



CCTV (Contra Costa Television) Video Grants

Purpose: The purpose of the CCTV (Contra Costa Television) Grant Program is to encourage the meaningful use of Community Television to inform, train, and serve the citizens of Contra Costa County. The Grants are funded through the Community Access Trust Fund with a portion of the franchise fees received from each Cable Company franchised by the County.

Funds Available: Grant funds are available to County Departments or Districts governed by the Board of Supervisors as follows:

- ◆ \$500 for a PSA (Public Service Announcement);
- ◆ a maximum of \$1,000 for a 10-minute production;
- ◆ a maximum of \$2,000 for a 20-minute production; and
- ◆ a maximum of \$3,000 for a 30-minute production.

A maximum of \$30,000 in grant funds is available for each fiscal year.

Use of Funds: Grant funds may be used for all production costs (i.e., camera and editing assistance, tape duplication (including a 3/4" tapes for airing on Community Television, promotion, video and audio enhancements). County staff time cannot be included. Since the purpose of the grants is to promote local programming, grant funds may not be used for training videos unless part of the video will be shown on Community Television.

Payment of Funds: The Cable Franchise Administration Office will make payments:

Upon receipt of a memo requesting the payment of invoices for incurred costs or a transfer of funds to the grantee's budget unit with invoice copies attached.

Acknowledgement of Grant Funds: When aired on Community Television, the video production must include the following acknowledgement of support:

"This program is a CCTV (Contra Costa Television) production, a public service by Contra Costa County" and a listing of the Contra Costa County Board of Supervisors.

Future Use of Videos: The grantee shall provide the Cable Franchise Administration Office with one 3/4" and one 1/2" copy of the completed program for future use on CCTV. The Office reserves the right to use and reproduce this video without payment as a result of the grant activity. Upon completion, the program will be scheduled for airing on CCTV, which airs countywide.

Video Awards: CCTV has the right to submit videos for competition such as the BACE (Bay Area Cable Excellence) Award and Hometown Video Awards sponsored by the Alliance for Community Media. If a video receives an award, CCTV will notify the designated video grant contacts. Monetary awards will be returned to the Department sponsoring the video grant. Trophies, plaques or certificates will be retained by CCTV. (Copies of awards, if available, can be purchased by the department sponsoring the video grant.)

Additional grant support: To ensure quality programs, the Office provides additional support services to recipients of County grants:

- 1) **Workshops:** Free workshops are offered to grant recipients if needed.
- 2) **Advanced Training:** Offered as needed for groups. On an individual basis, funding is available for additional training through local community colleges and BAVC (Bay Area Video Club).
- 3) **Equipment:** Video equipment is available on a first-come, first-serve basis, at no charge to grant recipients.

Grant Applications: Grant information and applications can be obtained by contacting Patricia Burke, Cable TV Administrator, at (510) 335-1048.

Completed applications should be submitted to:

Patricia Burke, Cable TV Administrator
Office of the County Administrator
651 Pine Street, 11th Floor
Martinez, CA 94553

Only applications which include all of the items requested on the Grant Application will be considered.

Applications will be reviewed on a first-come, first-serve basis and will receive notification and further information upon its review.



CCTV (Contra Costa Television)
Video Grants
GRANT APPLICATION

Video Title: _____

Video Length: _____ Tape Size: _____ 3/4" _____ 1/2"

Amount of Grant applying for: _____

Description of Program:

Type of Program: _____ PSA _____ Talk Show _____ Documentary
_____ Issue Analysis _____ Other

Target Audience: _____

What is the program about? _____

Why is this program of Countywide interest? _____

Attach the following:

- _____ Brief preliminary script or outline.
- _____ Budget for production costs.
- _____ Time frame for planning, production and airing of the program.

Department: _____

Contact Person: _____ Telephone #: _____

The _____ Department supports the production of this video and approves the submittal of this grant application.

Date

Department Head or Designee



VIDEO PRODUCTION PLAN

Please answer the following fourteen (14) questions as completely as possible.

1. Who (one individual) will be the video coordinator in planning this production?
2. Who has final approval of the information content of this production?
3. Explain the objective you have for producing this tape.
(What is your intended result? or Why do you want this video?)
4. Who is your audience? Be specific.
5. Is your audience homogenous? (I.E., does everyone in your audience have pretty much the same knowledge of the material being covered? How much background information will you have to give them? How elementary or detailed need this production be?)
6. List (point-by-point) the exact information you want to convey to your audience.

Video Production Plan

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7. How do you plan to present the information? (I.E., Public Service Announcement, Lecture, Dramatization, etc.)
8. What special props will you require? (Please list exactly what will appear before the camera and who will be responsible for obtaining these props prior to the taping.)
9. Who will appear before the camera?
10. Will a script or outline be necessary?
11. How long do you anticipate this production will last?
12. Will any written materials accompany this production? How will this tape be presented?
13. What is your schedule for planning, writing, taping, editing, duplication and distribution?
14. Please describe your program in three sentences or less for inclusion in the CCTV Program Guide.

SAMPLE CREDITS

**This program is a CCTV (Contra Costa Television) Production
a public service of Contra Costa County.**

Contra Costa County Board of Supervisors

**John Gioia
Gayle B. Uilkema
Donna Gerber
Mark DeSaulnier
Joe Canciamilla**

Grant # _____

Grant Applications Checklist

1. Title: _____
2. Department: _____
3. Contact: _____
4. Phone: _____
5. Application Received: _____
6. Application Approved: _____
7. Letter and Agreement Sent: _____
8. Agreement Returned: _____
9. Distribution of Funds:

DATE: _____	AMOUNT: \$ _____
DATE: _____	AMOUNT: \$ _____
DATE: _____	AMOUNT: \$ _____
10. Program Complete: _____
11. Program Aired (3 Channels):

DATE: _____	Channel: _____
DATE: _____	Channel: _____
DATE: _____	Channel: _____
12. CCTV Copy Received: _____
13. Fact Sheet Received: _____
14. On Tape Listing: _____

**COUNTY
COMMUNITY ACCESS TELEVISION
CCTV GRANT APPLICATION CHECKLIST**

Title: _____
Department/District Governed by the Board: _____
Contact: _____
Phone Number: _____
Date Received: _____
Grant Amount: _____

CHECKLIST

- _____ A brief description of the video program.
- _____ A statement on the program's interest to residents countywide or within an unincorporated community.
- _____ A preliminary copy of the video program or script outline.
- _____ A budget detailing the use of Grant funds. Funds may be used for production costs, post-production editing, the purchase and/or duplication of video tapes (VHS-UMATIC as needed), and promotion of the program.
NOTE: Funds may not be used for staff costs.
- _____ Time frame for planning, production, and distribution of the program.
- _____ Name and phone number of person responsible for the project.
- _____ Signed approval of Department Head or Designee.

Approved: _____
Cable TV Administrator



CONTRA COSTA COUNTY
VIDEO PROGRAM FACT SHEET

Grant Number: _____

Title: _____

Topic: _____

Length: _____ Tape Size: _____ 3/4" _____ 1/2" _____

Producer: _____

Contact Person: _____ Telephone #: _____

Credits: _____

Intended Audience: _____

Description: (i.e., educational, historical, entertainment; Type of production: PSA, Talk shows, etc.; and/or three sentences describing content.)

Restrictions: (i.e., Time dated material or seasonal.)

Does this tape have footage that may be used for another project?

Comments:



CONTRA COSTA COUNTY
CABLE TELEVISION GRANT AWARD PROGRAM
GRANT AWARD AGREEMENT

Date _____ Grant Number: _____

Video Title _____

Contact Person _____ Phone Number _____

Department _____

Upon full execution of this agreement and the agreement by Grantee to comply with special provisions included in the Grant Award Guidelines, the Cable TV Administration Office has allocated amount not to exceed \$ _____ to the Grantee subject to the terms and conditions set forth below:

1. PAYMENTS

The Cable TV Administration Office will make payments as follows:

Payments will be made upon receipt of a memo requesting either a transfer of funds to the grantee's budget unit with invoice copies attached or a request for payment of invoices for incurred costs with original invoices attached. If requested the Cable TV Administrator will process grant payments directly to the vendor in an amount not to exceed the approved grant.

2. COMPLETION DATE

The Grant Recipient agrees that the project will be completed no later than 1-1/2 years after receipt of grant. If the production is not complete, an extension may be requested by writing the Cable TV Administration Office. Extensions shall be approved only for good cause and reason.

3. LIMITATIONS ON THE USE OF FUNDS

Grant funds may be used for all production costs (i.e., camera and editing assistance, tape duplication, promotion, video and audio enhancements). County staff time cannot be included. Since the purpose of the grants is to promote local programming, grant funds may not be used to produce in-house training videos.

4. PUBLICATION AND ACKNOWLEDGMENT OF COUNTY GRANT AWARD FUNDS

Any tangible result of project activity (productions, displays, exhibits, films, tapes) must bear an acknowledgment of support by Contra Costa County and the Board of Supervisors. See Appendix A.

5. ACCESS BY THE COUNTY TO PRODUCED MATERIALS

The Grantee understands and agrees that the purpose of all grant activity is to inform and educate members of the public. The Grantee shall provide CCTV with a 3/4" and 1/2" copy of the video.

6. USE OF PROGRAM

The Grantee agrees to allow CCTV to air the completed production on CCTV and to provide the Cable TV Administration Office with a copy of the press release and/or details on the media event used to publicize the airing times. In addition the Grantee agrees to allow CCTV future airing rights to the program and the right to submit the video for award competition and retain awards received for display at CCTV's facility.

7. NON-COMPLIANCE

The Grantee and the County agree that if any of the conditions set forth in this Agreement or in the Grant Award letter are not met, the Cable TV Administration Office may at its option (1) suspend all of its duties under this Agreement, including the duty to pay the Grant Award money or (2) declare these duties discharged and require the Grantee to repay the money previously awarded.

8. ADMINISTRATOR OF AGREEMENT

The Cable TV Administrator shall be the County representative for the purpose of administering this agreement.

I have read and understand all of the provisions and conditions in this agreement and I promise to fully comply with each and all of them.

(Signature of Project Director)

Date

(Cable TV Administrator)

Date