

# **Grant Writing: Strategies for Securing Grants for Community Media Centers**

ACM Western Region Conference  
March 7, 2025

# About Davis Media Access

- Located in Davis, CA—home to UC Davis and located 12 miles from the state Capitol
- Founded as a single public access channel - Davis Community Television—in 1988
- Added Ed Access in 1997
- First PEG to launch LPFM - KDRT - in 2004
- Became Davis Media Access in 2007
- Only media center in large, largely rural county with four population centers
- \$500,000 budget, 3 FT staff, 6 PT staff
- Currently working to launch civic information hub

# Getting ready for grant writing

Things to consider:

Are your website/s and socials current?

- Is your profile on Candid (formerly Guidestar) current? Many funders will look at this information
- Have you developed boilerplate language for your key services?
- How do you demonstrate your organization's impact (analytical/anecdotal)

# Everyone starts somewhere

Davis Media Access (DMA) went from zero grants in recent years to six in the past five years

Most came about through conversations with existing partners - and sometimes they approached us

Most also came about by “thinking outside the box,” especially in how we describe what we do

# Digital Storytelling

- Partnered with Yolo County Library and City Of Davis Arts & Culture on pilot for digital storytelling (2019)
- Held at library, worked with cohort of a dozen people
- Library supported with space, food
- City Arts & Culture supported with funding for trained facilitator/DMA staff
- DMA provided staff, tech
- Is digital storytelling what we do? No. But we do use media tech to help people tell their stories, and that was the bridge
- Was meant to be ongoing/serial, but – pandemic

# CTE Grants

- Career Technical Education - CTE
- High schools and community colleges
- CC liaison saw our work referenced in local school district materials and reached out to me to float idea
- These grants typically involve capital money; theirs had operational as well
- What we do: staff their eLearning Studio
- How that grew from a one-year CTE-funded project to a six-year contract

# American Rescue Plan Funds

- Successfully led effort to get arts & culture funding from Davis City Council when no one else was supporting the arts
- \$600,000 grant with \$50k leveraged to support Community Foundation
- Grants to organizations based on need: brick & mortar; staffed vs. volunteer
- Involving Community Foundation was gift that kept giving

# Yolo Voter Education Grant

- Leaned into existing relationships with Yolo Community Foundation and Yolo Elections to get the grant
- One of seven organizations chosen from around county to do targeted outreach in low-turnout districts one month before the election - not registration, not GOTV
- Outreach to gauge voters' understanding of “ways and days to vote”
- Produced materials in 5 different languages
- Gave capacity boost to West Sacramento LPFM
- Built bridges in neighboring community that we want to work in



# Yolo Local

- Current effort geared at conducting countywide information needs assessment
  - Is this what we set out to do? No
  - Do people see as a good fit for this role? Yes
- Utilizing good will established through other projects
  - Ongoing ARP Community Resiliency Funds - City, County
  - Increased Donations from private donors
  - 100 Women Who Give
  - Public Benefit - Health funding
  - Music/performance sphere

# Have conversations with other nonprofits

- If you don't do this already, ask:
  - How could we provide technical or media support for the work you're doing?
  - Where can you write us into your CA Arts or CA Humanities grant? Or...

# Grant Writing & Grant Getting are Relational

- All the work CMCs do is relational, but grants even more so
- Attending community events, networking, showing up
- Building relationships with nonprofits, electeds, educational institutions, etc.
- Many smallish grants have led to paid production work
- The best thing is hearing others describe you as
  - Trusted partner
  - Innovative thinker

## Lastly, don't limit yourself

- We never use the phrase PEG
- We don't talk about public access. We describe strategic partnerships
- We lean into impact - not just analytics
- We describe our work in terms of providing skills building; as job readiness training; providing civic information; and most recently, providing a public health benefit

# Davis Media Access

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