

**S.L. Gimbel Foundation Fund Evaluation Report**

**Grant Period: November 15, 2012 through November 30, 2013**

**Evaluation Due Date: December 15, 2013**

**Award Amount: \$25,000**

**Grant Number: 2012854**

Organization: Florida West Coast Public Broadcasting, Inc. (WEDU)

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- 1) Describe the project's key outcomes and results based on your goals and objectives. Provide the number of clients served and other relevant statistics.

**Goal 1:** Produce and broadcast the premiere season of a weekly arts and culture program

*Outcomes:* 33 WEDU Arts Plus episodes of broad appeal and award-winning quality about diverse local artists, arts and cultural institutions have been produced and broadcast through November 30, 2013

**Goal 2:** WEDU-produced segments will be picked up and utilized by other participating stations, publicizing Florida's artistic and cultural resources nationwide

*Outcomes:* 1) Each episode included original local content and talent (1 segment) as well as national arts segments (3); 2) WEDU-produced segments have been picked up and aired by other participating PBS stations based on information received from local artists who have received requests for their art from elsewhere in the country

**Goal 3:** A web-based WEDU Arts Plus portal will enable WEDU viewers and community members to access video content and interactive features including a weekly Arts Calendar.

*Outcomes:* 1) A WEDU Arts Plus website has been built enabling on-demand viewing of all video segments from the premiere season; 2) a weekly calendar will be added in season two commencing February 2014

**Goal 4:** The project will meet community needs by broadcasting quality television programming and informing citizens about community arts opportunities.

*Outcomes:* This goal has been met as measured by 1) anecdotal favorable responses from viewers; 2) area cultural organizations expressing interest in being featured in local segments; 3) WEDU's receipt a 2013 Arts Impact Award from the Tampa Bay Businesses for Culture and the Arts, in part due to the production of WEDU Arts Plus and its impact on the arts community; 4) a local WEDU Arts Plus segment, *Shattered Silence*, has recently been honored with a Suncoast Emmy Award; 5) funding from a local, anonymous donor has been secured to help produce the next three seasons of WEDU Arts Plus

**Statistics:**

**Clients Served:** A potential weekly audience of 5,000,000 viewers (demographically mirroring the US population) x 33 weeks

**Programs Produced & Aired:** 33 original local segments (1 per weekly episode) produced by WEDU aired together with national segments (3 per weekly episode) in each weekly show

**Additional Funds Raised:** \$750,000 for seasons 2, 3 and 4 (FY14, FY15, FY16)

- 2) *What were the challenges and obstacles you encountered (if any) in attaining your goals & objectives? How did you overcome and/or address the challenges and obstacles? What were the lessons learned?*

The purpose of the grant was to help support the premiere season of a weekly new arts and culture television series. However, grant funds from the Gimbel Foundation were ultimately the only outside funds secured; without this grant WEDU could not have commenced its new program. Once the program began airing, however, its cultural, entertainment and regional marketing value became so apparent that within six months WEDU was able to secure partial funding for the next three seasons. Again, the very existence of this program and all it means to WEDU and the region is thanks to the S.L. Gimbel Foundation Fund.

Another immediate challenge was determining how to best to produce *WEDU Arts Plus*, not only by supplementing the \$25,000 grant from the S.L. Gimbel Foundation with WEDU operational cash and in-kind contributions but also rescaling a very ambitious plan to still make a quality arts series while adhering to a reduced budget. Immediate decisions resulted in creatively budgeting expenditures to provide a minimalist, yet attractive set for the studio production, and contracting with three vibrant and eager program hosts, all with varying backgrounds in the arts and television fields.

WEDU production staff worked diligently to stretch production dollars available through the grant by 1) taking some of WEDU's existing local productions featuring artists and Tampa Bay cultural institutions, repurposing and re-editing them for the *WEDU Arts Plus* program; 2) contracting with local independent producers to provide terrific segments for reduced costs; and 3) soliciting outside organizations to provide pre-produced stories at no cost to WEDU. It also provided the opportunity to work with an advanced production class at St. Petersburg College, helping them to produce three great segments for the series. This not only provided excellent features for *WEDU Arts Plus* but also provided the students with solid resume credits and portfolio materials that they can utilize as they graduate and enter the workforce.

We are very proud of the entire WEDU production team's efforts and what it was able to accomplish. We also took away a valuable lesson on how much can be accomplished, even with budget constraints, when committed to a quality effort and allowing staff to work 'outside the box'.

The generous grant funding from the S.L. Gimbel Foundation Fund for this creative yet untested new program has resulted in a signature program and has expanded staff creativity, confidence and capabilities. It has also resulted in additional financial support from our community.

- 3) *Describe any unintended positive outcomes as a result of the efforts supported by this grant.*

The need to reduce project expenditures while maintaining quality production values and meeting project goals resulted in increased creative thinking and out of box solutions, a flexibility that will be increasingly valuable to businesses in the current landscape of rapid technological changes.

Working with area college students strengthened WEDU's relationship to the academic institution, brought fresh, original viewpoints and video works to program viewers, and provided valuable real life career experience to students in media production courses, all positive and unplanned outcomes of the efforts supported by the Gimbel Foundation grant. It is expected that such approaches will now be ongoing and even expanded.

4) *Describe the overall effect this grant has had on your organization.*

As a result of this grant, WEDU has established a new weekly primetime arts and cultural television program with companion website and related educational outreach. *WEDU Arts Plus* is devoted to telling stories of the individuals and cultural institutions that make West Central Florida a vibrant region as well as educating and engaging over 5,000,000 weekly viewers about the diversity, wonder, value and beauty of the arts. The high definition program has become, in one season, one of WEDU's signature productions. It has already been honored with a Suncoast Emmy Award in its first season.

Through capitalizing on the awareness generated for *WEDU Arts Plus*, we have secured a new major gift for the series and are now launching a campaign to double that gift. The *WEDU Arts Plus* series has enabled WEDU to further serve and strengthen relationships with many of the cultural organizations, community programs and individuals throughout our service area and provided them with much deserved recognition for their efforts. It has become a source of great pride and accomplishment for WEDU, its board, staff and the community.

5) *Tell us a few success stories that made an impact on your organization and/or community as a result of this grant.*

Local artists, including Tampa Bay artisan Steve Cinnamon who creates music with homemade cigar box guitars, report that they are being contacted by individuals and buyers from throughout the country who have seen WEDU-produced segments on other PBS stations.

A major university in the Tampa Bay area, the University of South Florida (USF), is seeking to partner with WEDU to acquire federal funding for their arts division programs, studios and community outreach -- in spite of the fact that the university has its own PBS television and radio station on campus. Upon being questioned why the university desires to partner with WEDU instead of their own television station, the response was, "It's because they (WUSF) don't have *WEDU Arts Plus*!" Two *WEDU Arts Plus* segments featured the university's arts division.

WEDU has received a \$1 million gift from an anonymous donor to support the expansion of *WEDU Arts Plus* as well as to upgrade and replace production equipment. This will be announced in January 2014 at a reception as we seek to double the gift from other community contributions -- yet another result of the initial \$25,000 grant from the S. L. Gimbel Foundation Fund.

6) Provide a financial report on the use of your grant funds (expenditures).

	Grant Funds	Other Sources of Income	WEDU Cash & In-Kind	Project Total
WEDU Salaried Staff including CEO, VP of Content, VP of Marketing	0	0	12,340.00	12,340.00
On Air Talent Fees	0	0	10,170.00	10,170.00
Series and Segment Producer Fees	0	0	20,100.00	20,100.00
Set Design, Studio Production including set up and strike	0	0	14,956.00	14,956.00
Production Expenses: audio taping; videography; videotapes and DVDs	15,000.00	0	51,497.00	66,497.00
Post Production expenses: editing, graphics, captioning, transcription	10,000.00	0	76,441.00	86,441.00
Travel and Per Diem	0	0	951.00	951.00
Administrative Expenses: office supplies, postage, PBS program buy-in fee, marketing	0	0	16,771.00	16,771.00
<b>Totals</b>	<b>\$25,000.00</b>	<b>\$ 0</b>	<b>\$203,226.00</b>	<b>\$228,226.00</b>

7) Additional condition: Please report the following:

Please send copies of publicity and other promotional materials