



# Mt. Hood Cable Regulatory Commission

*Serving Multnomah County and the Cities of Fairview, Gresham, Portland,  
Troutdale & Wood Village*

## **MHCRC COMMUNITY GRANTS PROGRAM STATISTICS**

Fiscal Year 2021-2022

Total Community Technology Grants Awarded: 10

Total Applicants: 14

Amendments awarded which increased grant dollars: 3

Total Grant Dollars Invested into Our Communities: \$925,408.87

Median Grant Award Amount: \$58,000

Average Grant Award Amount: \$79,234

Public Benefit Areas Addressed:

- Reducing Disparities → 90%
- Improving Service Delivery → 10%
- Improving Community Involvement → 0%
- Cost Reduction → 0%

Monitoring MHCRC Equity Indicators:

First-Time Grantees\*: 7

Funded Projects Prioritizing Racial Equity: 5

Funded Projects Supporting Underserved Communities: 8

Nonprofit Organizations: 8

Educational Institutions: 2

## **COMMUNITY TECHNOLOGY GRANTS PROJECT SUMMARIES:**

[Community for Positive Aging\\*](#)

**Grant Award:** \$66,920

**Public Benefit Area:** Reducing Disparities

Community for Positive Aging (CFPA) is committed to addressing the social, cultural, environmental, and economic needs that impact the health and wellness of older, low-income seniors in Multnomah County. The “Supporting Low-Income Seniors through Health Navigation Digital Media Content” project seeks to produce 8 to 12 informational videos about a variety of topics including healthy aging, food access, case management options, access to safe housing and more. The videos will be translated into Spanish, Vietnamese, and Mandarin and shared out via MetroEast Community Media (MetroEast). The videos will also be displayed on large screens at the community centers, food pantries, and housing centers where low-income



seniors in the community congregate and receive services. Videos will be created by CFPA staff and key volunteers after receiving training from MetroEast. Content of the videos will be determined based on the needs and concerns of seniors working with CFPA health navigators and are designed to ultimately increase awareness of, and access to, services and resources, with a particular focus on serving BIPOC and low-income seniors.

### [Curious Comedy Theater](#)

**Grant Award:** \$255,620.87

**Public Benefit Area:** Reducing Disparities

Curious Comedy Theater's (CCT) "Amplifying Marginalized Voices" project will upgrade old equipment to ensure high-quality professional videos for performers and the community at large. In addition, to their main stage, Curious Comedy Theater has acquired a second, more-intimate venue called the Annex. This space will also be outfitted with video production equipment to allow for capturing and sharing out comedy performances. The technology received will be used to help over 100 women and BIPOC comedians by capturing their performances which can be later used to promote themselves and build audiences on digital platforms. In addition to the "All Jane Comedy Festival," CCT will host the "BIPOC Comedy Festival" and the "NW Black Comedy Festival" during the project period. Through the planned 72 hours of captured programming submitted to Open Signal during the project period, Curious Comedy Theater seeks to increase exposure for female and BIPOC comedians to both the general public and industry representatives.

### [Day One Tech\\*](#)

*Operating under fiscal sponsor, Black Community of Portland*

**Grant Award:** \$34,790

**Public Benefit Area:** Reducing Disparities

The Day One Tech (DOT) "Variety Show for Culturally Responsive Education and Entertainment" project aims to purchase audio and video recording equipment to implement entry-level video production skills training opportunities for youth and their families in East County. DOT seeks to incorporate video production into their weekly program offerings at the DOT Media Center in conjunction with a large variety of established community partners including the Portland Boys and Girls Club, REAP, Reynolds School District, Parkrose School District and more. Youth will participate in culturally relevant STEAM-based programs while receiving training on how to create STEAM instructional videos that highlight Black, Brown and Indigenous talent and creators. Media content will be designed by youth with their mentors and include mini documentaries of DOT programs and footage of community in action both in and outside the program. The clips and instructional videos will be edited into a "variety show" format, broadcast on MetroEast Community Media and shared out on social media. DOT anticipates training a minimum of 60 youth and 20 adults to use the video equipment and production and hopes to use this project as a launching pad to establish a regular "kids news network" that will live on indefinitely. Overall, DOT seeks to increase cultural representation on television and

provide equitable access to media education (both TV and video production) pathways to communities of color in East County.

[ELSO, Inc.\\*](#)

**Grant Award:** \$66,150

**Public Benefit Area:** Reducing Disparities

ELSO's "Expanding ELSO Outreach to Increase STEAM Opportunities for BIPOC Youth and Young Adults" project seeks to connect BIPOC youth to STEAM opportunities using video production technology. Selected ELSO staff will receive training on audio and video production equipment, and then engage 100 youth in activities using the newly purchased technology. ELSO will engage participants from their "Tappin' Roots" internship & workforce development program for Black youth, ages 14 to 18, as well as their after-school program (Your Street Your Voice & Empower), which serves up to 60 BIPOC and LGBTQ+ students ages 14 to 20 each school year. In addition, ELSO will host a STEAM day-camp for Black and Brown youth ages 5 to 12 designed to develop confidence and a sense of belonging in nature. All youth participants will gain digital and "soft" skills through experiential learning with various media equipment, interacting with cameras during nature and place-based activities including wildlife monitoring, pollinator exploration, canoeing trips, hikes, and more. Older youth will receive hands-on video editing training. Both the staff and youth-captured footage will result in 13 to 15 videos shared with Open Signal and MetroEast Community Media. The final videos will increase awareness of STEAM opportunities, youth advocacy, and environmental justice in our community.

[NW Alliance for Alternative Media and Education](#)

**Grant Award:** \$95,627

**Public Benefit Area:** Reducing Disparities

The NW Alliance for Alternative Media and Education (NAAME) "Keys, Beats, Bars: From Pier to Peers Music Video" Project will provide opportunities for 50 justice-involved, at-risk minority youth (ages 14 to 25) who have suffered from several layers of trauma such as displaced family backgrounds, abuse/neglect, drug/alcohol abuse, detention, and incarceration. Youth will have the opportunity to bolster social/emotional skills while learning the technical skills necessary to produce high quality and professional audio and video projects to be shared out via Open Signal and online. A minimum of 10 produced music videos will feature youth talent and cover diverse musical topics. Keys, Beats, Bars (KBB) project will recruit youth participants through established community partners such as the Social Justice Action Center, Right 2 Survive, Ascending Flow Youth Organization, and 1 World Chorus. Youth will have the option of participating in field trips to local media maker studios in addition to programming offered onsite at various partner sites. Programming at Ascending Flow will take place onsite as the youth are in foster/DHS custody, for 2 to 4 hours every other week for five weeks. Ultimately, NAAME's primary goal is to reduce delinquency and recidivism by building up the strengths of the youth participants through positive social context, self-reflection, and skills-building.

### [Portland Community College](#)

**Grant Award:** \$56,136

**Public Benefit Area:** Improving Service Delivery

Portland Community College's (PCC) "Equitable Access to Education Programming" project seeks to both (1) increase media portrayals of underrepresented communities as college students and (2) upgrade equipment to dramatically improve editing and exporting speed, and ultimately result in more and higher-quality content for PCC Cable Channel 27. The equipment will be used to create original, compelling content (10 original videos; 2 longform videos) featuring success stories from current and former PCC students that highlight the benefits of higher education. In addition, PCC aims to increase hands-on video production experience of diverse PCC students by engaging at least 15 individuals in capturing the 2023 Portland Waterfront Blues Festival. Students will gain skills in live event production while working to capture over 300 hours of video footage for broadcast on the community media channels.

### [Portland State University School of Film\\*](#)

**Grant Award:** \$85,675

**Public Benefit Area:** Reducing Disparities

Portland State University (PSU) School of Film's "Fifty Years after Title IX: Portland Women in Sports" project seeks to tell a multi-tiered story about women in sports as experienced by Portland-area female and non-binary athletes. Approximately 96 undergraduate students in the School of Film will work with production professors across six courses to produce three 60-minute programs for broadcast on both MetroEast Community Media and Open Signal. The produced programs will include game play, studio segments, short documentaries, and athlete profiles from the Oregon Ravens football team, a small independent women's football league. Students will gain valuable training in a variety of professional technology and production processes including both studio webcasting and multi-camera field production. Ultimately, the project seeks to amplify the stories of groups often underrepresented in the media industry – both by telling the stories of seeking the benefits of athletic competition in a culture that often fails to support women's endeavors and by offering workforce technical training and creative storytelling skills in media production to a diverse group of PSU students.

### [Somali American Council of Oregon\\*](#)

**Grant Award:** \$43,835

**Public Benefit Area:** Reducing Disparities

Somali American Council of Oregon's (SACOO) "Transforming Community Through Technology During a Digital Age" project aims to (a) provide local Somali youth opportunities to develop knowledge and skills to thrive, and (b) to ensure that Somali youth have accurate information about tobacco's impacts on health. National research suggests that Somali immigrants and refugees use significantly more tobacco than the overall population; SACOO staff have observed this unsettling trend in the Portland area. SACOO staff plans to engage five cohorts of youth (a total of 65 youth) in three-month sessions where they will learn technical skills in video

production as well as the health risks of tobacco use. Youth will be recruited from Somali communities at mosques and local area high schools and will receive a stipend to participate in the training program. Alongside engaging in a social-emotional skills curriculum, they will generate a minimum of six videos designed to help young people understand the risks of tobacco use and tips on how to avoid and/or reduce their current usage. The video content will be broadcast through both Open Signal and MetroEast Community Media and incorporated into a new SACOO program based at David Douglas High School which also seeks to prevent and reduce tobacco usage among Somali teens.

[The Lotus Seed, Inc.\\*](#)

**Grant Award:** \$57,971

**Public Benefit Area:** Reducing Disparities

The Lotus Seed is dedicated to bringing yoga education to underserved communities through outreach and teacher training. The “When Yoga Meets Technology Pandemic Relief Through Wellness” project seeks to foster economic empowerment for a total of 40 local yoga teachers with diverse backgrounds who are participants in the yoga certification program. The teachers will receive training on video production and sound engineering through training and access to industry-level equipment. Participants will learn how to capture, edit, and upload videos & video podcasts for distribution via Open Signal while documenting the long-term benefits that they receive from a regular yoga practice. Each of the five cohorts of 8 teachers will receive 20+ hours of educational content through participation in hands-on workshops designed to increase their media literacy skills and help propel their careers into the digital age. A minimum of 20 videos will be created throughout the project period. Participants will be recruited through the Lotus Seed Alumni network as well as social media platforms.

[Wild Diversity\\*](#)

**Grant Award:** \$29,619

**Public Benefit Area:** Reducing Disparities

Wild Diversity’s “Connecting with the Outdoors Video Series” project seeks to expand their reach to BIPOC and LGBTQ+ community members through the creation of at least 11 empowering videos highlighting inclusive and diverse stories about nature, outdoor adventure, and the field of conservation, which will be shared out via Open Signal and MetroEast Community Media. High school aged interns, who identify as Black, will learn how to produce, host, and film the outdoor exploration video series as a part of the “Tappin Roots Black Nature Educators Internship Program.” Wild Diversity staff will also receive training and build skills in video production through the development of the “Preparing for the Apocalypse While Having Fun” video series, which highlights disaster preparedness and outdoor survival skills. An educational and engagement video designed to inspire BIPOC community members to become thought leaders in environmental conservation will also be created. All of videos aim to diversify the conversation/environmental field by both educating viewers and recruiting new BIPOC community members to get involved, explore nature, and feel welcomed in wild, outdoor spaces.