



Application

01160 - 2020 Community Technology Grants

01335 - Mobile Media Education Initiative

Community Technology Grants

Status:	Submitted
Original Submitted Date:	04/08/2020 3:27 PM
Last Submitted Date:	06/01/2020 10:29 AM

## Primary Contact

Name:	Mr.	Seth	Ring
	Salutation	First Name	Middle Name Last Name
Email:	seth@metroeast.org		
Phone:*	971-277-6722		
	Phone	Ext.	
Title:			

## Organization Information

Organization Name:	MetroEast Community Media		
Organization Type:	Non-Profit Entity		
Tax ID			
Organization Address:	829 NE 8th St		
City*	Gresham	Oregon	97030
	City	State/Province	Postal Code/Zip
Phone:	503-667-8848		

## Executive Summary

Executive Summary

*The Executive Summary is your opportunity to introduce your project. The Executive Summary should briefly cover the core aspects of the project and address the following questions as applicable: Who are the communities to be served? What community need is the project designed to address? What public benefit area will the project focus on? What are the anticipated outcomes? How will the proposed technology solution address the identified needs and public benefit area? What types of programming will you produce and share on the community access channels? As applicable, what organizations are participating as project partners?*

MetroEast Community Media's mission is to use media to invigorate civic engagement, inspire diverse voices, and strengthen community life. We are a Gresham based nonprofit who has brought media training to East Multnomah County for over 35 years. As East Multnomah County has become more diverse, we have tailored our equity and inclusion efforts to accommodate underserved groups including people of color, immigrants and refugees, senior citizens, people with disabilities, and low-income families. Part of this effort has been seeking input from our community through workshop feedback, community stakeholder advice, listening sessions, and the formation of an education advisory board. We have especially taken to heart this major piece of feedback: transportation barriers prevent participants from experiencing our training and workshops. With this input, we have decided to seek funds for building out a Mobile Media Education Initiative that will better help us reach our beneficiaries.

We have a combined strategy that will allow us to reach 250 youth through co-programmed workshops with Schools and Community organizations and 400 community members through targeted community event programming. We'll be providing hands-on media experiences at events like I Heart Rockwood and Festival of Nations, helping us to reach people of color, immigrants and refugees and low-income beneficiaries in East County. These touchpoints will build community relationships and increase awareness of MetroEast services, including our Public Workshops, Digital Inclusion Efforts and Media Education Camps for Youth.

Rather than having beneficiaries come to us, we will bring the programming to them which will allow us to serve greater numbers of people, increase understanding and awareness of media technology, and overcome transportation barriers. With the support of the MHCRC and local partnerships with East Metro STEAM Partnership, Multnomah County Library, Open School East, Rockwood Preparatory Academy, Gordon Russel Middle School SUN Program, Centennial School District and Gresham Barlow School District, we can empower residents of East County with new tools and training that will open opportunities and make their voices heard.

We will be following the model set by other tremendously successful mobile technology labs like Beaverton's Future Bus and Baltimore's Mobile Innovation Lab. Our services will complement Gresham Barlow School District's Tomorrow bus, which is delivering maker space content while we will be delivering media creation content.

We have increased our request by \$25,000 from the initial request for additional funds for the purchase of a new vehicle, as opposed to donation of a used vehicle. Purchasing a new vehicle will reduce potential vehicle downtime and repair costs.

We have also requested \$61,000 for additional equipment to build a complete gear library for our mobile programming. Since submission of the pre-app, MetroEast has fleshed out the equipment needed to make this project successful. MetroEast is confident that staff can develop and deliver youth educational programming to 250 students and engage with 400 community members, but in order to do so effectively and without tapping into MetroEast's in-demand facility equipment, we needed to increase the equipment requested. The additional equipment request includes 15 computers, 15 iPads and 5 additional cameras, plus related accessories and software. Increasing the amount of available gear will decrease the student to technology ratio, facilitating better learning outcomes. This will also give us enough equipment to lend out as well as simultaneously serve multiple educational programs (ie: we have laptops on loan for a camp, but also need a set of them for a public event we are offering). Finally, additional equipment will also help to reduce staff time dedicated to gear management, requiring less reconfiguration of computers between different uses and fewer repairs.

*(This field has a character limit of 4000)*

---

# Project Narrative

Total Grant Funds:	\$200,850.00
Total Match Funds:	\$218,980.00
Total Funds:	\$419,830.00
Proposed Technology	Video production equipment
Public Benefit Area	Reducing Disparities for Underserved Communities
Project Purpose	

*In defining the project purpose, applicants must:*

MetroEast Community Media is a nonprofit specializing in media education, production and distribution. For the past three years, we have created a robust media education program through our Rockwood DIY (Digital Inclusion and Youth) Project, previously housed in Rockwood. Due to the loss of this building, and inspired by community feedback, we have decided that a mobile approach to our education would best fit the needs of our target beneficiaries in East County Multnomah County (the area east of I-205 including Gresham, Fairview, Wood Village, Troutdale and part of Portland). Our Mobile Media Education Initiative will deliver media training to East County residents, helping them realize the potential of media technology for future career and secondary education opportunities.

In April of 2019, MetroEast and East Metro STEAM Partnership co-hosted a listening session with past workshop participants, workshop translators and community stakeholders to assess our program strategy. Similar listening sessions were held with other organizations in East County. The overwhelming takeaway was that transportation to class/workshop sites was a barrier to participation. MetroEast's Mobile Media Initiative aims to reduce that barrier.

We will target historically underserved groups including youth, people of color and low-income families in East County. East Multnomah county is diversity-rich, but resource-poor; over 80 languages are spoken, roughly 30% of East Multnomah county residents are people of color—many of them immigrants and refugees (15% of East County residents are foreign born and 10% are not US Citizens), and many are making under \$30,000 per year. 27% of children in this area live in poverty (Rockwood Knocks Survey, Institute of Portland Metropolitan Studies). Because Eastside schools are not able to fundraise as much as their Westside counterparts, additional afterschool programming is more difficult to provide, per studies from Metro.

We will reach these beneficiaries through media education workshops with local school districts and through our presence at community events like I Heart Rockwood and Festival of Nations. We intend to serve 250 east county youth directly through workshops and engage 400 more individuals through community outreach at events. The purpose of serving at community events is to heighten community awareness of MetroEast services and connect them back to our Public Workshops and camps for youth. Examples of our youth workshop partnerships include our after school Podcasting camp with Rockwood Prep Academy, where students interviewed professionals of color about their career path. Another example is our Digital Portfolio Class with Open School East, where we worked with students to create a website and personal statement film that would give them a resume building work sample. Based on our experience and those of our peers (Beaverton Future Bus, Tomorrow Bus) it is best to co-create curriculum with teacher, it leads to better teacher and student engagement. We are working with our partners to create programming that accommodates the current realities of the COVID 19 crisis and social distancing requirements.

This new mobile approach to teaching technology has been very successful for other organizations like Beaverton's Future Bus and Baltimore's Mobile Innovation lab. Both have brought makerspace technology to hundreds of schools and thousands of students. During the COVID-19 crisis, Beaverton's Future Bus has been instrumental in delivering technology into the hands of those who need it. We are in close connection with the educators behind Gresham Barlow School District's Tomorrow Bus, another mobile maker space. They have borrowed heavily from Beaverton's Blueprint and we see them as a complimentary service to our Mobile Media Innovation lab. They will be delivering makerspace programming: 3D printers, laser printers and other physical creation technologies, while we will be delivering media creation programming to Gresham-Barlow, Reynolds, Centennial and David Douglas school districts.

An essential part of MetroEast's mission is to empower and elevate diverse voices through media training. This grant will help us fulfill that mission by bringing a mobile approach to serving our beneficiaries. Specifically, we are seeking assistance in outfitting a vehicle with the filmmaking equipment and capabilities to bring experiences and training directly into our community. We will work with schools and community partners to bring in-depth filmmaking and media workshops directly into some of the poorest, most underserved neighborhoods in the Metro area. Keeping in mind adjustments for social distancing and COVID 19 accommodations might change how we deliver programming, we anticipate the following camp, class and community event schedule that would serve our 250 youth and 400 community event beneficiaries, providing over 300 hours of programming:

- 9 total media creation workshops, during or after school in the Course of the 2020-2021 broken down into:

- 3 multi-week projects (ie: a 5 week after school video workshop at Rockwood Prep Academy that serves ~20 mixed grade level students) serving ~50 students, 120 hours total programming
- 6 one to two day hands on experiences that cycle an entire grade level through a smaller project/experience (ie: a two day introduction to interview techniques class for Dexter McCarty middle schools 8th grade students) serving ~100 students, 48 hours total programming
- 2 total media creation summer camps (ie: a week long, summer Make + Think + Media camp at Rockwood Prep Academy that serves ~25 mixed grade level students) serving ~50 students, 80 hours total programming
- 12 visits to library lunch sites for hour-long pop-up media technology workshops serving ~50 students, 18 hours total programming
- 3 appearances at large community events - providing brief experiences to media technology serving ~400 participants, 15 hours total programming

MetroEast will be tapping into its 35 years of media education expertise to teach these technologies. Through youth filmmaking workshops during the school year and summer, we will provide inspiration and depth of learning for would-be media professionals. We will also provide sample learning opportunities at community events to introduce media production technologies and spark interest and excitement from attendees to further pursue our training and technology at our studios in Gresham. In an increasingly monopolized media environment where access to technology dictates whose voice gets heard, these technologies offer marginalized communities a voice. We are building on existing relationships with partners to ensure we have free space to deliver the programming in the spaces where our target populations are.

A mobile approach to our media classes will provide a much more meaningful connection to the East County Community. Rather than having beneficiaries come to us, we will bring the programming to them. We hope this will allow us to serve greater numbers of people, increase understanding and awareness of media technology and overcome transportation barriers. By having the additional laptop, tablet and camera equipment requested, this will allow us to conduct simultaneous programming and more than one location (ie: we have Digital Portfolio students at Open School East using 6 of our DSLR cameras and are able to use the remaining 4 at Dexter McCarty Middle School for interview instruction classes).

*(This field has a character limit of 30000)*

### 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.*

To track outcomes for our project, we will:

- Collect attendance numbers, demographic and income data from our after school and in-school workshops
- Collect information on participants' learning and future interest in the technology taught in their respective workshops
- Review final student projects for production quality
- Calculate hours of content generated for channels
- Track number of community events attended and estimated participant numbers
- Track the number of community event attendees that:
- Participate in MetroEast Orientations or events
- Enroll their students in MetroEast workshops and camps

*(This field has a character limit of 8000)*

### 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.*

We will be working with a number of East County Educational Organizations to bring this project to fruition:

- Gresham Barlow School District has shared their planning process and their design plans for their Tomorrow Bus Project, a mobile make space serving the district. We will also be connecting with them to co-program workshops. They will be providing maker space content and we will be providing media creation content. We have been working with Gresham High School Journalism Teacher, Breanne Carlisle, to provide advanced film instruction to students and will continue this work next year. We will continue to work with Ron Neighorn of Dexter McCarty Middle School on video workshops. We will also work with GBSD's Tomorrow Bus instructors to implement VR filmmaking programming. This in-kind contribution and payment for direct video projects is estimated at \$9,200.
- Rockwood Prep Academy has hosted MetroEast camps, including Make+Think+Media and our after-school Podcasting Camp. They continue to allow us to use their space free of charge and assist with recruitment for camps. We will continue to do a mix of summer and after school media creation programming with Rockwood Prep. This in-kind contribution is estimated at \$5,500.
- Open School East has hosted MetroEast for our Digital Portfolio class. High school students receive elective credit towards graduation for completing the class. They continue to allow us to use their space free of charge and assist with recruitment for classes. We are currently working with students via Google Classroom and Google Meet to implement this class remotely. We intend to program our Digital Portfolio Class with them next school year. This in-kind contribution is estimated at \$8,800.
- Centennial School District will be working with us to help create curriculum, recruit participants for our workshops and provide programming space at their facilities, free of charge. We will most likely be working with Centennial's SUN program to explore VR filmmaking as well as traditional filmmaking on iPads and DSLR cameras.
- Gordon Russel SUN Program will be working with us to create curriculum, recruit participants for our workshops and provide programming space at their facilities, free of charge. We will most likely be doing an iPad-based filmmaking program with them to help create their school news. This in-kind contribution is estimated at \$2000
- Multnomah County Library (specifically the Rockwood branch) has provided access to their maker space for both our Make+Think+Media and Virtual Reality Filmmaking camps. We will continue to partner with them by using their maker space for programming, free of charge, and continue to ask them for recruitment assistance for camps. We have planned a podcasting camp with them this summer but will wait for further COVID 19 instruction from the Governor to decide how we implement it. We plan on visiting their Rockwood Library free lunch site in East County in 2021 for our pop up media experiences. This in-kind contribution is estimated at \$1200.
- East Metro STEAM Partnership (EMSP) will be connecting MetroEast Community Media to partners, interns and sources for participants and funding. Specifically, EMSP has been crucial in connecting us with key district CTE and media instructors such as Amy Lindahl STEM Coach at Centennial School district and Carla Gay, Innovation and Partnership Director, with Gresham Barlow School District. They have also given funding for grants in the past. This in-kind contribution is estimated at \$250.

*(This field has a character limit of 4000)*

## **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 projects use of the community access channels; and the plans for maintaining and upgrading the system or equipment in the future.*

This grant will allow MetroEast to purchase additional computers, software and video equipment, much of which we already use and support, but which will be specifically dedicated for use only with offsite programs. This will increase the number of people we can serve at one time, ease pressure on our public lending library of equipment, and significantly reduce tech support time needed to reconfigure devices between uses from different programs.

MetroEast will work with an outfitter to build out the van to support our planned programming. We plan to model the vehicle buildout on the "Tomorrow Bus" -- a mobile science and engineering lab for the Gresham Barlow School District. We are in contact with the team responsible for the vehicle design, as well as the teachers who are using the bus, and will leverage their experience as we navigate our own buildout. We have chosen a smaller form vehicle (short bus or Ford Transit-type van) for our vehicle type to assure we do not need a trainer with a Commercial Driver's License to drive it. We don't plan on offering exhibitions and programming inside the vehicle, although we will be outfitting it with screens on the outside of the vehicle.

(This field has a character limit of 10000)

### Proposed Project Start and End Date:

Projects may include timelines of up to 36 months.

Proposed Start Date (month/year) 06/2020

Proposed End Date (month/year) 12/2021

### Implementation Plan

The Implementation Plan should include major tasks and milestones in addition to detailed tasks needed to successfully implement the project.

See Attachment.

(This field has a character limit of 21000)

### Organization Capacity

The applicant should demonstrate the Organization's capacity to successfully integrate the project into the organization.

MetroEast's lifeblood is based on solid partnerships with nonprofits, schools, and government. Our flagship talk show program, Community Hotline, brings local nonprofits and other community organizations in to discuss their services, current issues, and events. MetroEast is highly regarded in the East County community. We won Gresham's 2017 Nonprofit of the Year award, in part due to our Digital Inclusion efforts in East County. We are also a Certified Gresham Green Business. This past July, our Director of Education & Volunteers, Seth Ring, won the Emerging Leaders in Community Media award due to his work with Digital Inclusion and Media Education.

Our partners help us engage East County residents through resources, staff, and local connections:

- We partnered with the Multnomah County Library to create curriculum and teach our Welcome to Computers Classes for immigrants and refugees. Many of the participants are recruited through a partnership with IRCO (Immigrant & Refugee Community Organization).
- Free Geek, an electronics recycling and refurbishing nonprofit, provided free computers for our participants.
- We partnered with the Pacific Northwest College of Arts' Make+Think+Code lab for our Make+Think+Media summer camp. We collaborate with PNCA instructors to continually develop our integrated media curriculum.
- We partnered with East Metro STEAM Partnership and OregonASK to host listening sessions around STEAM based programming in East Multnomah County.
- We created a podcasting workshop for Rockwood Prep Academy's after-school programming. They also hosted our summer Make+Think+Media workshop.
- We are currently working with Open School East students on digital portfolio projects that will make them more competitive in applying to colleges and jobs.

These examples show that MetroEast has the staff capacity and expertise to build curriculum that targets the needs and interests of diverse populations. The success of these one-off past experiences has shown that we could expand and scale up our youth education programming we currently offer if we had more dedicated equipment that was easy to transport offsite.

(This field has a character limit of 5500)

---

## 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?

At the end of the project we expect the following outcomes:

- Deliver media classes and workshops to 250 East County youth through after-school and in-school and summer programming
- A majority of the youth participants will achieve Increase Skill Attainment of Media Technology and express an interest in future career or secondary education opportunities.
- Hold outreach and engagement sessions at a minimum of three community events
- We will put tracking in place to measure recruitment and engagement from our community events

---

## Budget Narrative

### Budget Narrative

See attached Budget Narrative.

### 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.*

MetroEast will provide matching resources in the amount of \$122,830 of staff, intern and volunteer time. The hours of volunteers and unpaid interns will be valued at current minimum wage.

MetroEast will provide matching resources in the amount of \$4,000 to pay for educational contractors.

MetroEast will provide matching resources in the amount of \$1,000 to pay for background checks for volunteers, contractors and interns who work with children.

MetroEast will provide matching resources in the amount of \$5,000 towards purchase of a van.

MetroEast will provide matching resources in the amount of \$26,200 towards equipment purchases.

Project partners will provide matching resources in the amount of \$26,950 towards facility, outreach and staffing requirements as detailed in the Partner Commitments section.

MetroEast will provide \$3,000 in marketing and outreach support, \$10,000 in food and \$5,000 in supplies and consumables to support this program

---

## Line Item Budget

Cost Category	Grant Funds	Match Amount	Project Total
Personnel	\$0.00	\$122,830.00	\$122,830.00
Education and Training	\$0.00	\$0.00	\$0.00
Travel	\$0.00	\$0.00	\$0.00
Contractual	\$0.00	\$5,000.00	\$5,000.00
Equipment	\$185,850.00	\$31,200.00	\$217,050.00
Infrastructure/Facilities Construction	\$0.00	\$0.00	\$0.00
Miscellaneous	\$0.00	\$44,950.00	\$44,950.00
Overhead	\$15,000.00	\$15,000.00	\$30,000.00
<b>Totals</b>	<b>\$200,850.00</b>	<b>\$218,980.00</b>	<b>\$419,830.00</b>

---



## Final Application Signature

Signature of Duly Authorized Representative	Seth Ring
Date	06/01/2020
Title	Director of Education
Phone	971-277-6722
E-mail	seth@metroeast.org

---

## Supplemental Material Attachments

File Name	Description	File Size
Mobile Media Education Initiative Implementation Plan.xlsx	Implementation Plan	35 KB
Mobile Programming Initiative Budget - Budget Narrative.pdf	Budget Narrative	66 KB

---

## Partner Commitment Letter(s)

File Name	Description	File Size
Centennial School District Letter of Support (MHCRC) - Google Docs.pdf	Centennial School District Letter of Support	93 KB
EMSP Letter of Support (MHCRC).pdf	East Metro STEAM Partnership Letter of Support	132 KB
GBSD Letter of Support MHCRC 2020 SIGNED.pdf	Gresham Barlow School District Letter of Support	1.1 MB
Gordon Russel SUN Program Letter of Support (MHCRC).pdf	Gordon Russell Middle School Letter of Support	45 KB
Open School East Letter of Support (MHCRC 2020).pdf	Open School East Letter of Support	385 KB
Rockwood Library Letter of Support.pdf	Rockwood Library Letter of Support	163 KB
Rockwood Prep Letter of Support.pdf	Rockwood Prep Letter of Support	306 KB

	Total	Grant Funds	Match	Description	
<b>PERSONNEL</b>					
Trainer (50% for 18 months)	<b>\$48,750</b>		\$48,750	.50 FTE will be dedicated to working on Mobile Programming. This includes planning curriculum, recruiting students, managing interns and contractors and teaching classes. Jessica Liu, our Equity and Inclusion Manager will be the primary trainer although other trainers with specialized subject matter expertise may be tapped to lead some classes. \$48,750 in matching funds	
Director of Education (33% for 18 months)	<b>\$41,580</b>		\$41,580	The Director of Education will manage the program, plan curriculum, report on program outcomes and liaise with community partners. \$41,580 in matching funds	
Operations/Events Coordinator	<b>\$2,500</b>		\$2,500	Administrative support - such as processing waivers and running background checks for volunteers; Customer service - managing camp and class registrations; Managing catering and food for camps and events. \$2,500 in matching funds	
Interns, Volunteers & other MetroEast staff	<b>\$15,000</b>		\$15,000	MetroEast will pull a variety of resources to support workshops and trainings. We have a robust volunteer base and host approximately 15 interns annually. MetroEast production staff also frequently assist on more technical workshops. \$15,000 in matching funds	
Equipment & IT Support	<b>\$12,000</b>		\$12,000	MetroEast has a dedicated team that supports the technical needs of the entire organization and will also support the mobile programming initiative. Equipment room team manages check-outs, configures equipment and performs minor repairs. Our IT team supports software and computer configuration and manages wifi, internet and data transfers. \$12,000 in matching funds	
<b>CONTRACTORS</b>					
Contractors	<b>\$4,000</b>		\$4,000	MetroEast will hire contractors to supplement staffing at camps and workshops in order to maintain good student:teacher ratios. \$4,000 in matching funds	
Universal Background Check	<b>\$1,000</b>		\$1,000	Background checks for contractors, volunteers and interns. \$1,000 in matching funds	
<b>VEHICLE</b>					
Van	<b>\$40,000</b>	\$35,000	\$5,000	Ford Transit Van - High Roof, Extended;\$40,000 grant funds will go towards purchase of van and graphic van wrap; \$10,000 match will go to remainder of van purchase, registration and title fees. \$35,000 in grant funds and \$5,000 in matching funds	
Outfitting	<b>\$35,000</b>	\$35,000		MetroEast will work with a local outfitter to build out the van's interior, add solar and electrical \$35,000 in grant funds	
Low Voltage Wiring Design & Installation	<b>\$3,000</b>		\$3,000	MetroEast staff will design and install low voltage wiring for the van to support audio, video and internet transmission \$3,000 in matching funds	
<b>Equipment</b>					
DSLR Cameras	<b>\$25,000</b>	\$20,000	\$5,000	10 DSLR cameras to teach video and photography; \$20,000 in grant funding and \$5,000 in matching funds	
DSLR Lenses	<b>\$5,600</b>	\$5,600		Lenses for cameras; \$5,600 in grant funding	
Tripods	<b>\$7,200</b>	\$6,000	\$1,200	10 Tripods; \$6,000 in grant funding and \$1,200 in matching funds	
VR Cameras	<b>\$3,000</b>	\$3,000		6 VR cameras to teach and demo VR projects; \$3,000 in grant funding	
VR Headsets	<b>\$10,000</b>	\$10,000		6 VR headsets for viewing VR projects; \$10,000 in grant funding	
Macbook Pros	<b>\$45,000</b>	\$36,000	\$9,000	15 Macbook Pros for media education; \$36,000 in grant funding and \$9,000 in matching funds	
iPads	<b>\$17,250</b>	\$12,250	\$5,000	15 iPads for media education; \$12,250 in grant funding and \$5,000 in matching funds	
Software	<b>\$9,000</b>	\$6,000	\$3,000	Software for media education and fleet management; \$6,000 in grant funding and \$3,000 in matching funds	

	Total	Grant Funds	Match	Description	
Accessories and Storage	<b>\$10,000</b>	\$10,000		Computer peripherals, hard drives, cables; \$10,000 in grant funding	
Canopies	<b>\$1,000</b>	\$1,000		2 Canopy for outdoor events and classes; \$1,000 in grant funding	
Projector/Screen	<b>\$2,500</b>	\$2,500		Projector and screen for outdoor screenings; \$2,500 in grant funding	
Monitors	<b>\$2,500</b>	\$1,500	\$1,000	5 Monitors for media education and viewing; \$1,500 in grant funding and \$1,000 in matching funds	
Wifi Hotspots	<b>\$4,000</b>	\$2,000	\$2,000	\$2000 in grant funding for WiFi hotspot hardware \$2,000 in matching funds to cover wifi data plans	
<b>Partner Commitments</b>					
Gresham Barlow School District	<b>\$9,200</b>		\$9,200	In-kind partner commitment of \$9,200 in matching funds	
Rockwood Prep Academy	<b>\$5,500</b>		\$5,500	In-kind partner commitment of \$5,500 in matching funds	
Open School East	<b>\$8,800</b>		\$8,800	In-kind partner commitment of \$8,800 in matching funds	
Gordon Russel SUN	<b>\$2,000</b>		\$2,000	In-kind partner commitment of \$2,000 in matching funds	
Multnomah County Library	<b>\$1,200</b>		\$1,200	In-kind partner commitment of \$1,200 in matching funds	
East Metro STEAM Partnership	<b>\$250</b>		\$250	In-kind partner commitment of \$250 in matching funds	
<b>Other</b>					
Marketing and Outreach	<b>\$3,000</b>		\$3,000	The marketing budget includes flyers, online advertising, signage and giveaways. \$3,000 in Match funding	
Meals and Snacks	<b>\$10,000</b>		\$10,000	Food for events, camps, classes. Lunches/coffee for volunteers and interns. \$10,000 in match funding	
Supplies and Consumables	<b>\$5,000</b>		\$5,000	Miscellaneous supplies \$5,000 in matching funds	
<b>Overhead</b>	<b>\$30,000</b>	\$15,000	\$15,000	Operational overhead includes facilities (gear storage. office space), utilities, communications, insurance, management software and administrative staff time. \$15,000 in grant funds and \$15,000 in matching funds	
<b>TOTAL</b>	<b>\$419,830</b>	<b>\$200,850</b>	<b>\$218,980</b>		



18135 SE Brooklyn Street  
Portland, OR 97236-1099  
Telephone (503) 760-7990  
FAX (503) 762-3689

March 30, 2020

Dear Mt. Hood Cable Regulatory Commission,

The Centennial School District is delighted to support the Mobile Media Innovation Lab project initiated by MetroEast. Our district serves a diverse student body in East Portland: 42% of our students are English Language Learners. We also serve a community in significant need of resources, with 68% of our students qualifying for free or reduced lunch. Our partnerships with non-profits such as MetroEast are critical when it comes to offering our students robust programming.

We take an equity approach to academics and are very interested in expanding learning opportunities for our students. We do not have the capacity to teach in-depth media classes, which is why partnering with MetroEast Community Media is such a positive relationship.

MetroEast has already partnered with the Centennial School District in multiple capacities. They have worked with our Centennial Transition Center to offer an "Orientation and Studio Camera" class. They also worked with Centennial High School's childcare program to recruit childcare for their "Welcome to Computers" class. Centennial High School students work as interns at MetroEast Community Media and one of our CHS students serves on the MetroEast Education Advisory Board. We are looking forward to deepening this partnership, so it benefits our students, district-wide.

The Mobile Media Innovation Lab will be an incredible asset for our students and staff, delivering much-needed media literacy resources and programming. We very much look forward to seeing it become a reality.

Sincerely,

Ethan Guzman  
CTE/STEM/SUN TOSA  
Centennial School District

Amy Lindahl  
STEM Coach  
Centennial School District



East Metro STEAM Partnership  
10100 NE Prescott St, Portland OR 97220

April 7, 2020

Dear Mt. Hood Cable Regulatory Commission,

On behalf of the East Metro STEAM Partnership (EMSP), we are excited to support MetroEast Community Media's application to continue their effective work with media education workshops in East Multnomah County. MetroEast Community Media has been a partner of the East Metro STEAM Partnership since our inception in 2015. The Mobile Media Innovation Lab will extend the impact that MetroEast Community Media has on underserved youth in East Multnomah County by bringing media programming directly to constituents.

The vision of EMSP is an east Multnomah County community where children, youth, and adults have equitable access to and are engaged in STEAM learning that results in a skilled workforce and increased economic opportunity. MetroEast Community Media has worked alongside other organizations, schools, higher ed, workforce agencies, and industry to move our region toward that vision. Specifically, over the past few years, MetroEast Community Media has:

- been awarded two Pockets of Innovation grants from EMSP to for a digital storytelling camp and a summer of code and music directly through their Rockwood DIY program
- gained recruitment support from EMSP in order to increase the local community resources for students in their camps
- hosted digital media interns in partnership with Lewis Creative and Center for Advanced Learning to provide strategy and content around EMSP's communications efforts
- participated regularly in the EMSP Communications and Data Action Team
- produced a series of videos highlighting the 15 Pockets of Innovation and closed-captioned them in three languages
- partnered with OregonASK to conduct community listening sessions in the Rockwood Area which informed both EMSP and MetroEast Community Media regarding future programming

EMSP is delighted to continue supporting MetroEast Community Media in these ways, in addition to continuing to connect MetroEast Community Media to partners, instructors, and sources for participants and funding. We estimate the cost of these services to be worth \$250 (10 hours at \$25/hr).

Sincerely,

Jarvez Hall  
EMSP Director  
Jarvez.Hall@mhcc.edu



*Dr. A. Katrise Perera, Superintendent*

---

**Gresham-Barlow School District No. 10Jt**

1331 NW Eastman Parkway, Gresham, OR 97030-3825

[www.gresham.k12.or.us](http://www.gresham.k12.or.us)

Phone: (503) 261-4555

Fax: (503) 261-4554

May 27, 2020

Dear Mt. Hood Cable Regulatory Commission,

On behalf of Gresham-Barlow School District (GBSD), we are excited to support MetroEast Community Media's (MECM) application to continue their effective work with media education workshops in East Multnomah County. MetroEast Community Media has been a partner of Gresham-Barlow School District for several years. The Mobile Media Innovation Lab will extend the impact that MetroEast Community Media has on underserved youth in East Multnomah County by bringing media programming directly to constituents.

Gresham-Barlow School District focuses on Preschool to Postsecondary Pathways to Career Success. MetroEast Community Media has worked alongside many of our teachers and students to provide opportunities for hands-on career exploration in multi-media and documentation of other career exploration experiences. They continue to work with our Innovation Technology coaches and Career Technical Education teachers to highlight the many ways students can achieve lifelong success. Specifically, over the past few years, MetroEast Community Media has:

- Partnered with West Gresham Elementary School to create a series of films commemorating the closing of the school. The staff of MECM worked with 4th and 5th grade teachers to train students in pre-production planning and were poised to train them on iPads to film their projects. The production team is now moving forward with a project that will weave in their voices.
- Provided interview technique workshops with Breanne Carlisle's Journalism class at Gresham High School and did a basic studio camera and orientation class with the students.
- Worked with Ron Neighorn of Dexter McCarty Middle School to produce a demonstration interview setup and the staff shared about being in the media profession.
- MetroEast Community Media has provided numerous film clips and interviews with our superintendent and other GBSD staff.

In the future, we plan to continue collaborating with MetroEast Community Media. A few of our planning collaborations are:

- Provide roughly 40 hours of media creation programming with youth at Dexter McCarty Middle School and throughout the District via our mobile STEAM lab, the Tomorrow Bus.
- Host class field trips at MetroEast Community Media for and visit the classroom of Gresham High School journalism students to learn the ins and outs of operating cameras.

Gresham-Barlow School District will contribute and match MetroEast Community Media in the following ways:

In kind contributions:

- GBSD staff time: avg 15 hrs/ project x 6 projects x \$50/hr = \$3000
- Facilities: 2 hours/ project x 6 projects x \$100/ hr= \$1200

Direct payment for video projects:

- Multi-media Pathways Project: \$5000

Gresham-Barlow School district is excited to continue collaborating with MetroEast Community Media in these and other innovative and creative ways. We estimate our total in-kind and direct support contribution to MetroEast Community Media is \$9,200.

Sincerely,

GRESHAM-BARLOW SCHOOL DISTRICT

A handwritten signature in black ink, appearing to read 'A. Katrise Perera', with a stylized flourish at the end.

A. Katrise Perera, Ed.D.  
Superintendent

AKP:sa



Moving Lives Forward.

[www.metfamily.org](http://www.metfamily.org)

April 3, 2020

Dear Mt. Hood Cable Regulatory Commission,

On behalf of Gordon Russell Middle School's SUN program and Metropolitan Family Service, I am delighted to offer our full support of MetroEast Community Media and their Mobile Media Innovation Lab. The SUN program provides wraparound services for students and families at Gordon Russell, including a free meal and after-school enrichment classes and clubs. Our programming is geared toward underserved youth, with a focus on creating an intellectually engaging, accessible, safe space for students to learn and grow.

This year we partnered with MetroEast for the first time, and it has been a resounding success. Through our partnership, we were able to offer students two new classes: Newscast Production and Movie Makers. MetroEast provided initial training for our students and instructors. They lend our program portable AV equipment each week, which has allowed students to set up a mobile studio to produce newscasts (<https://youtu.be/BXGVW-jmAdU>). Our Movie Club used MetroEast cameras to make their original short film idea a reality ([https://youtu.be/R\\_yhbJrUKOo](https://youtu.be/R_yhbJrUKOo)). Additionally, they have provided ongoing support and training for our instructors. As a result, our students have not only learned media literacy and technical filmmaking expertise, but also gained a creative voice, public speaking experience, and social-emotional team-building skills.

Notwithstanding COVID 19 restrictions, we will recruit participants, provide space and staff time, estimated at \$2000, to partner with MetroEast next year for another youth media workshop. MetroEast is also playing a vital role as our organization transitions to a distance learning model, developing a tailored online workshop on video conferencing software for our staff. This will make us better equipped to serve families and youth for the duration of the coronavirus pandemic and beyond.

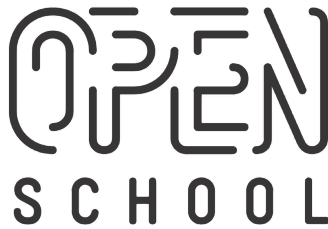
Metroeast Community Media and their Mobile Media Innovation Lab are an invaluable resource for the continued success of our program and youth. Therefore, it is without reservation that I offer our full recommendation. We look forward enthusiastically to continuing our partnership in years to come.

Sincerely,

*Kennery Barrera*

Kennery Barrera  
SUN Community School Site Manager  
Gordon Russell Middle School | [www.metfamily.org](http://www.metfamily.org)  
3625 SE Powell Valley Rd | Gresham, OR, 97080  
(503) 667-6000 Ext 3123 Cell: 503-367-3974





April 15, 2020

Dear Mt. Hood Cable Regulatory Commission,

Open School East is elated to support the Mobile Media Innovation Lab project initiated by MetroEast. We are an alternative high school serving at-risk and underserved youth in East Multnomah County. We take a multicultural approach to academics and are very interested in expanding learning opportunities for our students. We do not have the capacity to teach in-depth media classes, which is why partnering with MetroEast Community Media is such a positive relationship.

Currently, MetroEast staff and interns are teaching a Digital Portfolio class where students record a personal statement about their career and life aspirations, with the goal of making them stronger candidates for post-secondary education and jobs. Students in this after school class receive credit that will help them on their path towards graduation. We would love to continue this partnership and will continue to support MetroEast by providing a host site for their programming, providing staff support and recruiting participants for their workshops. In addition, Matt Ross, our High School Programming Director, will continue to provide insight and support as part of MetroEast's education advisory board. The cost of these contributions is approximately \$8,800.

The Mobile Media Innovation Lab will deliver much-needed media literacy programming to our students, we very much look forward to seeing it become a reality.

Sincerely,

*Matthew Ross*

Matt Ross  
High School Program Director  
Open School East  
[Matt.Ross@openschoolnw.org](mailto:Matt.Ross@openschoolnw.org)  
(503) 764-5334

December 6, 2019

Dear Mt. Hood Cable Regulatory Commission selection committee,

On behalf of Multnomah County Library, I am excited to offer this letter of support for MetroEast Community Media's Mobile Media Innovation Lab. Multnomah County Library's mission is *Empowering our community to learn and create*, and the library's strategic priorities include serving a diverse community, building digital literacy and re-imagining library spaces. MetroEast's goals to bring media education to underserved youth in East Multnomah County are closely aligned with our own priorities – supporting their Mobile Media Innovation Lab will help us both achieve these ends.

MetroEast, Multnomah County Library, and Rockwood Library especially, have worked in tandem on several projects together:

- We have shaped the Welcome to Computers program for Immigrants, Refugees and underserved groups: [https://youtu.be/\\_SbC8Nd8G7A](https://youtu.be/_SbC8Nd8G7A)
- We partnered with MetroEast to create our *Rockwood Library Maker Space VR Tour*: <https://youtu.be/Fu9KKnL8onI>
- They have produced other films for the Library including *La Hora de Aprender*: [https://youtu.be/mnitxQm\\_bDA](https://youtu.be/mnitxQm_bDA)
- We are currently partnering on a Summer Podcast Camp for youth.

As a free summer lunch program site, we offer free lunches and snacks to East County area youth. Many of the students we serve are considered low-income or below the poverty line. The Mobile Media Innovation Lab will bring these youth new opportunities to experience technology and instruction to which they would otherwise have limited or no access. We will coordinate with MetroEast to bring their technology instruction to our free lunch sites. We estimate total staff time contribution for this to be \$1,200.

Multnomah County Library looks forward to supporting MetroEast in its Mobile Media Innovation Lab Project. Together, our combined strengths will help educate youth in compelling new technologies and open their minds to new possibilities for education and careers.

Sincerely,



Vailey Oehlke  
Director of Libraries



# Rockwood Preparatory Academy

740 SE 182nd Ave Portland, OR 97233 (p)503.907.1023 (f) 503.907.1024

April 7, 2019

Dear Mt. Hood Cable Regulatory Commission,

After School Activities Program (ASAP) is a volunteer-driven program. ASAP is sponsored by East Metro Arts, Culture & Community (EMACC). Our Partners this year are MetroEast Community Media, the Gresham Little Theater and the staff and families of Rockwood Preparatory Academy.

Our ASAP program offers students opportunities to explore fun activities in a non-academic setting. Last year, MetroEast Community Media launched their Podcast Camp after-school program and Make Think Media summer camp to overwhelming success! Students were enthusiastic and interested in gaining more production skills while expanding their community knowledge and involvement. Rockwood Preparatory Academy will again provide space, staff time and participant recruitment for a MetroEast summer camp and a multi-week after school camp in the 2020-2021 school year. We estimate the cost of these contributions to be approximately \$5500.

We are building on this interest and seeding skills to more technical training by partnering with the Gresham Little Theater. Gresham Little Theater is a volunteer-based theater organization developed by and for the east county community. The theater provides both entertainment and education, especially through the process of participating in various aspects of theatrical productions. Year-round out of school programs are direct pipelines of opportunities for a future in media production training. Granting MetroEast Community Media funds for their Mobile Media Innovation Lab would allow expansion for these plans and future ones.

Sincerely,

Michele Brouse Peoples  
Artistic Director Gresham Little  
Theater Chair, EMACC