

# INNOVATION Fund Application

<b>Submission Date</b>	2014-03-03 14:01:28
<b>Organization Name</b>	WXXI Public Broadcasting Council
<b>Tax-exempt status</b>	501(c)(3) organization
<b>EIN of organization (or of fiscal sponsor's organization)</b>	
<b>Website address</b>	<a href="http://www.wxxi.org">www.wxxi.org</a>
<b>Phone Number</b>	
<b>Applicant's name</b>	Matthew Leonard
<b>Title:</b>	Editor Innovation Trail
<b>Contact email</b>	
<b>Proposed Start Date</b>	04-30-2014
<b>Proposed End Date</b>	04-30-2015
<b>Total estimated project budget</b>	48,000
<b>Request amount:</b>	28,000
<b>In two or three sentences, describe your organization's purpose and audience.</b>	<p>WXXI Public Broadcasting provides a comprehensive range of services to audiences in upstate New York. As an education licensee it has a strong commitment to children and young people, as well as showing leadership as a premier news service in the region.</p>
<b>Describe in detail the project for which you are requesting funds. How does it fit with your sustainability plans? Explain the need for this project, and how you expect it to increase revenue and/or audience engagement.</b>	<p>The initiative is multi-staged combining accessible technology with outreach. The goal is to broaden audience engagement, primarily with younger, mobile and under-represented community members in upstate New York. In the initial phase this will focus on adolescents.</p> <p>The proposal involves the development and rollout of a mobile app that will encourage and streamline the aggregation of user-generated content. This content will be coordinated by WXXI public broadcasting and made available to a range of community media endeavors and upstate news gathering.</p> <p>Initially the app will be available in English and Spanish, and its design and functionality will emphasize visual and intuitive prompts, accessibility and the whole platform will be able bridge smartphone, SMS (text-based) and web platforms.</p> <p>In designing the app, the developers will look at a range of other current apps and UGC models out there, (most of which have been monetized) and adapt them for use in the public/community media context.</p>

Upstate public media has a strong legacy of community engagement, but hasn't fully utilized the potential of mobile platforms for accessing audience and stakeholder voices. There is also a strong conversation about renewing commitments to diversity and building younger audiences.

**Is this a new project?**

New project. We have not done this before.

**Who will help carry out the project? Describe the key staff and capabilities. If you plan to use outside partners, consultants, or vendors, tell us why you chose them (or how you will select them). Will you need to hire additional fulltime or part-time help to complete your proposed project?**

A consortium of community media and educational partners will collaborate to promote the technology, encourage participation and exchange and collaborate on the resulting content.

A pool of shared content would be available to support/enhance broadcast content including news coverage, inform community discussions within under-represented audiences. It would also be used in existing WXXI outreach programs including:

1. "Voice of the Voter", a voter empowerment and information initiative
2. "Raising 100,000 Voices", a media literacy program for ages 12-24 in the Rochester region.
3. "Move to Include", a community engagement project around accessibility issues.

Stewarded by WXXI Public Broadcasting Council and the Innovation Trail LJC, the consortium will include WDKX 103.9 Radio, (the legacy African-American community music/talk station in Rochester New York), Hacks and Hackers Rochester, Nazareth College Dept. of Adolescent Education, the Journalism School at the Rochester Institute of Technology and the initiative Youth Voice, One Vision.

Development of the mobile content-sharing technology platform will be steered by WXXI working with the Rochester chapter of Hacks and Hackers who already have an ongoing collaboration based around enabling greater access to open data, and developing reporting outcomes.

Editorial direction will be provided by WXXI and key contractors.

WDKX, WXXI and Students in Journalism from the Department of Communications at the Rochester Institute of Technology (RIT) will drive the process of engaging with the focus community.

A Community-oriented media campaign to build awareness will be rolled out online and via broadcast and a social media campaign across several platforms around the working theme of 'Share Your Story'.

In order to ensure effective outreach, WXXI will partner with Action for a Better Community, a large Rochester non-profit, that promotes self-sufficiency for low-income families. Action for a Better Community will help the partners provide information events in the form of:

- Neighborhood meetings in Rochester's northeast quadrant;
- Presentations to inner-city neighborhood centers and YMCAs

- Presentations to refugee community groups and their support agencies,
- Presentations to the agencies that comprise the Center for Community Health

WXXI will also partner with the AI Sigl Community of Agencies, a large non-profit that promotes inclusion for the disabled, to provide information events that reach a wide audience of those with intellectual and physical disabilities.

This would be supplemented by an outreach strategy involving a mobile kiosk presence in spaces like the city public markets and a new bus interchange. The kiosk would present the chance for people to download the app through a QR (Quick Response) code and be walked through how to use it.

To that end: RIT students will build their own content using the app to share and also engage in hands-on demonstrations to support capacity amongst the focus demographic as part of that effort.

A QR-coded poster would also be developed that could be placed at bus stops, schools etc.

We would also propose supporting a focus group made up of some of the target community to build a 'community of users/contributors' for the technology, in addition to the greater goal of extending our collection of community-generated content.

**How will you measure progress? Please be specific and concrete about the metrics you will use and how and when you will provide them to us for validation.**

How we will measure progress:

- Achieve delivery of technology platform
- Completion of public engagement program including face-to-face events,
- Document number of app downloads
- Monitoring of social media campaign
- Broadcast media promotion and outreach campaign
- Peer/focus community review
- Assessment and user survey of generated content

**What do you hope to learn from this project, and how do you hope to apply what you've learned over the long term?**

We anticipate the project will achieve or point to the following significant outcomes:

- Enable the integration of User-Generated Content into content streams including regional NPR-affiliated news
- Enable the expanded rollout/availability of app to other upstate and public media partners to expand UGC capability across the region
- Facilitate deployment of the app and engagement strategy in other key reporting areas
- Enable applicant and partners to examine ways that the outreach could bring additional underwriting/sustainability opportunities
- Provide documentation of the way the aggregated content changes/changed diversity, representation and audiences

**Why are you the right organization and team to do this project?**

WXXI has a track-record of exploring opportunities for engaging with audience-generated content.

In addition WXXI has an existing partnership with key stakeholders and resource providers and a long track-record of stewardship in community-oriented projects. It also

has a strong track record of coordinating collaborative projects including the Innovation Trail Local Journalism Center and managing and acquitting a range of grants and funding programs.

As a publicly accountable entity, WXXI has the community credibility and the range of resources (broadcast, creative, content creation) to match other partners like the Rochester Institute of Technology.

It's taken the initiative to bring a range of community partners to the table to build a proposal that is widely viewed as highly relevant to our community.

**Why is this project timely? Why is now a good time to undertake this project?**

As content and audiences shift to mobile platforms, engagement strategies need to move into that space as well. This project promises to have strong uptake across a range of stakeholders based on initial discussions. The 'cooking temperature' seems optimal for engagement from a significant swathe of stakeholders in the focus community.

**Upload your project budget**

[INNovation-Fund-Project-Budget-FINAL.xlsx](#)