

Strategies for Securing Grants for Community Media Centers

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About CMAC

- Public, Education, and Government Access
- Independent 501(c)(3) non-profit (founded 2006, media center 2012)
- Receiving PEG funds from Fresno + Clovis, CA. Serving the Fresno metro area.
- Annual budget: \$1.8m
- Fresno + Clovis population: 670,000
- Fresno Metro population: 1.2m
- 14 full-time, 2 part-time
 - 1 Admin, 6 Access/Education, 5 Production/Facilities, 4 Outreach/Development

What are we talk about?

- We'll look at five of our education programs/services. Five years ago, we received \$0 in grants and our services consisted mainly of equipment/facility reservations and hosting short-form workshops for members. First come first served vs intentional.
- We don't talk about ourselves as a public access TV station. Our channels don't matter to these funders. Cable revenue won't be around forever. When thinking about raising funds from grants and foundations we start with "how can we fund what we're already doing".
- Almost none of these programs were started from scratch by us, they evolved through community partnerships and dialogue.

The Big Tell - Adult Documentary Filmmaking Program

- Provides stipends, mentorship, and access to equipment to produce a short documentary about a local people, places, or activities.
- Started by the Central Valley Community Foundation (CVCF) in '17.
- Residents submit an application with a story pitch.
- 10 people are chosen by a panel to receive \$5,000 stipends.
- They have 14 weeks to make the film. 5 mentor meetings.
- Culminates in a free public screening of the films and Q&A.
- Fiscal sponsor ('17-21), now we run the program ('22-current).
- \$100,000 for us to run the program. \$300,000 in '23-24.
- Grants from CVCF, James B. McClatchy Foundation, California Arts Council.

The Big Tell - Adult Documentary Filmmaking Program

Finding the right funders: Community Foundations are a good place to start. CVCF is run by our former Mayor. They connected us to JBMF and BOA. Found CAC Creative Corps through local arts council.

Thinking through outcomes: CVCF had a fund for the arts and wanted to make documentary films on local topics, serve a 6-county region. Diversity in stories and filmmakers. Mission alignment.

How to talk about the work: Supportive of filmmaking community. Be open to fiscal sponsorship opportunities. Make sure funders know what you're capable of doing and remind them.

Building relationships: Stay connected with other CVCF events, make appearances. Now they use us for production services.

Youth Voices - Youth Documentary Filmmaking Program

- Provides stipends, mentorship, and access to equipment to produce a short documentary about a local people, places, or activities.
- Started by CMAC in '19
- Youth submit an application with a story pitch.
- 12 youth are chosen by a panel to receive \$1,000 stipends.
- They have 10 weeks to make the film. 10 mentor meetings.
- Culminates in a free public screening of the films and Q&A.
- \$40,000 for us to run the program.
- Grants from The California Endowment, California Arts Council, California Humanities

Youth Voices - Youth Documentary Filmmaking Program

Finding the right funders: TCE came to us. Wanted create a program that connected us with other youth-serving organizations they fund. We applied for grants with CalHum and CAC.

How to talk about the work: Youth-serving, arts organization, education. Talk about your relevant work experience.

Thinking through outcomes: TCE, CalHum, CAC - all prioritized youth arts programs. Surveying at beginning and end, testimonials and numbers.

Building relationships: TCE staffer started as a member, took classes, then asked for a meeting. Next year (6th year), TCE is fully funding.

Youth/Senior Tech Camp

- Provides free iPads and training - filmmaking for youth, digital literacy for seniors.
- Started by Fresno Housing Authority in '19, initially coding focused. 1 camp. In 2024, 6 youth camps, 2 senior camps.
- ~20 residents/camp, from FHA properties.
- Camp meets 2-3 days/week, for 2-3 hours, for 2 weeks.
- Culminates in a friends/family showcase.
- \$45,000 billable work. FHA gets grants from various sources including CPUC's CASF fund for digital inclusion.

Youth/Senior Tech Camp

- **Finding the right funders:** We approached FHA, heard about their Tech Camp online.
- **How to talk about the work:** Youth-serving, technology orientated, education.
- **Thinking through outcomes:** Summer opportunities for youth at FHA properties. Surveying at beginning and end, kids like digital media more than coding.
- **Building relationships:** Outreach. Open Communication. Grown from 1 week to 14 weeks, including Senior Citizen Camp, Digital Lit.

Youth Job Corps Program

- Provides part-time employment to at-risk youth, building creative skills they can use in the job market
- Started by City of Fresno in '22, CaliforniansForAll Youth Jobs Corps, grown to include CBOs in '24
- 3 youth were recruited to participate at job fair, production apprentices
- 29 hours a week for 6 months. \$19/hour plus fringe, plus 10% overhead

Youth Job Corps Program

- **Finding the right funders:** City of Fresno (PlanetBids)
- **How to talk about the work:** job skills, workforce development, creative industries,
- **Thinking through outcomes:** No other CBOs from creative industries, we have ample opportunities to build media skills
- **Building relationships:** Ongoing relationship with City of Fresno

Fresno Art Beat / General Operating Funds

- Project-specific grant and general operating grant from the City of Fresno's Expanded Access to Arts+Culture Fund (Measure P)
- \$158k for FAB. \$270k for General Operating.
- 30 applications will be chosen for FAB, receive up to \$2,000 stipends
- Participants will be trained to cover one arts/culture event per week
- Culminates in monthly highlight show and two public showcases.
- Arts+Culture Fund comes from 30-year 3/8th-cent sales tax for Parks and Arts, distributed as competitive grants to nonprofits.
- Our audience wanted arts programming

Fresno Art Beat / General Operating Funds

- **Finding the right funders:** City of Fresno, Fresno Arts Council, CVCF
- **How to talk about the work:** Arts organization
- **Thinking through outcomes:** Cultural Arts Plan guidelines. Debated which project to apply for. Diverse arts formats, diverse community storytelling.
- **Building relationships:** 30-year tax measure passed in 2018 after years of grassroots work, outcome challenged in court, went into effect 2021, first grants in 2024

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