



Great Lakes Now Local Station Content and Engagement Grants Announcement and Request for Proposals

The Great Lakes Now initiative at Detroit Public Television is pleased to offer ONGOING support opportunities for public television stations for content development for the monthly GLN Show and for audience engagement work around environmental, scientific, cultural, economic, political and other issues regarding the Great Lakes.

Supported work may include segments for the Great Lakes Now monthly program, audience engagement events or other multiplatform initiatives. We look forward to awarding multiple grants of varying amounts from now until March 2020 for work through June 2020.

Stations are asked to submit brief proposals (see attached) and preliminary budgets outlining their theme or topic for video segments, digital content and/or audience engagement initiatives. Pre-submission conversations with Great Lakes Now are encouraged.

Stations agreeing to air the Great Lakes Now series on one or more of their broadcast channels will receive priority in selection for grant awarding.

TIMELINE:

Submission Deadline: None – Submit applications as they are ready and timely on a rolling basis.

Production Deadlines: Will be determined by Great Lakes Now and partner station upon award.

CONTACT:

Sandra Svoboda
Program Director, Great Lakes Now
ssvoboda@dptv.org, 313-574-0645

BACKGROUND: With a vision to serve as the regional hub for Great Lakes information and to be the national leader and trusted media resource for critical fresh water issues, Detroit's Public Television's [Great Lakes Now](#) website and on-air content provides citizens with accessible, important information related to the world's largest supply of surface fresh water. Great Lakes Now's work connects a wide spectrum of organizations involved in water issues, builds the

identity of the region, strengthens pride of place, and activates residents to become informed stewards of this unique resource.

In 2018, Great Lakes Now launched its on-air series with quarterly documentaries. In 2019, GLN programming has evolved to a half-hour, monthly magazine-style show, which is being carried by a growing network of stations around the region.

These Local Station Content and Engagement Grants will fund work from basin-area stations to air as part of the monthly special, include digital content and engage audiences.

SUGGESTED CONTENT FOCUS AREAS:

Politics, Policy, Environmental Justice

- U.S. and Canadian Federal Governments
- The Provinces
- The States
- Tribal/First Nations
- Advocacy
- Policy
- Equity and Environmental Justice

Water Quality and Restoration Efforts

- PFAS
- Algal Blooms
- Enbridge Line 5 and Other Pipelines
- Groundwater Contamination
- Habitat Restoration
- Water Withdrawals
- Infrastructure

Recreation, Tourism, Culture

- Recreation and Tourism
- Recreational Hunting and Fishing
- Books, Authors,
- Art and Music
- Food
- Museums and Cultural Institutions
- Indigenous Communities

Industry, Energy, Economic Development

- Energy
- Blue Economy
- Agriculture
- Shipping and Ports
- Shoreside Development
- Commercial Fishing

Science, Research, Technology

- Invasive Species
- Climate Change
- Fish, Birds and Animals
- Forests and Plants
- Research, Data and Technology

STATION DELIVERABLES:

Each station receiving a DPTV Great Lakes Now production grant must:

1. Meet PBS production and journalistic standards for broadcast and conform to the general treatment presented in the grant submission.
2. Provide content to DPTV for review, editing and approval by mutually agreed upon deadlines.

3. Share digital assets related to monthly specials on station webpage, social channels, and member communication such as e-newsletters and magazines.
4. Submit a budget. Please note: The majority of the grant funds should be used for direct costs associated with production and promotion (i.e., production expenses, direct-program staff, travel, supplies, etc.). Up to 10% of the grant funds may be used for indirect costs or overhead. Expenses outside of general costs should be discussed in advance with DPTV so we can provide you with more specific guidelines.
5. Participate in information collection and evaluation efforts
6. Submit a final report to DPTV within 30 days of work being broadcast, published or otherwise completed.

DPTV will provide the following to each station receiving a grant:

1. Technical specifications and other input for content
2. Toolkits to help each station promote its segment and broadcasting of Great Lakes Now.

APPLICATION:

Title of Story/Segment or Engagement Effort:

Station Name:

Station Website:

Station Twitter Handle:

Station Audience Reach:

Contact Information:

Primary Contact:

Title:

Office Phone:

Email Address:

Segment Summary or Description of Audience Engagement Activity (200 words or less):

Please provide a description of the story segment concept. Describe the issue, event, people or topics the segment will focus on and the relevance to the Great Lakes basin.

Diversity Information (150 words or less):

How will the segment include underserved communities?

Digital Work (200 words or less):

Outline the digital-specific work for each segment.

Social Media (200 words or less):

What social media strategies will your station employ in conjunction with the segment?

Additional Audience Engagement (200 words or less):

Describe any additional potential audience engagement efforts related to one-air segment and Great Lakes Now.

Preliminary Budget:

Please attach a preliminary budget document for the segment's production.