after receipt of the invoice.

   Grantee shall submit the invoice online through the Commission’s online grants management system using the claims module. The invoice, uploaded as an attachment to the grants management system claims module, shall be on Grantee’s letterhead, signed and dated by an authorized representative of Grantee and addressed to “MHCRC c/o City of Portland.” The invoice shall include an invoice number, the title of the Grant project and the total grant amount authorized by the Grant. If the Project Manager finds that the invoice is not in accordance with this Agreement, the Project Manager shall notify the Grantee of the reason(s) for the disallowance and non-payment.

   All expenditures made from Grant funds for Grant project capital costs must be made at least sixty (60) days prior to the expiration of this Agreement.

   Grantee shall repay to the Commission, thirty (30) days prior to the expiration date of this Agreement, any Grant funds that have not been expended for Grant purposes.

4. **Financial Records**

   Grantee shall account for the Grant funds separately in its books of accounts. Grantee shall
charge only Grant-related expenditures against Grant funds.

Grantee agrees to keep accurate and complete financial records that will enable the
Commission to easily determine the use of Grant funds and the allocation method of Matching
Funds committed by Grantee and Project Partners in the Grant for the project.

5. Reports

Grantee shall submit Interim Status Reports and a Final Status Report (collectively referred
to as ‘Report(s)’) to the Project Manager using the Commission’s online grants management
system. The Reports shall include both programmatic and financial information as established by
the Commission. An example of the range of report information collected is attached to this
Agreement as Attachment 2. For a Report to be acceptable to the Project Manager, the Grantee shall
document and clearly describe the progress of the grant scope in accordance with the reporting
schedule defined below.

Interim Status Reporting periods are July 1, 2017 through December 31, 2017; January 1,
2018 through June 30, 2018; July 1, 2018 through December 31, 2018. Interim Status Reports are
due within thirty (30) days of the end of each reporting period.

Grantee shall submit a Final Status Report no later than August 31, 2019.

Interim and Final Status Reports shall include an accurate and complete financial report of
Grant fund and Matching fund expenditures. The Report shall include copies of receipts or other
evidence of payment for actual grant funded capital costs incurred by Grantee related to the Grant.

The Project Manager, at her/his sole discretion, may require additional programmatic
information or financial documentation of Grant project expenditures. Grantee shall make its books,
general organizational and administrative information, documents, papers and records that are
related to this Agreement or Grantee’s performance of services related to this Agreement available
for inspection by the Project Manager or other Commission representatives during reasonable
business hours following five (5) business days advance written notification from the Project
Manager.

Grantee shall immediately provide notice in writing by electronic mail to the Project
Manager when Grantee anticipates or realizes any deviation in the Grant project which may result in
Grantee’s inability to complete the Grant project as originally submitted and approved by the
Commission.

6. Project and Fiscal Monitoring

The Commission and the Project Manager shall monitor the Grantee’s performance on an as
needed basis to assure compliance with this Agreement. Such monitoring may include, but are not
limited to, on site visits at reasonable times, telephone interviews and review of required reports.
Monitoring will cover both programmatic and fiscal aspects of the Grant. The frequency and level
of monitoring will be determined by the Project Manager. Grantee shall remain fully responsible at
all times for performing the requirements of this Agreement.
7. **Audit**

Because grant funds are derived from the cable franchises, the cable companies may conduct a financial review or audit of Grantee for the purpose of verifying whether use of capital grant funds is in accordance with the requirements of cable franchises related to use of capital grant funds. If the Commission receives notice from a cable company in accordance with the terms of the cable franchises of such audit or review, the Commission’s Project Manager shall notify Grantee within 5 business days of receiving the notice, and shall identify to Grantee the relevant financial records of Grantee that the cable company seeks to review. The scope of such audit or review of Grantee shall be consistent with the terms of the applicable cable franchise. Grantee agrees to make such relevant financial records available to cable company’s authorized representative for inspection and copying. Such records shall be reviewed during normal business hours at a time and place made available by Grantee. The Commission’s Project Manager shall promptly provide Grantee with written notice of the audit or review’s conclusions.

8. **Publicity**

Any publicity regarding the project shall indicate that the project was made possible by a Grant from the Commission through funds provided by the cable companies. Grantee shall notify the Project Manager before releasing information about the Grant to the press or other news media. The Commission may include information regarding the Grant in periodic public reports.

9. **No Other Obligations/Complete Agreement**

Grantee acknowledges that, except for the Grant, the Commission has no obligation to provide, and the Commission has not led Grantee to believe in any way (whether expressly or by implication) that the Commission will provide any additional or future assistance, financial or otherwise, either to Grantee or for the Grant project.

This Agreement contains the complete agreement of the parties. This Agreement may not be assigned, nor may any of the Commission's rights be waived, except in writing signed by a duly authorized representative of the Commission. The Commission may specifically enforce, or enjoin a breach of, the provisions of this Agreement, and such rights may be freely assigned or transferred to any other governmental entity by the Commission.

10. **Representations**

Grantee represents that it has full power and authority, and has obtained all necessary approvals, to accept the Grant, to carry out the terms of the Grant and this Agreement, and to conduct the Grant project in compliance with all applicable laws.

11. **Indemnification**

Subject to the limitations and conditions of the Oregon Constitution, Article XI, Sections 7 and 9, and the Oregon Tort Claims Act (ORS 30.260 through 30.300), the parties agree to indemnify and hold one another harmless from any loss, damage, injury, claim, or demand arising from their respective activities in connection with this Grant. Neither party shall be liable for any loss, damage, claim, or demand arising from the negligence of the other party or its agents or employees.
12. **Compliance with Laws**

The Commission and Grantee agree to comply with all applicable local, state and federal laws and regulations that apply to the subject matter of this Agreement.

13. **Amendment**

The Project Manager is authorized to amend the terms and conditions of this Agreement, provided such changes do not increase the Grant amount or the Commission’s financial risks or change the purpose of the Grant. If approved such amendments shall only be effective if in writing, and signed by duly authorized representatives of both Parties. Any change in the amount of the Grant funds or the financial risks under this Agreement must be approved by vote of the Commission.

14. **Term of the Agreement**

This Agreement becomes effective on October 1, 2017, unless Grantee fails to sign and return the Agreement to the Commission within thirty (30) days of Commission action to approve the Agreement, in which event this Agreement shall be null and void. The term of this Agreement is through, and including, September 30, 2019.

15. **Early Termination of Agreement**

This Agreement may be terminated prior to the expiration of its term by:

- (a) Written notice provided to Grantee from the Commission before any obligations are incurred; or
- (b) Mutual written agreement of the Parties.

Termination of this Grant shall be without prejudice to any obligations or liabilities of either party already accrued prior to such termination. However, upon receiving a notice of termination, Grantee shall immediately cease all activities under this Grant, unless expressly directed otherwise in writing from the Commission in the notice of termination. Further, upon termination, the Commission and/or Grantee shall deliver to the other party all works-in-progress and other property that are or would be deliverables had the Grant been completed. Grantee shall be entitled to receive reasonable compensation as provided for under this Agreement for any satisfactory work completed up until the time of notice of termination.

16. **Material Failure to Perform**

The Project Manager may terminate this Agreement after determining that Grantee has failed to comply with any material term or condition of this Agreement. The Project Manager shall give Grantee written notice of the intent to terminate this Agreement, identifying the reasons for such action.

If Grantee fails to remove or otherwise cure the material failure within thirty (30) days of the written notice of termination, or if Grantee does not undertake and continue efforts satisfactory to the Project Manager to remedy the failure, then the Commission may, at its sole discretion, require Grantee to refund to the Commission any amounts improperly expended, any unexpended amounts
or the full amount of Grant funds paid by the Commission to Grantee for the Grant project in compliance with the terms and conditions of this Agreement.

17. Suspension of Work

The Project Manager may at any time give notice in writing to Grantee to suspend work and expenditure of funds provided under this Agreement. The notice of suspension shall specify the date of suspension and the estimated duration of the suspension. Grantee shall immediately suspend work and expenditure of funds to the extent specified. During the period of the suspension Grantee shall properly care for and protect all projects in progress including materials, supplies, and equipment that are on hand for performance of the Grant. The Project Manager may, at any time, withdraw the suspension of work as to all or part of the suspension in written, by electronic mail, notice to Grantee specifying the effective date and scope of withdrawal. Grantee shall then resume diligent performance of the work. In no event shall Grantee be entitled to any incidental or consequential damages because of suspension.

The causes for suspension of work include, but are not be limited to, Project Manager’s concerns about Grantee’s ability to complete the Grant in accordance with this Agreement or any other non-compliance with the Agreement.

18. Non-Discrimination

In carrying out activities under this Agreement, Grantee shall not discriminate against any employee or applicant for employment on the basis of race, color, religion, age, sex, marital or economic status, familial status, national origin, sexual orientation, disability or source of income. Grantee shall take actions to insure that applicants for employment are employed, and that employees are treated during employment, without regard to their race, color, religion, age, sex, marital or economic status, familial status, national origin, sexual orientation, or disability. Such action shall include but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Grantee shall state that all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, marital or economic status, familial status, national origin, sexual orientation, disability or source of income. In regard to carrying out activities under this Agreement, Grantee shall further not arbitrarily refuse to provide services to any person and shall not discriminate in offering services on the basis of race, color, religion, age, sex, marital or economic status, national origin, sexual orientation, disability or source of income.

19. Severability

If any provision of this Agreement is found to be illegal or unenforceable, this Agreement nevertheless shall remain in full force and effect and the provision shall be considered stricken.

20. Choice of Law and Choice of Forum

This Agreement shall be construed according to the laws of the State of Oregon, without regard to its provisions regarding conflict of laws. Any litigation between the Commission and Grantee arising under this Agreement or out of work performed under this Agreement shall occur, if in the state courts, in the Multnomah County court having jurisdiction thereof, and if in the federal courts, in the United States District Court for the State of Oregon.
21. **Survival**

As of the date of termination of this Agreement, any pre-existing unresolved claim or dispute by either Party, including but not limited to, money owed, performance due, or any other obligations of the Parties, that is the result of the other Party's performance or non-performance, will, by their terms, survive termination of this Agreement and will be resolved in accordance with the terms and conditions of this Agreement. All indemnity and unperformed obligations will survive termination of this Agreement. The obligation under Section 5 to submit a Final Report shall also survive termination of this Agreement.

22. **Assignment**

This Agreement or any interest therein may not be assigned or subcontracted without the prior written consent of the Project Manager. In the event of transfer without prior written consent, the Commission may refuse to carry out this Agreement with either the transferor or the transferee and yet retain and reserve all rights of action for any breach of contract committed by Grantee.

Notwithstanding Grantee’s use of any subcontractor for performance of this Agreement, Grantee shall remain obligated for full performance hereunder, and the Commission shall incur no obligation other than its obligations to Grantee under this Agreement. Grantee agrees that if subcontractors are employed in the performance of this Agreement, the Grantee and its subcontractors are subject to the requirements and sanctions of ORS Chapter 656, Workers’ Compensation.

23. **Electronic Means**

The parties agree the Commission and Grantee may conduct this transaction, including any contract amendments, by electronic means, including the use of electronic signatures.

24. **Notice**

Any notice provided for under this Agreement shall be sufficient if in writing and (1) delivered personally to the following addressee, (2) deposited in the United States mail, postage prepaid, certified mail, return receipt requested, (3) sent by overnight or commercial air courier (such as Federal Express), or (4) email addressed as follows, or to such other address as the receiving party hereafter shall specify in writing:

If to the Commission:
Attn: Rebecca Gibbons, Project Manager:
Mt. Hood Cable Regulatory Commission
c/o City of Portland/ OCT
PO Box 745
Portland, OR 97207-0745
Email: rgibbons@mhcrc.org

If to Grantee:
Attn: Amanda Brockman
XRAY.FM
PO Box 12147
Portland, OR 97212
Any such notice, communication or delivery shall be deemed effective and delivered upon the earliest to occur of actual delivery, three (3) business days after depositing in the United States mail as aforesaid, one (1) business day after shipment by commercial air courier as aforesaid or the same day an email transmission is sent (or the first business day thereafter if sent on a Saturday, Sunday or legal holiday).
AGREEMENT FOR COMMUNITY TECHNOLOGY GRANT: XRAY.TV: Understanding and Impacting Your Community

XRAY.FM SIGNATURE:

BY: ___________________________________________ Date: ______________

Name: ___________________________________________

Title: ___________________________________________

MT. HOOD CABLE REGULATORY COMMISSION SIGNATURES:

By: ___________________________ Date: ____________
Mt. Hood Cable Regulatory Commission Chair

Approved as to Form:

By: ___________________________ Date: ____________
Mt. Hood Cable Regulatory Commission Attorney
Application

00578 - 2017 Community Technology Grants
00706 - XRAY TV: Understanding and Impacting Your Community

Community Technology Grants

Status: Submitted
Original Submitted Date: 05/01/2017 3:22 PM
Last Submitted Date: 05/19/2017 10:47 AM

Primary Contact

<table>
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<tr>
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</tr>
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<tr>
<td>Salutation</td>
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<td>Last Name</td>
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</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:amanda@xray.fm">amanda@xray.fm</a></td>
</tr>
<tr>
<td>Phone:*</td>
<td>503-704-0777</td>
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<tr>
<td>Phone Ext.</td>
<td></td>
</tr>
<tr>
<td>Title:</td>
<td>Development Manager</td>
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Organization Information

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<tr>
<td>City*</td>
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<tr>
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<tr>
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Executive Summary

Executive Summary
The Executive Summary is your opportunity to introduce your project.

XRAY.FM is a nonprofit, independent media organization that aims to put a microphone to the best and most distinctive of Portland. Our vision is to create a culturally relevant center for ideas, music, and creativity in service of a more open media and a more just community. We operate a noncommercial FM radio broadcast from our studios in North Portland, provide education and training in audio production and storytelling, and recently began producing video content through a partnership with Open Signal. We are requesting funding from the Mt. Hood Cable Regulatory Commission to support the recording and broadcast of our public affairs radio programming on public access cable. The project period spans August 2017 - December 2018, with video programming being delivered to MetroEast Community Media and Open Signal 3-5 days per week over a 12 month period.

Airing our public affairs programming on public access cable will serve a demonstrated need for purpose-driven media coverage of locally-relevant issues that is informed by a wide range of voices and perspectives. Although this programming is currently available on FM radio in the Portland metro area and our online stream more widely, there are still people who cannot access the content on these mediums. By bringing these programs to public access cable we hope to reach a wider audience and in turn promote three broad goals:

1. Foster a more informed and engaged community.
2. Improve and increase coverage of topics people most want to understand.
3. Amplify a greater number and diversity of voices and perspectives.

In order to televise our public affairs radio programs, we will need to outfit our radio studio with cameras and other video equipment. Our request of $59,565 will allow us to purchase the necessary equipment and train our staff how to use it.

As a result of airing our programming on public access cable, we intend to produce the following outcomes for residents of the Portland metro area:

1. Increased knowledge around and understanding of what’s going on in their community and how they can get involved.
2. Increased motivation to play an active role in their democracy (ie, by voting, protesting, reaching out to their representatives, etc.) and community (volunteering, attending events, etc.).
3. Viewers feel better prepared to make informed voting choices in 2018 mid-term elections.
4. Viewers have access to a news source that addresses some of the main shortcomings of mainstream media, including:
   A. Hosts and guests reflect the full diversity of our community.
   B. Stories and discussions about issues affecting typically underrepresented groups are presented in a culturally sensitive manner.
   C. Programming covers the issues viewers consider most important, rather than the most sensational.
   D. Viewers from typically underrepresented groups (women, minorities, etc.) feel that their perspectives and comments are welcome on the program.

Project Narrative

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Cable System Technology Use

Community Access Channels

Proposed Technology

Video production equipment

Public Benefit Area

Improving Community Involvement

Project Purpose

In defining the project purpose, applicants must:
The 2016 presidential election brought to light how sorely we need purpose-driven (rather than ratings-driven) media. A comprehensive study of media coverage of the election by Harvard’s Shorenstein Center on Media, Politics, and Public Policy showed that coverage by mainstream media outlets was heavily skewed toward ratings-friendly material at the expense of stories with more substance. A mere 10% of campaign coverage focused on the candidates’ policy stances, compared to 42% on polling numbers and 17% on controversies. That means for every minute spent covering plans for foreign policy, immigration, healthcare reform, and other pressing issues, six minutes were devoted to dissecting polls and replaying candidate’s scandals.

Media executives were not shy about admitting what was happening. CBS Chairman Les Moonves said, “It may not be good for America, but it’s damn good for CBS...Sorry. It’s a terrible thing to say. But, bring it on, Donald. Keep going.” This focus on ratings has also contributed to a lack of representation in the media. Journalists and reporters are still overwhelmingly privileged, white, urban-dwelling men. When issues that impact people of color, women, members of the LGBTQ community, people with disabilities, and others from underrepresented groups are given air and screen time, it is infrequently from the perspective of someone who is directly affected by that issue or presented in a culturally-sensitive manner. For example, a 2016 study by the Women’s Media Center found that 67% of presidential election coverage related to abortion and contraception was reported on by men. A 2014 study from the Associated Press and American Press Institute found that only one-third of Hispanics and one-quarter of African Americans surveyed thought that the media covers their communities accurately.

Despite being a generally forward-thinking city, Portland’s media offerings reflect those of most cities in the United States. Of the radio stations and television outlets in Portland, only a handful are noncommercial or community stations and a very small number of programming hours are devoted to locally relevant public affairs issues from diverse perspectives and points of view. The average Portlander who wants to know what’s going on in their city and state doesn’t have many sources to turn to; people of color and members of other marginalized communities have even fewer options if they want to hear from someone like themselves. In sum, it is difficult for many people in our community to access information and conversations about the issues most pressing to them.

In response to this demonstrated need, we will make available purpose-driven media that covers locally relevant issues and is informed by a wide array of voices and perspectives on public access cable. We already aim to do this via our radio broadcast, and currently amplify a diverse collection of voices in our public affairs programming five days per week. However, not everyone in our community has a car or a smartphone (the two primary ways that our radio content is accessed), and many people are visual rather than aural learners. By bringing this existing radio programming to public access cable, we will be able to reach and serve an even larger audience.

We intend this programming to benefit Portland metro citizens generally, as we will tailor the information and topics covered to reflect the particular needs and interests of our community in response to local current events and audience feedback. Although we are not intending to benefit any demographic groups in particular, we expect that people of color and seniors will specially benefit from this programming. This is because older people tend to favor television as their primary news source (72% of people age 50-64 and 85% of people 65+, according to a 2016 Pew Research Center survey), so we reasonably expect that many viewers of our programming will be over the age of 50. Additionally, we expect that programming that makes a concerted effort to feature the voices and perspectives of people of color will be compelling to a more diverse audience, including the coverage area of MetroEast Community Media’s channels that includes many immigrant and minority households.

The existing radio programming that we intend to make available on public access cable includes XRAY in the Morning, which we have been producing in-house since February 2016, and Group Therapy, which we started airing after the 2016 presidential election as a platform for members of our community to discuss the changes brought by the new administration. Both programs feature a variety of community voices as co-hosts and guests. Some recent guests include state and local representatives (Governor Kate Brown, Senator Jeff Merkley, Mayor Ted Wheeler, City Commissioner Chloe Eudaly), nonprofit and philanthropy leaders (Doug Stamm, Matt Morton, and Rukaiyah Adams of Meyer Memorial Trust; Emily Gilliland of Campfire Columbia), visiting authors (Augusten Burroughs being one notable recent example), community organizers (Gregory McKelvey from Portland Resistance, Portland Women’s March organizers, Teressa Raiford from Don’t Shoot Portland), and more.

XRAY in the Morning also features many regular segments, including:

- **Minority Retort:** Weekly discussion led by people of color, focused on arts and race.
- **A Republican in Portland:** Unpacking conservative viewpoints in our largely liberal town.
- **News with my Dad:** Commentary on local and national news with a father-son duo of former state legislators.
• **Oh My Dollar**: Call-in personal finance advice relevant for a range of income levels.
• **Everything is Interesting**: Women-led, practical discussions on science.
• **5 Quadrants of Portland**: Journalism focused on underrepresented communities.

Segments in development (in response to community feedback):
• **#WhatNow**: Community organizing in the aftermath of 2016.
• **Activist Toolkit**: “How to” discussions with leading changemakers.
• **Budget Deep Dive**: Explaining the choices to be made in Oregon’s state budget.
• **High Road Economy**: Discussions with minority, women, and emerging small business leaders; discussions with business leaders of all stripes who are working to be positive community members.
• **Northwest Owner’s Manual**: Information for Portland newcomers (including immigrants) about their new community.

We expect this programming to boost community involvement by providing a new platform for the information already being shared by community members and organizations on our radio broadcast. As Portland metro residents gain access to this information they will be more informed and in a better position to participate in their democracy and community. TV viewers will also be encouraged to participate in shaping the programming itself via phone, text, email, and our “Social Study” focus groups.

We intend to serve three broad goals through the broadcast of XRAY public affairs radio content on public access cable:

1. **Foster a more informed and engaged community.** We want viewers of our programs to come away knowing more about how their local, state, and national governments functions and how they can personally make an impact. With 2018 being a midterm election year, we intend to provide the resources that people need to make informed voting decisions.

2. **Provide increased coverage of topics people most want to understand.** Based on input we compile from viewers, we will produce content to address the 3-5 most critical topics each quarter. Coverage will range from hyper-local all the way to national and international issues.

3. **Amplify a greater number and diversity of voices and perspectives.** There are so many voices in our community that need amplifying. Not just the most famous, but also the voices of lesser-known people who have expertise to share and who have impact on our community. We will engage in conversations with nonprofit leaders, local experts, members of underserved and vulnerable communities, issue advocates, and local organizers, community members with questions, elected leaders (including those not as famous as a governor or mayor). We will also give new voices chances to co-host and invite community participation via live call-in line, pre-recorded voicemails, emails, texts, and more.

*Evaluation Plan*

*How will you evaluate progress toward and achievement of the projects anticipated outcomes?*

The evaluation plan should include evaluation questions, strategies or methodologies to collect data in order to answer the questions and steps to document findings and lessons learned.
We will evaluate progress toward each anticipated outcome in the following ways:

1. **Tracking engagement and education**: We will track community engagement and the effectiveness of our programming as an educational resource by measuring:
   1. Increase in interactions across social media channels, call line, text line, voicemail line, and email.
   2. Viewership of programming on Youtube and Facebook Live.
   3. Attendance at Social Studies and other related events.
   4. Demographics of viewers (including age and race information) by collecting data at Social Studies and email surveys.
   5. Increase in sponsorship of the public affairs programming.
   6. Increase in sustaining membership.
   7. Viewer reports of their knowledge level on various topics covered on our programming.

   These metrics will be tracked by our development and marketing staff.

1. **Tracking coverage of critical topics**
   1. Invite ongoing community feedback from email, text messages, phone calls, and social media.
   2. Hold quarterly “Social Studies” (focus groups) to collect general feedback and topic suggestions.
   3. Conduct online surveys to determine topics viewers most want to understand, and compare survey results against topics covered. Surveys will also include questions to measure how access to the programming has influenced viewers’ understanding and knowledge of what’s happening in their community.
   4. To insure constant improvement, the production team will grade each segment for quality and relevance.

   The lead producers and production teams will collect, analyze, and document feedback from surveys and other channels.

1. **Tracking diversity of voice and perspective**: Every week our programming will include community members, minority voices, community input, and local leaders who don’t receive the full attention of commercial media. We will track:
   1. Inclusion of women and people of color as guests and co-hosts.
   2. Number of interviews / conversation participants recorded.
   3. Number of community voices and comments aired.

   The lead producers and their production teams will track the voices amplified in the programming.

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**Project Partners**

A “Project Partner” is defined as an organization that supplies cash or in kind resources and/or plays an active role in the planning and implementation of the project. You should present who your Project Partners are, their respective roles in the project, and specific contribution each partner will make to the project in the form of financial support, equipment, personnel, or other resources.

MetroEast Community Media is our primary partner on this project. They have already consulted on the gear list and implementation plan for this proposal. We will also be contracting with them to install the video equipment and train our employees to use the equipment. They will also broadcast the programming that we produce. This will deepen the relationship between our two organizations, which began when MetroEast selected XRAY to take over their 107.1FM signal after KZME disbanded in 2014.

**PROJECT FEASIBILITY SECTION includes: Technical Design, Implementation Plan, Organizational Capacity and Project Budget (see Final Application Budget form)**

**Technical Design**

The Technical Design should specify in detail the proposed technology and equipment to be employed; the rationale in selecting the particular technology; how the technical design supports the project’s use of the community access channels and/or the I-Net; and the plans for maintaining and upgrading the system or equipment in the future.
Because these programs will continue to be broadcast live over the radio, we must continue to produce them in a studio with radio broadcasting capabilities. Neither Open Signal nor MetroEast have studios that are connected to our radio broadcast, so we will need to outfit our existing production studio with video equipment that will allow us to capture the programs as they happen live. Because this programming is produced five days per week, we will benefit from having our own editing computer and software so that producers do not have to travel to Open Signal or MetroEast multiple times per week to prepare the content for television broadcast.

Our radio studio is not as large as a typical television studio, so we have chosen equipment that will make the best use of our limited space. We will use four wall-mounted, remote-controlled cameras to eliminate the need for camera operators in the sound booth, along with a free-standing camera to provide the flexibility to capture extra activity (such as extended interviews) that can take place outside of the studio. We'll use a Tricaster Mini to cut between camera angles and add graphics during filming to simplify editing, for which we will also need computers, software, and hard drives. The Tricaster Mini will also be hugely helpful in making filming and production simple enough for amateur producers. Wall-mounted LED lighting will help create a professional-looking set while helping to reduce extra heat in our cozy space, and an uninterruptible power supply will protect against technical difficulties. Finally, we will need a large table for the control room that can accommodate the Tricaster and monitors alongside our existing audio equipment.

XRAY's current strategic plan is designed to establish us as a media organization, not merely a radio station. In our digital age video is increasingly important, and this equipment will enable us to share our content in an additional medium for years to come. As we continue to grow, we have our sights set on eventually moving the radio station to a new space where the on-air studios, production studio, and office space that is large enough to accommodate our growing staff and volunteer teams. If and when that move happens (probably not for at least a few years), we will bring the equipment and install it in our new studios. The capital campaign to support such a move will include fundraising for whatever equipment will be necessary to complement our existing equipment in the new space.

Proposed Project Start and End Date:

Projects may include timelines of up to 36 months.

Proposed Start Date (month/year)          October 2017
Proposed End Date (month/year)           July 2019

Implementation Plan

The Implementation Plan should include major tasks and milestones in addition to detailed tasks needed to successfully implement the project.
October-December 2017: Wrap up other projects to free up staff time, allow audio producers who use the production studio where the cameras will be installed to make alternate plans for the installation period.

January 2018: Create an action plan with MetroEast and compare vendors for equipment.

February-March 2018: Purchase the equipment. MetroEast will install and test equipment, with plans to complete the installation by March 15th. They will also provide in-depth training on the new technology with at least 3 XRAY staff who will then be competent to use the equipment and train new people how to use it.

During the installation period, XRAY staff will ensure that necessary planning and recruitment is happening. We will create internship descriptions for video producers and recruit to fill these roles through various channels, including local colleges that have video and media programs and the XRAY Film Collective. The XRAY in the Morning and Group Therapy teams will begin to plan for changes to their programs that will need to be made with the switch to broadcasting from the production studio on camera. We will research other live filmed radio programs and learn from their set up. One program in particular that we will study is the Thom Hartmann Program, which is produced in Washington, D.C. and aired via public radio and television all over the country. Thom is a friend of XRAY and has already offered advice on the potential transition to filming our public affairs programming.

April - June 2018: Testing period. Producers of XRAY in the Morning and Group Therapy will get accustomed to conducting and filming their programs in the production studio. These months will serve as a time for us to experiment with camera angles, graphics, lighting, and other facets of filming so that we can dial things in before we begin to deliver programming to MetroEast and Open Signal. It will also allow us to build a sustainable schedule for the staff and volunteers will be involved with filming and producing the programming each day.

We will plan to begin submitting programming to Open Signal and MetroEast in July 2018. Because we will not have the capability to deliver a live video feed from our studio, we will do a delayed broadcast with minimally edited footage from the live radio broadcast. We will plan to deliver content 3-5 days per week, to be decided with Open Signal and MetroEast, through the end of July 2019.

Major tasks include:
• Purchasing equipment
• Installing equipment
• Training XRAY staff and volunteers how to use equipment
• Recruiting volunteer camera operators and video producers
• Building a crew of staff and volunteers who will handle the video production duties
• Planning and implementing a regular method of delivering video content to Open Signal and MetroEast
• Holding quarterly Social Study events and recording viewer feedback received via various phone and web channels
• Administering web survey to solicit viewer feedback and collect demographic information

Milestones include:
• Complete installation of video equipment
• XRAY staff achieve competency with the equipment
• First group of volunteer video producers are trained
• Record first live radio program
• Establish regular filming and delivery schedule
• Receive first calls, texts, emails, and other communications from TV viewers

Organization Capacity

The applicant should demonstrate the Organization’s capacity to successfully integrate the project into the organization.
We are confident in our ability to pull off both the installation of the equipment as well as delivery of the programming. Even as a young and lean organization, we have already successfully pulled off two significant construction projects. In 2015 we built our on-air and production studios inside the Falcon Art Community; this past winter we completed a renovation on our production studio to double the size of the sound booth and add the capability to broadcast live to the radio from that studio. The installation of video equipment will be a very manageable project for us, especially with MetroEast contracting on the technical aspects of the project.

This will also not be the first time we produce video content. We have produced a handful of promotional videos over the past few years for a Kickstarter campaign and other fundraising initiatives. We have also been steadily ramping up the production of XRAY Sessions, live video recordings of local and visiting bands that we post on our Youtube channel and website. Finally, our partnership with Open Signal together with an active volunteer group of filmmakers of various skill levels called the XRAY Film Collective has led to a number of exciting ongoing video projects. In March 2017 we launched the pilot season of XRAY TV on Open Signal’s POP 29 channel. XRAY TV consists of 4 hours each week of original series, curated music blocks, and footage from music festivals. The majority of the content on XRAY TV is produced by Film Collective members, with three paid project managers overseeing the programming. In addition to providing airtime, Open Signal has supported the project by providing training and equipment for our content producers, office space for the project managers, and matching funds to compensate the project managers. We expect many of the video producers for this project will come from the Film Collective pool, and that the project managers will step in to offer advice and assistance as needed to help ensure the success of this project.

We are also confident in our ability to deliver the video content because we will be filming established radio programming that is made by reliable production teams. The most resource-intensive tasks behind these programs (booking guests and hosts, putting together special segments, news writing) are already in place and managed by a team structure including paid staff and volunteers that we have found to be sustainable financially and time-wise. XRAY in the Morning is led by a part-time paid Lead Producer and a rotating team of interns who support the producer by booking guests, prepping interviews and news, and engineering the show live. Interns--frequently college students and recent grads--sign on for six month terms, and over the past year we have had more than a dozen people successfully complete internships. Group Therapy is currently an entirely volunteer-run program. The lead producer is supported by board operators (scheduled for shifts by our volunteer coordinator) and XRAY in the Morning interns as needed to ensure that guests are booked and the live program runs smoothly.

Although a small number of XRAY staff will be trained on the video equipment, we are planning for volunteers to handle the bulk of the video production. We will create video production internships with set service terms to complement the work of the existing radio production volunteers. We will do targeted recruitment outreach to college media and communications programs, such as Portland Community College’s Multimedia program, as students who can put this experience on their resume will be committed to seeing their service term through to the end.

We acknowledge that key aspects of this project will be placed in the hands of volunteers, and want to note that this strategy is very typical for a community broadcasting organization and reflects the approach taken toward most projects in our organization. The vast majority of our on-air content is produced by volunteers. XRAY in the Morning being the only program that has paid producers, with over 100 hosts and DJs contributing 2-10 hours per week to produce their 1-2 hour shows. Virtually all of the video content we’ve produced to date has been made by volunteers, including the XRAY Sessions and the XRAY TV original series. Even much of original studio build out and the recent construction work on our production studio was performed by volunteers. While we plan to continue increasing our staff capacity as the organization grows, volunteers will always be the lifeblood of our organization and will always play a central role in everything we do. We have never had a shortage of interest in volunteering, and have even seen a spike in interest since the 2016 election as many people are looking for ways to be more involved in their community and the democratic process.

Measurable Project Outcomes

What project outcomes do you hope to achieve for the identified community or targeted beneficiaries through the use of the proposed technology?
As a way of measuring our progress toward achieving our three broad goals (1. More informed and engaged community; 2. Increased coverage of important and relevant topics; 3. Greater number and diversity of voices and perspectives heard) we intend to achieve the following outcomes for residents of the Portland metro area:

1. Increased knowledge around and understanding of what’s going on in their community and how they can get involved.
2. Increased motivation to play an active role in their democracy (ie, by voting, protesting, reaching out to their representatives, etc.) and community (volunteering, attending events, etc.).
3. Viewers feel better prepared to make informed voting choices in 2018 mid-term elections.
4. Viewers have access to a news source that addresses some of the main shortcomings of mainstream media, including:
   A. Hosts and guests reflect the full diversity of our community.
   B. Stories and discussions about issues affecting typically underrepresented groups are presented in a culturally sensitive manner.
   C. Programming covers the issues viewers consider most important, rather than the most sensational.
   D. Viewers from typically underrepresented groups (women, minorities, etc.) feel that their perspectives and comments are welcome on the program.

We intend to measure these outcomes primarily through surveys that solicit viewers’ reports of how the programming has influenced their knowledge and motivation. Surveys will also ask viewers to compare the coverage provided by our programming to other news sources with respect to diversity and representation and the importance and relevance of topics covered.

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**Budget Narrative**

**Budget Narrative**
Personnel
Lead Producer, XRAY in the Morning
The Lead Producer oversees all preparation for XRAY in the Morning, which consists of 10 hours per week of live radio programming. They oversee a small team of interns and volunteers who book guests and co-hosts, select and summarize news stories, engineer the live show, and collect and respond to listener feedback. Based on monthly salary of $1,600 over the 17 months of the project period, total project cost is $27,200.
Grant funds: $0
Match funds: $27,200

Radio Operations Manager
The Radio Operations Manager oversees all activity in the production studio where programming will be filmed. They will receive intensive training after initial installation of new equipment and will periodically train new volunteers and contractors how to use the equipment. They will also be responsible for ensuring the equipment is in good working order. We estimate that over the course of the project period, 50% of the Radio Operations Manager’s time will be devoted to project-related activities. Based on monthly salary of $1,600 over 17 months, total cost to the project will be $13,600.
Grant funds: $0
Match funds: $13,600

Broadcast Engineer
The Broadcast Engineer assists the Radio Operations Manager with production studio scheduling and maintenance. They will also undergo intensive training after initial installation of new equipment and will periodically train new volunteers and contractors how to use the equipment. We estimate that over the course of the project period, they will average 5 hours per week of time devoted to project-related activities. Based on an hourly rate of $12/hour, the total project cost will be $4,000.
Grant funds: $0
Match funds: $4,000

Total Personnel costs: $44,800

Education and Training
MetroEast Community Media will provide 3 training sessions after installation of equipment is complete to ensure that at least the Radio Operations Manager and Broadcast Engineer are proficient with the new equipment. At a rate of $450 per session, plus $500 for staff time, the total project cost is $1,350.
Grant funds: $1,350
Match funds: $500

Total Education and Training costs: $1,850

Travel
Total Travel costs: $0

Contractual
Equipment Installation
MetroEast Community Media will contract to install cameras and cables, configure the Tricaster, and configure the multi-camera set up in our production studio. They have quoted $6,000 for the entire installation.
Grant funds: $6,000
Match funds: $0

Video Producers
We will need approximately 15 hours per week of video production support throughout the grant period to manage filming, editing, and delivery of video content to MetroEast and Open Signal. During the first two months of the grant period, these
hours will be devoted to planning and training. We will secure as much of this production help from volunteers as possible. Based on a modest rate of $35/hour, the total cost of video production over the course of the project period will be $35,700.

Grant funds: $0
Match funds: $35,700

Lead Producer, Group Therapy
The Lead Producer is a volunteer position responsible for overseeing preparation for Group Therapy, which consists of 2 hours per week of live radio programming. They book guests and hosts, select daily topics, engineer the live show, and collect and respond to listener feedback. They will also undergo training on the new equipment and participate in planning. Based on rate of $15/hour, which is at the low end of radio production payscale, for an average of 15 hours per week over the 17 months of the project period, total project cost is $15,300.

Grant funds: $0
Match funds: $15,300

Total Contractual costs: $57,000

Equipment

Tricaster Mini with NewTek Pro Care
A Tricaster will allow us to easily combine footage from 4 cameras during live radio broadcasts. It will also allow us to add graphics and make switches between cameras live, reducing the amount of post-production editing that will be needed. Pro Care will provide an extended warranty for the first 2 years that we own the Tricaster. Cost for one Tricaster Mini is $12,000. The first year of Pro Care is $1,995, and the second year is $1,295.

Grant funds: $15,290
Match funds: $0

Panasonic AW-HE40S Cameras with Wall Mount Kits
In order to capture multiple angles in the production studio, we will install four wall-mounted cameras. We will use mounted rather than free-standing cameras in order to conserve space in our studio, which cannot comfortably accommodate that many cameras on tripods. The cameras plus mount kits are $3,700 each.

Grant funds: $14,800
Match funds: $0

Panasonic AW-RP50N Camera Controller
A remote control camera controller will allow a producer to control the cameras from outside of the studio, which is a necessity in our small space. The controller will allow them to pan/tilt, zoom, and focus as necessary to ensure high quality recordings. One controller costs approximately $1,900.

Grant funds: $1,900
Match funds: $0

Cisco SF110D-0HP 8 Port POE Switch
A switcher will be installed to connect a variety of ethernet enabled devices to the Tricaster and camera controller. Cost is $150.

Grant funds: $150
Match funds: $0

Sony HXR-NX5R NXCAM Professional Camcorder with storage case, battery, and memory cards and Tripod with carrying bag
A free-standing camera will give us the flexibility to record footage outside of the production studio on occasion. For example, extended interviews with show guests, or field footage with interview guests and hosts for pre-recorded segments. Storage cases and accessories for the camera and tripod will ensure that the equipment can be transported safely. Cost for camera plus accessories is approximately $3,800. Tripod and case cost $525.

Grant funds: $4,325
Samsung 32” Monitors
We will install 2 monitors in the production studio that will allow the producer to monitor cameras during filming. Each monitor is $900.
Grant funds: $1,900
Match funds: $0

LaCie Rugged Thunderbolt 1TB Thunderbolt & USB 3.0 Portable External Solid State Disk
We will use two external SSDs to ensure secure off-board recording. Cost for each unit is $600.
Grant funds: $1,200
Match funds: $0

LED and track lighting
We will need to supplement the existing studio lighting with LED and track lighting to ensure a professional looking talk show set. Approximate cost is $750.
Grant funds: $750
Match funds: $0

15” MacBook Pro with 1TB SSD and Apple Care and editing software
We will need one 15” MacBook Pro with software installed for editing. A 1TB SSD will provide ample storage space for video files, and Apple Care will provide a warranty for repairs. Total cost for these items is approximately $4,300.
Grant funds: $4,300
Match funds: $0

CyberPower CP1500PFCLCD PFC Sinewave UPS System
An uninterrupted power supply will protect against technical difficulties during recording. Cost is $200.
Grant funds: $200
Match funds: $0

Zoar Onda Angled table (or similar)
We will need a larger control room desk to accommodate the existing audio equipment alongside the Tricaster and monitors. Cost for example model is $2,000.
Grant funds: $2,000
Match funds: $0

Total Equipment cost: $46,715

Infrastructure Construction/Facilities Construction
Total Infrastructure and Facilities cost: $0

Miscellaneous
Promotion for television programming
We will promote the new video content via sponsored social media campaigns, print ads, billboards, and more. Total cost is approximately $2,000.
Grant funds: $0
Match funds: $2,000

Recruitment fees
We will plan to do recruitment for camera operators via Mac's List and Craigslist. We will budget for 10 posts at $50 each over the project period.

Grant funds: $0
Match funds: $500

Total Miscellaneous: $2,500

**Overhead**
Includes: Resources needed to track grant project expenses and process equipment orders; Executive Director resources for project strategic planning and management in order to ensure efficient integration of project into organization; development and marketing resources for tracking evaluation metrics; and other organizational resources -- such as equipment, space and supplies -- that support staff members involved in the project.

Grant: $5,500
Match: $10,000
Total Overhead: $15,500

**Statement of Matching Resources**
A project will not be considered eligible for funding unless the applicant documents the capacity to supply matching resources of at least 50 percent (50%) of the total project cost.

The Statement of Matching Resources is essential to understanding which project costs identified in the Budget Narrative and the line Item Budget will be supported by the applicant organization and which project cost will be supported by Project Partners.

Statement of Matching Resources
Cash contributed by XRAY: $57,800
Estimated value of volunteer hours: $51,000

Total matching resources: $108,800

**Line Item Budget**

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<th>Cost Category</th>
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<th>Match Amount</th>
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**Final Application Signature**
Supplemental Material Attachments

Partner Commitment Letter(s)

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<tr>
<td>MetroEast Support XRAY.pdf</td>
<td>Letter of support from MetroEast Community Media</td>
<td>60 KB</td>
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<tr>
<td>MHCRCLetterofSupport--Keiren.pdf</td>
<td>Letter of Support from Keiren Bond--Group Therapy Lead Producer</td>
<td>39 KB</td>
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</table>
05/17/17

Dear Mt. Hood Cable Regulatory Commission:

MetroEast Community Media is pleased to provide this letter of support to XRAY.FM.

MetroEast is based in Gresham, Oregon and our mission is to use media to invigorate civic engagement, inspire diverse voices, and strengthen community life. Our core values include accessibility and inclusion, civic engagement, community collaboration and sharing, diversity of voices and information, democracy, and intellectual freedom.

MetroEast has thus far served in an advisory and consulting role as the XRAY.FM radio TV studio project has developed. In the initial phase we advised on a basic studio set-up. After visiting, reviewing and analyzing the studio space we revised the plan on how best to transform the studio space into a dual purpose radio and TV studio. We advised on what we feel is the best integrated equipment solution for TV production.

MetroEast would design, facilitate and install the TV studio equipment at the XRAY.FM location. This would include installation of cables, mounting systems and cameras. MetroEast will also set-up and configure the Tricaster switcher unit. The final phase will involve three training-the-trainer sessions for XRAY.FM staff and volunteers to become fluent in the newly installed multi-camera production system.

We are excited to see this project come to life. MetroEast will air finished programming created by XRAY.FM on our cable channels. Our long-term hope will be to create a solid partnership that will evolve into live broadcasting of select XRAY.FM radio talk shows.

Thank you for considering funding this project. We are excited to support XRAY.FM as they move in this new direction.

Sincerely,

Martin C. Jones
Chief Executive Officer
May 18, 2017

To whom it may concern,

My name is Keiren Bond, and I am the lead producer for the Group Therapy radio program on XRAY.FM. Group Therapy was born out the election as a response to listeners calling the station in a state of loss and despair. Since then, our focus has shifted away from being a resource to help people in our community grieve, to a program that addresses flaws in our political and social climate, and seeks to be a resource for change in our community.

We are a motivated team that works hard to highlight issues that are often ignored, or are too hard to discuss. We advocate for community togetherness, inclusion, and social progress. Notable guests have included Congressman Earl Blumenauer, Andrew DeVigal from the University of Oregon, Dr. Alisha Moreland-Capuia, and Michael Li of the Brennan Center. While I am only in the studio/office for 4 hours per week, I spend up to 20 hours outside booking guests, planning programing, and writing our host scripts.

I'm writing to express my support of XRAY's proposal to MHCRC for funding to purchase and install video equipment that would allow for the recording and airing of Group Therapy on public access cable. Our show is a panel discussion, which is conducive to strong interpersonal discussion and makes for great viewing. This new presidency has been a huge blow to the progressive movement, and as a result has brought many 'dormant' social issues to the surface. People are feeling hopeless, down, and often don’t know what to do. Without fail, we will be on air every Monday and Wednesday from 12-1pm, providing our listeners with hope, inspiration, and tangible resources for change. To air Group Therapy on an easily accessible platform such as public cable will ensure our community has easy access to a program that is informative, educational and inspirational.

Sincerely,

Keiren Bond
EXAMPLE OF INTERIM REPORT INFORMATION

OUTCOMES ACTIVITIES AND PROGRESS
Describe project activities that focus on the intended outcomes and/or progress made toward the outcomes. Provide both quantitative and qualitative details as they relate to an activity.

LEARNINGS AND EVALUATION
Summarize the key evaluation steps completed or underway. What are the primary lessons learned thus far about the project? Have you had any course corrections or adjustments to your project based on learnings thus far? How might these learnings impact project implementation in the next Reporting Period?

IMPLEMENTATION SUCCESSES AND CHALLENGES
By using the project’s original implementation plan/timeline (included in Attachment 2 to the Grant Agreement, The Implementation Plan), provide a mark-up of the plan indicating the status of your project in relation to the original plan/timeline by adding a “status” column to your activities list.

Describe any anticipated and unanticipated successes and challenges.

EXPENDITURE DETAIL
Provide a line item accounting, in context of the original grant budget, of the expenditures incurred during the Reporting Period; including both Grant fund and Matching fund expenditures.

Provide a clear narrative of the expenditures incurred for each line item identified above.

Provide a clear explanation of any expenditure that substantially differs from the original Grant budget.

WORK SAMPLES
Periodically, the MHCRC will use photos and videos (with permission) on our website to highlight the work of the organizations we support. Please send us photos or videos that illustrate the impact of the grant project in the community. (By sharing photos or videos, you acknowledge that any and all material you are providing has been obtained with appropriate signed media releases and may be shared with the MHCRC’s stakeholders and broader audiences.)
EXAMPLE OF FINAL REPORT INFORMATION

RESULTS
Describe the significant project activities that took place throughout the life of your project and how these activities contributed to the realization of the original project purpose and outcomes. (As applicable, please quantify your results as they related to your original project outcomes, i.e. numbers of people served, the demographics of those served, the number and type of content created, the number/type of classes/programs offered, etc.)

Outline your evaluation process, including evaluation tools and methods. Detail the results of your evaluation.

Do you have a testimonial story to tell that captures the essence of the project’s impact? (Where anonymity is required, please use pseudonyms.)

REFLECTIONS
What did you learn about the problem or issue you were trying to address?
What did you learn about the population served?
What factors contributed to your success?
What, if any, were the significant challenges encountered? How did you address both anticipated and unanticipated challenges in the course of the project?

EXPENDITURE DETAIL
Provide a line item accounting, in context of the original grant budget, of the expenditures incurred during the Project term; including both Grant fund and Matching fund expenditures.

Provide a clear narrative of the expenditures incurred for each line item identified in Step 1.

Provide a clear explanation of any expenditure that substantially differs from the original Grant budget.

SUSTAINABILITY
Will the project/program continue beyond the term of this Grant? If so, what are your next steps and plans for continuing or changing the project/program?

WORK SAMPLES
Periodically, the MHCRC will use photos and videos (with permission) on our website to highlight the work of the organizations we support. Please send us photos or videos that illustrate the impact of the grant project in the community. (By sharing photos or videos, you acknowledge that any and all material you are providing has been obtained with appropriate signed media releases and may be shared with the MHCRC’s stakeholders and broader audiences.)