

<b>Submission Date</b>	2015-03-02 11:05:03
<b>Organization Name</b>	West Virginia Public Broadcasting Foundation
<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.wvpublic.org">www.wvpublic.org</a>
<b>Phone Number</b>	
<b>Applicant's name</b>	Jane Wright
<b>Title:</b>	Director of Grants and Underwriting
<b>Contact email</b>	
<b>Proposed Project Start Date</b>	04-30-2015
<b>Anticipated Project End Date</b>	04-30-2016
<b>Total estimated budget for the proposed project</b>	\$63,916
<b>Request amount from the INNOvation Fund:</b>	\$31,000
<b>What is the total annual budget for your organization or, if you are a fiscally-sponsored project of another organization, the total annual budget for your fiscally-sponsored project.</b>	\$762,589
<b>In two or three sentences, describe your organization's purpose and audience.</b>	West Virginia Public Broadcasting educates, informs, and inspires our people through telling West Virginia's story. We do this through educational programming to students K-12 and adult learners, news and information services, and community outreach programming. We offer radio, television, and digital services to a statewide audience. The WV Public Broadcasting Foundation supports the work of WVPB through accepting foundation and corporate grants on its behalf.
<b>Describe in detail the business experiment 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>According to the US Department of Veterans Affairs, there are 170,783 veterans of all ages living in West Virginia. West Virginia Public Broadcasting estimates that, conservatively, at least 11,000 of those are young men or women involved in either the Iraq or Afghan wars. We believe it is particularly important to provide a vehicle for these young vets to tell their stories, for, unlike older veterans, they have most of their lives ahead of them. Moreover, this storytelling has the possibility of becoming a transformative experience that might not otherwise be available to them because there are significant obstacles to veterans who wish to share their personal wartime recollections. The Library of Congress memoir kit, created for this purpose by the Veterans History Project, can be a daunting document in that it is text based, requiring veterans to type in their stories. Our goal is to create a mobile app that provides a completely digital submission process wherein veterans use a mobile device's microphone and camera to record their stories. We believe the app will appeal to the younger vets' affinity for technology.</p> <p>This project will combine the development of two new digital platforms with</p>

outreach to audiences previously untapped by West Virginia Public Broadcasting. Our goals are to increase both audience and revenue to WVPB as a result. The project will focus on collecting the stories of veterans of the Iraq and Afghan wars, a largely millennial audience with low representation in the public media audience demographic and to make these stories available to other veterans, their families, and communities, as well as the wider public.

The project will develop mechanisms for collecting veteran stories consistent with use of technology by this largely millennial-aged group through the development and rollout of a mobile app and companion website. The app will be a story gathering tool that allows for the collection of veterans' stories via both Apple and Android devices. The design will be optimized for ease of use through input from veteran focus groups convened during the design process. The website will allow stories and additional content and resource materials to be available for general viewing via a mobile device, tablet, laptop, or desktop computer. Content gathered will also be used in WVPB news stories and documentary productions as the project progresses.

Prompts for collecting the stories via the app will be based on The Library of Congress memoir kit, providing a framework for veterans and their storytelling but without dependence on the text-based feature. The submitted prompts will be organized by specific key information acquired from the account and additional tags from the submission, such as, war, gender, title/number of prompt, tags added by the user, length of the audio/video, etc.

The website will allow WVPB not only to engage the veteran audience but their families, communities, and the larger statewide audience, as well. West Virginia, like many rural states, has a deep sense of attachment to its veterans and to the idea of serving one's country through the military. Veterans Day parades and decorating cemeteries on Memorial Day are still strongly held traditions in our communities. Many of these community members may not yet count themselves among the public media audience. We will add a member/donor portal to the site to provide an option for them to support this work and WVPB. Many businesses who might not ordinarily step forward as underwriters on public media will be approached concerning this project. Thus we can expand both audience and revenue.

Principally an audience-driven project that we hope to monetize right away

**Which of the following statements best describes your proposed business experiment?**

**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?**

The project will be carried out by West Virginia Public Broadcasting in conjunction with community partners, among them West Virginia University College of Media Studies and the West Virginia Department of Veterans Assistance.

Producer/director Chip Hitchcock will oversee all aspects pertaining to storytelling content and work with veterans groups and promotion of the project. Hitchcock has a rich background related to stories of veterans and war, having produced WVPB documentaries Bridgeport to Baghdad, Student Vets, Citizen Again, and The Last Mission. He has numerous contacts with veterans' organizations across the state and with individual veterans that will enrich and inform the work we do on this project. His background will make the "trust curve" WVPB must build with veterans much less steep. He will take the lead in managing content and promotion of the project.

WVPB digital director Chad Matlick and his staff will oversee the development and launch of the Stories of Service app and website from selection of the outside design consultants through implementation. The digital department will oversee all aspects of the technology component of the project.

WVU College of Media Studies students and faculty will work with WVPB staff to help curate and tag the veteran stories. They will help coordinate veteran focus groups and act as liaisons to coordinate with other college

and university student veterans groups around the state to build interest in and support for the project and collect stories. They will work with the WVPB marketing department to help develop a marketing plan for the rollout phase.

West Virginia Department of Veterans Assistance will help project staff and others identify veterans for input into the project as the app and website are developed. They will assist in promoting the app and website during the rollout period and connect us with other veterans' agencies and organizations to strengthen the project.

We will not need to hire additional staff, but we will need to hire an outside contractor for the app and website design. Digital department staff is investigating sources of this expertise at this time. Because WVPB is a state agency, we are subject to a bidding process, and this work will be opened up for bid to registered state vendors.

**How will you measure progress? Please be specific and concrete about the metrics you will use? Suggestion: Keep the number of suggested metrics limited and make sure that they are actually measuring the results of the proposed business experiment.**

- Achieve delivery of both SOS platforms, app and website by end of grant period
- Document number of stories collected by end of grant period, in first six months, and in first year after rollout
- Document number of visitors to SOS website by end of grant period, in first six months, and in first year after rollout
- Collect at least five vet stories suitable for use on-air by end of grant period
- Sign at least three new underwriters to support the SOS project (new businesses or current underwriters who increase their support to include this project)
- Place a member/donor portal on the website to enable contributions to WVPB by supporters of the project and document number of donors

**Using those metrics, how will you know you have succeeded in meeting the objectives for the business experiment. Please be as specific as possible.**

Success will mean simply that we will have begun to add more, younger people to our audience base and that we have been able to successfully monetize these new technologies. We will have new underwriters and new donors from the SOS app and website. The growth may be incremental, but there will be measurable growth.

**How will INN be able to validate the metrics and how the project did using those metrics?**

We will provide access to our Google analytics to enable INN to view the tracking of story collection on the app and number of visitors to the website. We will provide links to vet stories posted on the general WVPB website and links to underwriter credits on the SOS website. The WVPB membership department will provide documentation of the number of donations received through the SOS donor portal.

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

- Increase our expertise with the use of technology as a means of reaching an audience so that we can replicate this with other audiences
- Increase our ability to successfully market and fundraise to specialized audiences
- Increase our ability to create successful partnerships with other organizations/agencies in ways that expand our audience
- Enable us to increase our ability to successfully identify new donors and underwriters in creative ways

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

Through Chip Hitchcock's work West Virginia Public Broadcasting has a long and rich history of interfacing with veterans to tell their stories. In addition, we have a statewide network on which to make those stories known. This project provides a forum for veterans to tell their own stories in their own words.

WVPB also has a long history of community partnerships to achieve mutual goals. In the past year we have worked on successful community-based projects with the WV Community Development Hub, WV Center for Civic Life, Try This WV, Turn This Town Around, and WV Healthy Kids and Families Coalition, to name only a few.

**How is this project similar/different than other projects you've researched ahead of this proposal? What can you learn that is different**

The use of digital technology to capture the youth market is not a new idea. It is being used successfully by other projects and organizations. We have not identified any groups in our area using it to reach the audience we are seeking to reach. We believe this is a need that needs to be filled.

**from what others have already tried?**

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

As the Iraq war has ended and the pull-out from the Afghan war continues, young men and women are returning home from all branches of service and the National Guard. Telling their stories is an important part of their integration back into civilian life. Providing a mechanism to encourage them to do this, to make it easy for them to do this is crucial.

**Upload your project budget**

[WVPB Foundation INNOvation-Fund-Project-Budget.xlsx](#)