



HONORING TRADITION. DRIVING INNOVATION.

The Asheville Area Arts Council
346 Depot Street
Asheville, NC 28801
Graham Hackett, Interim Executive Director
828.712.3808
graham@ashevillearts.com

The Asheville Area Arts Council (AAAC) is pleased to present the following proposal for a community media development initiative. Working in partnership with The Media Arts Project (The MAP) and the Creative Technology and Arts Center (CTAC), the AAAC will build on existing strategies and infrastructures to launch the Creative Media & Arts Initiative (CMAI). A unique coalition of nearly a dozen community partners will strengthen and grow the region's cultural economy by developing and distributing content, advancing cross-disciplinary media and technology programs, providing workforce development trainings, and establishing a media arts center to establish Asheville and Buncombe County at the forefront of community-driven creative media.

In an increasingly media-focused culture, professionals from every industrial sector require access to high-quality media content to remain competitive. CMAI will create a high-profile vehicle to promote local creative professionals through globally accessible web programming, generating employment, mentorship, and training opportunities in the process. This creates a replicable model that will then be marketed to other local industries for use in their own promotional and educational efforts, ensuring that local dollars go to local talent.

Furthermore, as technology continues its rapid evolution, access to a highly skilled workforce is essential for local businesses in the creative sector; this in turn is a key aspect of attracting new high-tech industry to the area. The CMAI will offer a media arts education program, recruiting instructors who excel in their respective fields to provide students with the critical skills and practical experience required to compete for jobs in the new media landscape. Areas of focus will include video and sound production, gaming technology, and data visualization, and will expand over time.

Finally, the CMAI will establish a media arts center. This new cultural institution will attract and inform visitors while providing a hub of vital resources for local professionals, fostering innovation and driving entrepreneurship.

The AAAC, MAP, and CTAC together have access to a formidable network of creative professionals, businesses, training facilities, and instructors. Each organization will leverage its strengths to launch, develop, and sustain the CMAI. This project endeavors to unify local businesses, colleges, and nonprofits to create an incubator for media arts and technology professionals, substantially impacting community and economic development efforts in the Asheville area, maximizing and seeding growth in the areas that make our community unique

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EXECUTIVE SUMMARY

The objective of the Creative Media and Arts Initiative (CMAI) is to catalyze the new media industry in Asheville and Buncombe County. Led by the Asheville Area Arts Council (AAAC) in partnership with the Media Arts Project (MAP) and the Creative Technology and Arts Center (CTAC), the CMAI seeks to meet the established needs of the local creative community: learning (the need for more training and education), access to multimedia resources, and audience development. We will meet these needs by building off of our core strengths: deep experience as practitioners and business people in traditional and new media arts, decades of combined service to the community, and an innovative vision that sees Asheville-Buncombe's creative sector as the driving force in a re-imagined, local, sustainable economy.

Our plan is to transform that investment into resources for creative professionals and innovative programming for the community. A hybrid model, where we will look to generate earned income as well as philanthropic funding; provides maximum flexibility and uses the earned income generated to subsidize the nonprofit aspect of the program, helping students and underserved populations access media assets, training, and career development.

The training aspect of the program will provide the local workforce with media skills development in video production, data visualization, game development, various software applications, etc., in turn augmenting the pool of talent needed to attract tech/media businesses to the area and hire locally.

The VariableTV (V-TV) aspect of the program is a talent showcase designed to provide exposure to audiences for the work of local creative professionals. Content will be distributed through the V-TV website and a mobile app that links video clips to an online event calendar promote Asheville-Buncombe as an arts destination.

The collaborative nature of this proposal will maximize the benefit to the community and the return on investment for CMAI initiatives, drawing on work that has already been done locally and minimizing redundancy.

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Budget Narrative

The CMAI plan is to transform public investment into resources for creative professionals and innovative programming for the community. The program has a nonprofit and for-profit element to it. The nonprofit element is funded by the grant monies and involves training in media technologies as well as web-based programming that showcases Asheville's talent to the broader community and the world. The for-profit element uses public assets – including equipment provided by the City, and space, resources, and expertise from our partners to generate earned income that will subsidize, and eventually replace, the public funding.

Specifically, these revenue sources include rental of facilities and equipment; workshops and training courses; and advertising on the V-TV website. Program revenue is based on a per class fee per student, with sliding-scale tuition. When a larger space is acquired in Year 3, income potential increases accordingly. An emerging source of revenue would be to offer media production services to local firms, using CMAI trainees as workers, and ultimately helping create jobs in the media industry.

The cost structure is based on the direct costs of running the program, which includes overall project management, hiring instructors and contractors, the rental of space, purchase and/or leasing of software and equipment, and sales, marketing, and office expenses.

Major Activities

In Year 1 - The VariableTV talent showcase is an existing AAAC program designed to provide exposure to audiences for the work of local creative professionals representing a wide range of disciplines. A professional video production team, with assistance from students and trainees, will produce video of these events and edit the content to populate www.variabletv.com, a searchable WEB 2.0 site that will be marketed as "Asheville's YouTube". A web-based video series of "webisodes", and personalized vignettes of each individual presentation provide content that presenters can use for marketing, educational and promotional efforts. It is this

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interaction between the training and the media development aspects of the program that make it unique and a first-in-kind national model.

In Year 2 - The CMAI Training program will provide the Asheville area workforce with critical media development skills, including video production, data visualization, game development, and more. The program will provide paid work opportunities to the media professionals who serve as instructors offering beginning, intermediate and advanced level courses in current technologies.

In Year 3 - We will seek the location and financing for a new, larger permanent CMAI facility. Concurrently, we will continue to improve existing programming, promote our services, develop the web presence, establish new forms of revenue, and continue to look for ways to serve the community and stimulate the creative economy.

Initiative	YEAR ONE				YEAR TWO				YEAR THREE			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
VariableTV												
Team development	X	X										
Website development	X	X	X									
Website Maintenance					X		X		X		X	
Webisode Production		Two	Two	Two	Two	Two	Two	Two	Two	Two	Two	Two
Webisode Promotion		Ongoing										
Client Recruiting					Ongoing							
Client Projects					One		One		One	One	One	One
Media Arts Education Program												
Equipment Assessment	X	X										
Software and Equipment Purchase					X				X			
Instructor Recruiting	X				X				X			
Class Sessions		One	One	One	One	One	One	One	Two	Two	Two	Two
Media Center												
Research					X	X	X	X				
Center Open									X	X	X	X

Partners: The lead institution for CMAI will be the AAAC, with the MAP and CTAC as primary partners. We have also confirmed partnerships with AshevilleFM, NOAA - CICS, UNCA's RENCI-NEMAC, and Curious Sense, each of whom has agreed to share expertise and/ or resources. We have also initiated contact with the Chamber of Commerce, American Green, Arts 2 People, and Sensible City, and others.

Target Community: The target audiences include creative sector professionals, professionals in other industries seeking access to new media, and students or trainees seeking hands-on experience. We plan to ensure that our work reaches under-represented groups in our community by targeting the mentorship component of CMAI training toward those communities.

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Communications: We will utilize the combined networks of all partners to promote this program. We will also reach out regionally through advertising and editorial coverage in media outlets, through the expansive social media community, and printed materials in busy locations.

Documentation: To ensure that outcomes are being met and operations are within budget, quarterly reports will be reviewed by an advisory committee made up of members of the board of directors representing the MAP, the AAAC, CTAC, and the broader community. We will compile and publish an end-of-year report summing up the activities of each year. The VariableTV website will capture statistics of use that we can analyze for effectiveness. Surveys for both students and teachers will be used to evaluate our training program.

Appendix A: Pro – Forma Profit and Loss 2011 – 2014

	Year 1	Year 2	Year 3
Sources of Funds			
City/County	\$60,000	\$40,000	\$20,000
Total Public Funding	\$60,000	\$40,000	\$20,000
Class Registration	\$3,600	\$5,000	\$10,000
Client projects	\$0	\$5,000	\$10,000
Equipment/Facilities Rental	\$0	\$7,500	\$15,000
Web Revenue	\$0	\$2,500	\$5,000
Total Earned Income	\$3,600	\$20,000	\$40,000
Total Sources of Funds	\$63,600	\$60,000	\$60,000
Uses of Funds			
Contractors	\$25,000	\$26,200	\$29,000
Teacher Stipends	\$2,160	\$3,000	\$6,000
Marketing	\$3,000	\$2,000	\$1,500
Facilities: Insurance, Rent, Utilities, Phone, etc.	\$4,000	\$4,500	\$5,000
Production	\$9,100	\$13,000	\$15,600
Equipment and Software	\$10,000	\$5,000	\$1,500
Website and App Development	\$7,500	\$5,000	\$0
Legal/Licensing	\$2,500	\$1,000	\$1,000
Total Uses of Funds	\$63,260	\$59,700	\$59,600
Net Funds	\$340	\$300	\$400

Lakehouse Music, Inc

105-5 Cumberland Circle

Asheville NC 28801

423-578-0098

pete@lakehousemusic.org

Members of the Asheville City Council and the Buncombe County Board of Commissioners:

Lakehouse Music Inc, in partnership with Zeal to Heal, Inc. (LHM/ZH) seeks to develop and operate a cross-functional, multimedia communication venture consisting of Television, Radio, Internet and Wireless technology. The integrated content will promote Buncombe County and the City of Asheville with an emphasis on programming that highlights three key areas of Western North Carolina life: Community Development, Economic Development (including Industry Development) and Training & Education.

LHM/ZH places a high priority on community development and will offer extensive opportunities for collaborative work with non-profits, businesses, and individuals contributing in meaningful ways to Buncombe County and the City of Asheville. Effective community development requires an intense focus on providing training and education opportunities for all segments of the diverse WNC demographic. Training & Education is the heart of *both* Community Development and Economic & Workforce development

LHM/ZH will begin this collaborative adventure under the umbrella of Lakehouse Music (LHM), which already has a self-sustaining recording studio. At the end of one year, the television and radio venue will seek non-profit (501 c3) status, soliciting funds via grants, advertising sponsorships, and fundraising events.

Zeal to Heal (ZH), co-founded by a team of educators, brings a unique combination of curriculum development and k-12 teaching experience. Currently, ZH is the only local organization dedicated to consistently producing (and airing) youth-produced media. Both LHM and ZH have already established reputations for successfully creating and maintaining programs that effectively met--and continue to meet--a direct need in the marketplace. LHM provides affordable recording services for musicians unable to record with a major studio. ZH provides media education, resources, and opportunities through innovative (previously non-existent) projects like Kids Cook!, Reynolds Rocket Review, the Urban Trail news report, and WNC Youth Media Connection classes and events.

LHM/ZH will procure and produce high-quality community-building programming (see details page 4) dedicated to the overall social, physical, economic and emotional wellness of Buncombe County and Asheville City.

Thank you for time and consideration of this proposal.

Respectfully Submitted,

Pete Blackshaw, Lakehouse Music, Inc.

Annual Budget - Expenses	Year 1	Year 2	Year 3
Rent	0	9,600	9,600
Utilities	1,200	1,400	1,600
Equipment Purchase **	6,000	6,000	6,000
Technology Labor	10,000	10,000	10,000
Administrative Labor	6,000	7,000	8,000
Legal & Accounting	1,600	1,800	2,000
Program Production/Operations	25,000	30,000	40,000
Equipment Purchase (HD) & Repair	16,000	5,000	5,000
Advertising	5,000	10,000	20,000

TOTALS	60,800	80,800	84,200
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** Broadcast Equipment previously used for Public Access Channel and owned by the City of Asheville would need to be purchased in order to broadcast content. Suggested purchase price is \$ 60,000 with payments to the city of 500/month and a five year balloon payment.

Annual Budget - Income	Year 1	Year 2	Year 3
Support City & County	60,000	40,000	20,000
Advertising Revenue	0	40,000	55,000
Donations/Fundraising	800	5,000	25,000
Revenue from Producer Fees/Classes	2000	5,000	10,000
TOTALS	62,800	90,000	110,000

MAJOR PROJECT ACTIVITIES

Working in partnership with organizations such as The Chamber of Commerce, both State and Local learning Institutions such as AB Tech and UNCA plus government agencies, LHM/ZH would develop programming that highlights both large and small businesses-- emphasizing topics such as technology, energy research, manufacturing and green initiatives. Program content would be similar to cable shows seen on The Learning Channel, Discovery Channel, and History Channel.

1. **The Arts** - Live Broadcast and Interviews from local theaters and schools focused on the arts. Special focus on the River Arts district with attention not only given to the unique craftsmanship but also to the artists themselves.
2. **Entertainment** - Concerts, Coffee House Music, Broadcasts from such venues as the Orange Peel, performances from local schools plus a focus on the local award winning restaurants and culinary excellence. Lakehouse Live - Music Program featuring local artists. Also, highlighting local festivals and seasonal events.
3. **Recreation** - Focus on historical sites—Biltmore, Grove Park Inn, Nature Adventures, hiking and specialty outdoor recreation such as Navitat. *Currently collaborating w/the Creator of the top-selling popular Asheville Explorers App.*
4. **Education** – Featuring programs such as Kids Cook!--a ZH production featuring a local chef, local kids, and created in collaboration with Earth Fare and A.S.A.P, WNC Youth Media Connection--providing education and opportunity for local youth through media clubs, classes, competitions, and community-building events. Currently offering classes in film production and news reporting in conjunction with the Urban Trail Project and the

much anticipated 48 DAY youth film project. More information at <http://tinyurl.com/3ncbfen>

5. **Continuing Education** – Programming to support adults desiring to refine or learn new skills, such as resume writing, job interview protocol, green DIY projects to increase energy efficiency in the home, GED Now, Organic Mechanic (or similar) teaching-hands on auto repair, gas saving tips, buyer beware, car buying savvy, organic gardening, Yoga & movement class, Care Partners PT exercises for home-bound or with limited transportation.
6. **Community Building** - Highlight non-profits like Habitat for Humanity, MANNA, ABCCM, the Ethical Society of Asheville, Building Bridges, YMI, etc., as well as local faith communities. LHM & ZH have already individually created substantial television programming highlighting dozens of local non-profits and causes.

OUTCOMES AND MEASUREMENTS

1. **Outcome: Economic Benefit to Individuals & Community. Process:** By providing training in media production, local individuals and organizations will benefit directly from freelance job possibilities and/or full-time employment opportunities. **Measurement:** Formal certification will be issued for training; Records of those certified will provide evidence of workforce development and media-related business incubation. Certified participants will regularly update their media portfolios. A virtual producer bulletin board will showcase paying projects/jobs resulting directly from studio training and/or resources.
2. **Outcome: Community Engagement/Development. Process:** Regular open media competitions will allow the public to submit programming to LHM/ZH. High-quality public programming submissions will be solicited from the eligible* public monthly on specific topics. **Measurement:** Data collection records and surveys will show the increasing numbers of participants in classes and competitions and the increase in revenue from them. *Attending a 1-time workshop on Creating Quality Programming for Studio LHM/ZH is a prerequisite for submissions.
3. **Outcome: Accessibility/Inclusivity. Process:** Sponsorships will be offered for low-income youth or adults with increasing numbers every year. LHM/ZH is committed to ensuring media education and opportunities for qualifying talented youth and adults. Fundraising and grant-writing efforts will start immediately and will allow the studio to offer training at reduced or free rates. **Measurement:** Data recording and surveys will efficiently track scholarship recipients every year.
4. **Outcome: Resourceful Stewardship. Process:** Interns from local area community colleges and universities will have access to the studio and equipment, and be eligible to submit appropriate high-quality programming in exchange for work time. **Outcome: Community Barter & Mutually-Beneficial Collaboration. Process:** Individuals and/or organizations may agree to barter or create (with contract) various non-monetary based mutually-beneficial working partnerships. **Measurement:** Data bases and spreadsheets of In-Kind donations and/or work exchange and/or barter will record specific collaborative connections.
5. **Outcome: Increased Connection (Education & Outreach) to Local Youth. Process:** LHM/ZH will provide professional and comprehensive opportunities for local youth to

produce meaningful relevant media. **Measurement:** Data bases and spreadsheets will record the increase in youth-produced programming aired on all local education channels, streamed in classrooms, screened at community events and/or attracting wider media attention. Informal pre/post evaluation surveys will be utilized with teachers, parents, and youth participants.

SCHEDULE

September – December 2011: Remodel studio for video and radio studio; begin marketing/fundraising; communicate studio standards/policies; collect submissions; begin collaborative work with local community and technical colleges and universities to set up Continuing Ed. Courses; interview and sign up community producers; set up program schedule; secure interns.

January – March 2012: Continue all of the above except for remodel; filmmaking and editing classes begin; begin airing programs; open studio for in-house filming; open house.

April – June 2012: Continue all of the above; expand partnerships with organizations that promote local business owners; begin sponsorship program; begin internship program.

July – September 2012: Continue all of the above; expand sponsorship program; begin airing GED and continuing education courses; Begin non-profit application and grant-writing;

October – December 2012: Continue above; Annual fundraising event; find national media outlets and connections to air local programming nationwide, drawing attention to WNC.

January – December 2013: Continue to increase amount of quality programming & marketing and fundraising revenues, increase exposure in local community, continue to network and collaborate with local business women and men, expand mentorship program, increased media coverage. Launch Mobile Media Studio project!

TEAM

Executive Director/Director of Marketing: Peter Blackshaw, Founder Lakehouse Music
BA Aeronautics, Minor in Business Administration. Manager of MSC Industrial Supply 2 Billion Fortune 200 Company with 7.5 mm business in Buncombe County, 15 mm Kingsport TN Total=22.5 Million.

Director of Development & Communications: Terra Weaver, Founder Zeal to Heal
M Ed. Curriculum & Instruction w/ Technology; BS Secondary Education: Rhetoric

Outreach: Kate Martin, BCS Coordinator of WNC Youth Media Connection
MS Ed. Education; BS Sociology

Production Coordinator: Shelley Hughes, Events Manager, Creatures Café
Band Coordinator, Lakehouse Music

Operations: James Konczyk, Owner of SpeakSake, Consultant SONY PlayStation
Graduate of Full Sail Recording Academy

PARTNERS (Contact Names & References available upon request)

LEAF, UNC-A, ASAP, Earth Fare, Greg Sipes, Asheville Explorers, Laura Rice, Donna Ensor, Charlotte Street Computers, WNCAP, WNCCEEIB, HOLA, The Ethical Society of Asheville, POP Project, Healthy Youth Act Coalition, United Way/In Real Life, Asheville City Schools, Buncombe County Schools, Mountain Area Interfaith Forum, HATCH, TEDxAsheville.

Ponderwell, llc
29 1/2 Page Ave
Asheville NC 28801

Contact: Amie Tracey
Phone: 828 423 0667
Email: amie@ponderwell.net



Executive Summary

Ponderwell proposes to build a web-based community driven local news outlet to showcase events and news as presented by local writers, photographers, and videographers. The project will produce an easy to navigate website enabling local residents to access news and information on a much broader range of topics than can be covered by the limited staff of existing area news outlets. It will also provide opportunities for training, skill development, and professional exposure for contributors, while promoting the goal of a better informed citizenry.

For those who wish to contribute to the site rather than just read, the project will also encompass an interface for volunteer citizen journalists to pick up assignments from a virtual "assignment desk". These assignments can be submitted by the public, by other contributors, or by local businesses or non-profit organizations, and can relate either to specific events or to ongoing story concepts which they would like investigated. Upon accepting and completing an assignment, contributors will submit it to an anonymous editor's desk, where one of the community editors must approve it before publishing it to the site.

Other aspects of the project will include: a partnership with local schools to allow students to publish articles to their school's section of the site; a tutoring program which would allow inexperienced writers/photographers/videographers to sign up to be mentored by more experienced members of the community in order to improve their skills; a public events calendar and linked community guide which would make locating local businesses easier for newcomers to our area as well as providing more visibility for our many local businesses and craftspeople; and contributor forums to resolve any difficulties and cultivate an ongoing interest in improving both the process and the product.

We strongly believe that encouraging people to feel a responsibility toward the news, both in understanding and reporting it, is the solution to many of the problems currently facing the mainstream media industry. Because citizen journalists cover events of interest to them, they are able to present a broad, multicultural range of subject material, often informing their readers of organizations or events which would otherwise be left in the dark due to their small size or niche audience. Citizen journalists may be on the ground at the site of breaking news, providing relevant and timely coverage. Online publication is the perfect medium for such a range of topics, allowing readers to easily navigate to their areas of interest, and is the way of the future for all news publications as computer literacy and awareness of the environmental impact of printing traditional newspapers increases. It is one of those few instances where everyone can benefit.

Ponderwell, LLC, is a web and software development company based in Asheville. Our staff has over forty years of computer development experience and an extensive background in social networking web development.

"In building healthy, productive online communities, one of the most important ingredients is to seed those communities with thoughtful, intelligent and proactive people as leaders who initiate and steer along productive discussions. In creating Newsvine, which has grown to the size of millions of active users, we did not know whether that factor was achievable or not, beforehand. Ponderwell was created by some of the very people that helped make the Newsvine community take off. So, it is highly likely that with the involvement and work of these proven leaders, the project will set off on a path toward building and maintaining a healthy forum for its user base." --Calvin Tang, Newsvine.com Founder

a. Budget

Budget for 6 months ending:	Mar 2012	Sep 2012	Mar 2013	Sep 2013	Mar 2014	Sep 2014
Expenses						
Salaries: Editor/Liason	5573	11147	11147	11147	11147	11147
Salaries: Programmer					5057	5057
Salaries: Marketing					1119	2238
Salaries: Ad Designer					1796	3538
Office and Expenses	2400	2400	2400	2400	3600	3600
Site Hosting	600	600	600	600	600	600
Site Build and Maintain	30000	5000	5000	5000	5000	5000
Revenue Sharing Scheme	400	2398	3996	5355	8394	8523
Promotions		3000	3000	3000	3000	3000
Income						
Grant	60000		40000		20000	
Sales: General Advertising	1998	11988	19980	26773	29970	26773
Sales: Targeted Advertising					12000	15840
Tip Jar Escrow Interest		42	47	53	86	52
Photography/Writing Brokerage	200	600	1000	1340	2000	2000
Cash Balance (cumulative)	23225	11310	46194	46858	71202	73164
Cost/Income Basis						
Daily unique visitors	1000	3000	5000	6700	10000	10000
Tip Jar system input	1,300	7,800	13000	17420	26000	26000

Notes: Our target for financial sustainability is to grow unique visitors as shown over the three year period. Salaries are based on US Bureau of Labor Statistics 25% percentile regional pay, full time or 10 hours per week hourly pay rates. Office space, utilities, and web hosting sourced locally at stated rates. General advertising rates based on Google AdSense CPM rate estimate \$3.33. Local "Targeted" advertising costed at \$5.00 CPM.

b. Major Project Activities.**1. Develop Site Framework**

The news website presents local news in written, photo, and streaming video formats. Divided into sections much like traditional newspapers, it will feature additional refinements such as a robust search capacity. This provides grassroots, community based news otherwise unavailable to Asheville.

The community calendar functions as a resource for readers and a way for business and community groups to suggest events and concepts for coverage.

The business directory provides free listings for local businesses, which are linked to by articles referencing them. At the option of the listing holder, these can be featured on the directory page to provide a more complete resource for viewers who may be unfamiliar with the business previously.

The citizen journalist interface allows contributors to accept and develop stories, and volunteer as tutors for their field. Each contributor also has their own profile page, listing all their publications to the site.

The editor's desk interface for volunteer editors will list stories recently submitted for critique and publication. This process is anonymous, so as to prevent emotional bias affecting the quality of materials published on the site.

Forums will allow contributors to discuss difficulties or triumphs, to ask for help or to set up meetings, for example the tutoring of less experienced contributors.

Advertising space, initially filled through an ad service such as Google ads, later replaced by locally sourced ads. Contributors will earn 50% of the ad revenue for the pages on which their stories appear.

The tip jar system allows readers to make small donations to contributors as a way of showing appreciation for their work. The contributor can withdraw this money when it reaches a certain

amount, use it to tip others on the site, or donate to a local non-profit organization. This is a source of income but primarily it acts to foster community and positivity among site users.

Beta Launch opens the site to a limited number of local users and invites them to begin reading and participating in the site. Official launch after 3 months of beta development.

Employ and train Community Liaison who will act as both helpdesk to users and Executive Editor of the site. This person ensures the site's journalistic standards, through liaison with the volunteer editors, and also to acts as a central point of contact between the project and the community.

"Welcome to Citizen Journalism" events are promotional and educational events to introduce local residents to the project and explain the concept and system.

Apprenticeship Program, allowing those who have had at least one contribution to the site published to become Tutors to those who wish to learn more in their field.

School Publishing Platform allows classes to add their own reporting to the site via a system that allows teacher moderation of submissions, fostering current events awareness and media skills, while allowing students to make a real difference in their community.

Contributor Market, an automated system which allows contributors to set a price on their work for sale to other media and to the public. The site will claim a small percentage of profit on these transactions.

Employ part-time Marketing Director to promote local advertisements, Designer for ad development, and Programmer for minor site bugs and maintenance.

c. Outcome(s) and Measurements. The News Website provides exposure to local businesses, events, and non-profits, while growing media literacy and civic engagement in our region. Its community of contributors benefit through media skills education, networking, resume development, and extra income. The project employs one full-time and three part time staffers at the end of three years.

Measurement will take three forms. The first is automatic tracking of participation and readership. The second is sourced directly from contributors, readers, and local businesses and organizations including schools who use the site, through a bi-annual survey. Internal records include participation in and outcomes of the apprenticeship program; the contributor market; advertising and financial viability. This cumulative data reflects progress toward our goal of financial and qualitative sustainability. Financial sustainability is achieved at yearly gross income of \$85500, which is projected at just under the 10000 unique daily visitors level. Qualitatively, the project's goal of being an essential community resource is marked at minimum 155 volunteer contributors giving average rotation of one new article per section per day. A bi-annual review will be conducted using all the information mentioned above and assessing progress toward these goals.

d. Schedule.

9/2011-12/2011	1/2012-3/2012	4/2012-10/2012	11/2012-5/2013	6/2013-12/2013	1/2014-9/2014
secure hosting	hire community liaison			hire and train programmer	hire marketing director & designer
build site w/all primary features	beta launch	public launch	enable apprenticeship program	enable contributor market	
	Welcome to CJ intro meetings		continue flyers, etc. & push for search results position		
	secure advertising				push for local ads
		first school section added	additional school sections added...		
	bug fixes, refinement		ongoing maintenance... >		

e. Partners. Rainbow Mountain Children's School and UNCA have expressed interest in having their students participating in this project. We will develop partnerships on a school by school basis.

f. The target community. Our target community is everyone with an interest in local news and events. The larger Asheville-area community benefits by having access to information about events and organizations in our area which might have escaped their notice, and potential visitors to the region can develop a better understanding of all we have to offer.

Direct involvement in reporting the news bridges cultural and generational gaps and engages people deeply in their locality. Through working together, peer review, and the apprenticeship program the project will also create a network of dedicated individuals united around the common cause of presenting a complete picture of our region's narrative. Because participation is open to anyone, many previously unheard voices may find they have a voice, and this community will help them develop it.

A number of community leaders have been invited to offer their opinions and suggestions on our proposal. The response has been overwhelmingly positive, and we are including a few statement excerpts here, though full statements can be viewed at <http://ponderwell.net/cmd-grant-testimonials/>

"I believe the idea Ponderwell proposes merits your serious consideration and holds great potential for benefit to our community." -- Rep. Susan Fisher

"The idea of an organization focusing on community journalism represents an intelligent and forward-looking response to this difficult news environment. I am confident the structure outlined would create excellent internship opportunities for journalism and media students at UNC Asheville." -- Alan Hantz, Professor, Mass Communication, UNCA

"The Ponderwell project is a great idea and is exactly what Asheville needs. As the founder of the Urban Arts Institute I would love for our community to know about our programs and to understand the positive affect it has on our young people in underserved neighborhoods." -- Michael Hayes, Creative Director, Urban Arts Institute of WNC

"Ponderwell's proposal would give students opportunities to learn and develop skills in writing, technology, and a multitude of disciplines while providing a community service." ---Renee Owen, Executive Director, Rainbow Mountain Children's School

g. Communications. Coinciding with the beta launch period, we will organise several "Welcome to Citizen Journalism" events to promote the site in the community and particularly to potential contributors. Anyone attending the events will be invited to join the beta period of the site. To advertise these sessions, and continue to promote the site once it has been officially launched, we will advertise in the Mountain Xpress, place brochures at local libraries and businesses, and use grassroots promotion via our contacts with many local organisations which may have an interest, such as the Asheville Flickr group. We will also work to bring the site up to the number one position in search engines for key terms.

h. Documentation. Please refer to the "Outcomes and Measurements" section above. The following statistics will be collected automatically through website analytics and made available online within the site itself:

1. Site visitors by news section and visitor approximate geographic location over time.
2. Published news statistics by topic, date, and category.
3. Visitor survey outcomes.

We will also collect bi-annual records of numbers of participating schools and students, participants in the apprenticeship program, success of tip jar culture, sales of advertising, and stories, photos and video sales brokered on behalf of contributors. A comprehensive review of progress in respect of project financial and other goals will be conducted every 6 months, and made available to stakeholders.

Matthew Peery
1054B Eastover Dr
Mt Pleasant SC 29464
(843) 697 6902
mat.peery@gmail.com

To the City of Asheville and Buncombe County:

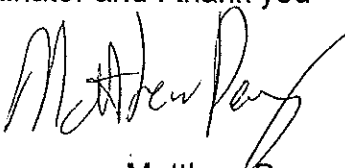
I am writing to you in response to the Request for Proposals for Community Media Development Initiatives posted on July 1 of this year. As an individual, I am submitting a proposal that is not tied to any particular industry or interest but aims instead to partner and network with the community as a whole. I am a 1999 graduate of UNC-Asheville, with a degree in mass communication and I lived in the area for fourteen years and have never ceased in my love and admiration for the area. My interest is in how best to place Asheville and Buncombe County at the forefront of an emerging and expanding industry and build a community project worthy of the people it represents.

The City of Asheville and Buncombe County comprise a vibrant and diverse community and this proposal seeks to engage and involve that community in an ongoing dialogue to build a robust and active project to nurture local talent and attract national and international firms to the area. This proposal embraces the openness of the Request as it embodies a bold step toward a visionary model of community media for the state and the nation.

A key component of my proposal is a new media/technology incubator, which would serve as a starting point for local firms to establish themselves without incurring the prohibitive costs that often cripple start-ups before they have a chance to flourish. The City of Charleston, South Carolina opened its Flagship Co-Working Facility in July 2009 and demand for the services saw an expansion facility open in November 2010. It has served as a platform for companies in health care, green energy, new and social media, public relations, software, agriculture, and security applications. This facility will be the focal point of the project and serve as a community hub for the project

In addition, the proposal seeks to put forward a strong community involvement aspect to further development of programs and networks currently in place. This is not a proposal that seeks to simply set up shop in an office and wait for ideas to come in; rather it is the intention of this project to be out and active in the area from day one to seek out the ideas in the community and form partnerships among people and organizations to grow those ideas.

I look forward to serving the area as its Community Media Coordinator and I thank you for your time and consideration.



Matthew Peery

Community Media Development - Project Details

a) Budget:

Over the course of the project's first three years, every effort will be made to compensate for the projected drops in funding through grants for public and private media initiatives, fundraising activity, public support through donations, citizen and corporate membership fees, and revenues from works produced under the auspice of the project. Careful consideration will also be given to all costs and expenditures with emphasis on minimizing costs:

- i. Short-term savings: Keeping staffing costs to a minimum, creating a paperless work environment, and
- ii. Long-term savings: Combining facilities, searching for green energy sources and minimizing costs associated with waste. The former location of URTV will be considered for initial repurposing as the media incubator, as it is the intent of this proposal to cut capital expenditures by requesting access to equipment and materials previously purchased for that venture.

A more complete budget analysis is not possible within the space of this proposal but will be made available upon request.

b) Major Project Activities:

- i. Create a new media incubator site to allow a communal space for start up tech companies, to include teaching and work areas for creation of multimedia works including, but not limited to, video, audio, interactive applications;
- ii. Proactively engage the community in dialogue about what would best serve the residents of the city and county;
- iii. Partner with area businesses and the Chamber of Commerce to create new media apps to spur growth in the local economy;
- iv. Partner with city and county schools, as well as colleges and universities to create opportunities for students to establish professional skills and gain work experience;
- v. Partner with area artists to establish Asheville as not only having a vibrant community of artists but also one that is on the leading edge of new ideas in art;
- vi. Partner with local media to determine ways of making content more open and accessible to consumers and encourage hyperlocal participation and community activity in media;
- vii. Continue to maintain public access television as a viable and functional part of the community. Encourage and seek out diverse and compelling programming from local artists, writers, filmmakers, religious groups, political parties, and government agencies;
- viii. Partner with area telecommunication and broadband providers to spur development and penetration of services to all residents in the county;

Matthew Peery

- ix. Partner with area health organizations to expand community health applications;
- x. Create a viable community board of citizens who will help shape and guide this process; and
- xi. Constantly continue the process of research and idea gathering for new ways to strengthen the community and the project while maintaining the core values and features of the project.

c) Outcomes and Measurements:

Over the course of the initial three years, the creation of an incubator for new media and tech firms, in addition to attracting national and international firms to the area, should serve to create not only employment but also establish the area as a hub for business in the 21st century.

As mentioned in the letter above, Charleston, South Carolina has seen tremendous success in creation of new business with its incubator and there is every reason to believe a similar venture will meet with success in the City of Asheville and Buncombe County.

The measurement of the success of this project is closely tied with the schedule of key goals listed below.

d) Schedule:

- i. Within the first three months:
 1. Establish a web presence for dissemination of project goals and invite public input on the goals as an ongoing evolution of ideas;
 2. Identify locations for new media incubator, with an eye on expandability and availability of green power sources;
 3. Pursue partnerships with community groups, including schools, business groups, political parties, religious groups, and establish an advisory board to move forward;
 4. Schedule ongoing meetings with community groups across the city and county, begin the discussion about proactive media activities and the best way to serve those communities;
 5. Identify and pursue all possibilities for grants and awards for the project, both locally and nationally;
 6. Pursue business opportunities with major corporate entities, such as Apple, Google, Cisco, and Microsoft and seek to bring them to the area; and
 7. Form an official non-profit agency to manage resources and funds.

Matthew Peery

ii. Within the first six months:

1. Continued regular community meetings to encourage engagement through the creation of blog networks, micropower and online broadcasting, and social media awareness;
2. Select the site for the new media incubator and prepare it for opening;
3. Locate the funding necessary to compensate for the drop in public funding from the city and county in the second year;
4. Reopen public access television with a focus on community involvement and revenue creation; and
5. Hold the first open elections for a board of citizens to guide the process forward.

iii. Within the first year:

1. Open the new media incubator and have at least four startup companies in place;
2. Announce a major partnership with a national technology company;
3. Announce the creation of at least 25 new media jobs in the area, in coordination with the community media project; and
4. Publish a comprehensive overview of the first year and encourage community input on second year activities and goals.

e) Partners:

Establishing partnerships in the community are key components of the project and have been laid out earlier in this proposal. Creation of a community advisory board will be a priority. Mr. Jeff Fobes, publisher of the Mountain Xpress, has expressed interest in the proposal as presented to him. Several other area groups have been contacted but have not responded in time to be included in this proposal. They include area schools and universities, business organizations, political parties, and individuals who have already shown a great interest in community media or other online communication. Every effort will be made to encourage members of these groups to participate toward a common goal of economic growth and community engagement.

f) The target community:

Ultimately, the goal of this project is to involve and include all of the area's citizens by expanding current opportunities and creating new opportunities for personal, professional, and economic growth. While aimed primarily at the technology and media communities, each job created in those areas means jobs creation in other areas. In addition, creating a more open sense of media literacy and involvement in the area will help draw to together neighbors into better communities, and therefore those communities into a better city and county.

AshevilleMedia.com – Empowering Community Media

Lead Company: JB Media Group, LLC: 4 Wall Street, Suite 105 Asheville, NC 28801

Contact: Justin Belleme, Owner | 828-273-1280 | justin@jbmediagroupllc.com

Project Overview

Develop a cutting edge online digital media portal for Asheville and Western North Carolina. AshevilleMedia.com will distribute online media content through live and pre-edited video, live and pre-edited audio, and blogged content. All content will be archived as a digital history of our community. **The focus will be placed on putting the power of new media creation and distribution into the hands of the organizations and ordinary citizens** with information and knowledge to share. Content development will focus on: civic issues, green / sustainability issues, the arts, breaking news, entertainment, business, community, technology, and education.

We will aggregate existing community media efforts to increase exposure and access to existing information, and produce original video and audio content for all topics listed above. **The resulting organization/distribution of city-centric, community produced, new media is a unique offering.** Combined with education and training, the entire program can be franchised as a for-profit business thus creating local jobs for sales, support and maintenance.

Project Emphasis

A. Community Development is the centerpiece of this project. To date, local content providers have failed to attract a cohesive audience due to the lack of a **singular online media access point** for this region. Existing aggregation sites and community media outlet lack the technical sophistication, organization, and cross media integration to deliver a functional solution. AshevilleMedia.com will be built on the **most powerful open source content management system available, and will incorporate cutting edge social media aggregation, utilize sophisticated online marketing tactics, and provide users with robust viral sharing tools.**

B. Economic and Workforce Development will be accomplished through partnerships with existing economic development and workforce training groups. Entrepreneurs will have the opportunity to monetize their own content and will be encouraged to expand their audience beyond this region through content syndication and online business training.

C. Industry Development. By providing new media training and an outlet for content distribution we will help foster the growth and development of new and existing programs to provide education and opportunity for local citizens interested in moving their digital media efforts from a hobby to a business or an industry career.

D. Training and Education will be a central focus of this project. Existing training organizations such as the Artists Resource Center, Mountain BizWorks, and others will be utilized to offer space for more new media and entrepreneurship classes including: journalism ethics, reporting and interviewing, photojournalism, podcasting, audio live streaming, video editing, streaming video, and online business development. Classes would be free or low cost and be offered consistently on a year round cycle by our staff. Additionally, existing educational programs will be trained to live stream their classes on AshevilleMedia.com, where appropriate.

Conclusion

JB Media Group understands the technology and promotional tools necessary to fulfill this vision. We have valued connections with existing local content providers, and most importantly the intellectual capital to provide a unique, comprehensive, and profitable solution. Thank you!

Business Plan and Sustainability

JB Media Group, LLC

A. Business Operations: This project will generate revenue from several business operations.

1. **Equipment Packaging, Training, and Ongoing Maintenance:** JB Media Group will provide sales and training on live-streaming equipment as well as ongoing maintenance on these installations.

2. **Sponsorships and Advertising:** Graphic advertising will be offered on the website as well as multimedia advertising in the form of pre-roll and lower third on live and produced video, as well as sponsorship recognition in live and produced audio.

3. **Content Production and Studio Space:** The content production team, live streaming teams, and studio space will be available for rent / hire.

Additional revenue opportunities are available including: Premium entertainment content via subscription service, opt-in email and SMS marketing to site members, rental of streaming equipment, and **website franchising**. As a for-profit entity JB Media Group, LLC will be able to leverage a broad range of human and community assets and untapped productivity for this project without putting additional strain on Asheville's charitable community.

B. Private Investors: JB Media Group, LLC has received a matching funds confirmation (\$50,000) from one private investor, pending award receipt from the city/county RFP.

Requirements

A. Budget

Year One		
Item	Cost	Details
Website Development	\$20,000	50% - Programming 30% - Project Management 10% - Graphic Design 10% - User Interface Design
Live Social Media Aggregator	\$5,000	Pay two programmers to complete work on a live social media aggregator.
Mobile Application Extension	\$5,000	Invest \$5,000 into an existing mobile application development project to extend the project to include live video and audio from AshevilleMedia.com.
3 Mobile Streaming Kits	\$5,000	Three laptops and three lightweight HD camcorders for live-streaming from the field.
Marketing Support	\$5,000	Support for social media and traditional marketing efforts for the project.
Program Coordinator	\$20,000 *	New hire at JB Media Group.
Year Two		
Website Maintenance and Enhancement	\$10,000	Manage website. Build new features to enhance community participation, communication and marketing efforts.
Program Coordinator	\$20,000 *	
Production Manager	\$10,000 **	** Additional salary will come from JB Media Group.
Year Three		
Program Coordinator	\$20,000 *	

* **Program Coordinator:** An additional \$10,000 per year will be paid by JB Media Group, LLC.

JB Media Group, LLC

B. Major Project Activities: Develop online media portal for Asheville. Weekly programming, of at least 30 minutes in length, in live audio and live video for civic issues, green / sustainability issues, the arts, breaking news, entertainment, business, community, technology, and education.

Work with existing content providers, recently displaced content providers, government entities, non-profits, for-profits, and individuals to insure maximum access to online media distribution. Train these groups on how to distribute content in an open and affordable way using existing free platforms, while providing an organized platform for content to be viewed by the general public.

See PROJECT EMPHASIS on page one for details on other proposal requirements.

C. Outcomes and Measurements: The project will be economically viable if the community embraces the shift in media distribution that has already taken place. The success of this project will revolve largely around the communities' ability to adopt new media as a tool for education, community development and marketing. The business model is simple, tracking results will be a matter of adding advertising and marketing revenue with training, equipment sales, and support.

D. Schedule. Assuming the funding is distributed in September.

September 2011:

- Hire project coordinator.
- Begin compiling existing content sources.
- Purchase live streaming kits.

October - January:

- Approach additional investors.
- Begin live-streaming community events on Ustream.tv.
- Begin developing and producing featured content streams (both video and audio) for our content categories. Begin developing AshevilleMedia.com
- Work with community non-profits, educational groups, and government entities to insure they are properly represented in the project.

February – March:

- Hire part time sales and technical support manager. Investor funded.
- Hire part time production manager. Investor funded.
- Beta test website, begin aggregating content.
- Begin teaching monthly community classes at educational partners.

April:

- Launch public online media website at AshevilleMedia.com.

May – August:

- Train additional content partners on live-streaming and podcasting.
- Continue monthly community classes.
- Continue live-streaming community events.

Year Two - ...

- Continue developing content and community education programs.
- Develop and launch advertising and sponsorship programs.

E. Partners and Collaborators (CP = confirmed partner, CC = confirmed collaborator)

- Asheville Free Media: Content provider (Live audio) – **Proposed Partner**
- Carolina Public Press: Content provider (Text) – **CP**

JB Media Group, LLC

- Digital South Media Group – Content provider (Live and produced video) – CP
- Terra Nova Strategies (Native Streets Mobile App) – Distribution - CP
- AB Tech Small Business Center – Economic development partner – CC
- Mountain BizWorks: Educational partner - CC
- Artist Resource Center (ARC) – Educational partners - CC
- ERC Broadband – Technical partner – CC
- HATCH Asheville – Live content, promotional partner - CC
- TEDxAsheville - Live content, promotional partner – **Proposed Collaborator**

F. The Target Community: Anyone interested in providing or seeking content in our main content topics will be considered part of our target community. Our initial goal will be to attract 100 community content providers to guarantee at least 3 pieces of unique content on the site per day. **We will foster and encourage a broad range of content** and only limit content on basis of legal and copyright issues. We see it as our civic responsibility to bring the community together.

G. Communications: A heavy focus will be placed on **new media and viral marketing efforts** to launch and promote AshevilleMedia.com: **Facebook Connect as well as embedded Facebook Commenting** will be utilized to maximize the exposure for the site on Facebook. Automated content syndication will be utilized to maximize SEO and overall reach of the content. Additionally we plan on performing standard social media marketing, online video distribution, blogging, and email marketing. Content will be **mobile phone optimized**.

H. Documentation: We are happy to make public all information pertaining to the development and execution of this project including but not limited to: expense reports, marketing reports, content provider applications and evaluations, website statistics, and advertiser involvement.

JB Media Group Core Team Members

Leah Quintal – Project Coordinator (New JB Media Group hire)

- Leah has experience coordinating domestic programs for the US Fish and Wildlife Service, and an international program for an Asheville based Media company.

Ian Urquhart – Production Manager (Expanded roll with JB Media Group)

- Ian has 8 years of experience writing, producing and editing video for MTV Networks and Comedy Central in NY. Ian is an Asheville native.

Victor Trantham, III - Sales and Customer Service Manager (New JB Media Group hire)

- Victor has 6 years of IT experience including 4 years at Mission Hospital. Victor is an Asheville native.

Mike Belleme – Creative Director (Expanded roll with JB Media Group)

- Mike has a degree in audio and video broadcasting and a successful visual arts career. Mike is a WNC native.

Conrad Leavitt – Live Video Producer (New JB Media Group hire)

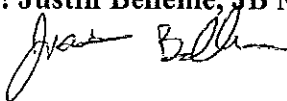
- Conrad has been producing live TV since high school. He has 9 years of professional live TV experience and is a 2011 graduate of UNC-Asheville.

Sarah Beniot – Training Coordinator (Current JB Media Group employee)

- Sarah is currently a social media, online business, and multimedia trainer for Mountain BizWorks, Asheville Score, and AB Tech Small Business Incubator.

JB Media Group places an emphasis on fair compensation and offering a living wage. We pay all employees a minimum of \$15 per hour and a minimum full time salary of \$30,000.

Thank you for this opportunity! Justin Belleme, JB Media Group, LLC | 828-273-1280



Mountain Xpress, 2 Wall Street Asheville, NC 28801
Patrick Conant, (828) 251-1333, ext. 129, pconant@mountainx.com

Proposal for Community Media Development Initiatives

Summary / Cover Letter:

The day of public-access TV stations is over. Only a few years ago, centralized production studios with expensive equipment and access to the local cable network seemed to be the best way of empowering citizens to have their voices heard in the greater public forum. Today, thanks to new low-cost equipment and the leveling effect of the internet, almost everyone can reach almost everyone else in almost any media they like. Anyone with basic internet access can write a blog, post a tweet, share a podcast or upload a video. Thanks to social networking and mobile internet-ready devices, all of this content can be shared and commented upon by almost everyone almost everywhere.

On the local level, however, this constant stream of often locally relevant information can seem more like the gush of a fire hose. It's far too much content for anyone — even the most impassioned citizen — to follow, digest and retain.

For the past several months, Xpress has been working on an idea that will take this flood of local content and turn it into something more like a community reservoir. Using both existing and new information-gathering tools, we'll be making a central resource for everyone with an interest in our community to share. We'll do this by sorting, collecting and connecting locally relevant online content of all kinds, and presenting the results in an easily searchable, sharable, visually enjoyable way.

This is no mere aggregator of content. Far from being just the audience, our users will be the content creators and organizers on all levels. Think of all of the best online tools (sharing, rating, tagging, commenting) applied to the best ideas from today's most reader-friendly internet sites. Deeply location-based and highly local in a way that monolithic and globe-encompassing web sites like Google and Facebook could never afford to be. Our project will allow users to: follow, post and curate breaking news about a fire in Kenilworth; search restaurants' lunch specials within a few hundred yards of their current location, and recommend today's dish to their community; and post a video resume in reply to a want ad for a job in Montford.

One of the key features of our system is the ability to provide a personalized view of content to users. Users can save personalized channels of content based upon their own interests, and they can also follow the activity and interests of their friends and their neighbors.

Patrick Conant

Patrick Conant, *Mountain Xpress* Web Director

Mountain Xpress

a) Budget:

1. Year 1:

a. Income:

- i. Grant Income (\$60,000)
- ii. No additional income expected in Year 1
- iii. **Total: \$60,000**

b. Expenses:

- i. Initial Development Personnel (1,280 hours * \$30 / hr = \$38,400)
- ii. Continued Development Personnel (360 hours * \$30 / hr = \$10,800)
- iii. Audio and Video Equipment, Web Services, Supplies (\$7,200)
- iv. **Total: \$56,400**

2. Year 2:

a. Income:

- i. Web Advertising (\$1,200)
- ii. Sponsorships (\$2,400)
- iii. Business Promoted Listings (\$600)
- iv. Grant Income (\$40,000)
- v. **Total: \$44,200**

b. Expenses:

- i. Continued Development Personnel (1,040 hours * \$30 / hr = \$31,200)
- ii. Audio and Video Equipment, Web Services, Supplies (\$12,400)
- iii. **Total: \$43,600**

3. Year 3:

a. Income:

- i. Web Advertising (\$6,000)
- ii. Sponsorships (\$6,000)
- iii. Business Promoted Listings (\$6,000)
- iv. Grant Income: \$20,000
- v. **Total: \$38,000**

b. Expenses:

- i. Continued Development Personnel (1,040 hours * \$30 / hr = \$31,200)
- ii. Audio and Video Equipment, Web Services, Supplies (\$6,800)
- iii. **Total: \$38,000**

Mountain Xpress

b) Major Project Activities:

Development will be performed in-house at Mountain Xpress under the direction of the Web Director. Mountain Xpress will hire additional personnel to design, develop and maintain the system as needed. We will develop a complete Web-based application that utilizes open source technologies and frameworks where feasible. The application will be supported by a redundant cloud-based server platform for both web application and data resources.

We propose an initial development process that will create a functional, publicly available product within 24 weeks.

c) Outcomes and Measurements:

The proposed system will allow residents and visitors of Asheville to experience, contribute to and organize/curate aggregated content of various types on a single online portal. Users of the system will be able to use their existing social media connections, geographic location and topical interests to create a personalized view of content within the system. Users will be able to interact with content in ways that break the limitations imposed by each individual platform and encourage discussions that transcend individual pieces of content.

We will measure the success of the system directly by using freely available web-analytics software to track usage and activity on the website. We will encourage public feedback and evaluate user response to determine future development priorities.

d) Schedule:

We propose an initial development schedule of 24 weeks, to begin 30 days after the acceptance of this proposal to allow resources and personnel to be appropriately allocated. We will launch a feature complete, initial version of the product at the end of the 24-week development. After this initial development period, we will devote a fixed level of resources to continually maintain and enhance the product.

e) Partners:

The project envisions all residents, local businesses and area visitors as collaborators — both as content generators and content organizers. In addition to this, we will partner with local educational institutions and nonprofit groups to encourage technically minded individuals to actively participate in the development on the system. Specifically, we are interested in developing a program for students or interested community members to apply their Computer Science or Multimedia Design skills to this project.

f) The Target Community:

The proposed system will serve Asheville/Buncombe residents, visitors and businesses. Residents

Mountain Xpress

of Asheville/Buncombe will gain a powerful new platform to distribute, annotate, organize and consume content created and aggregated by their fellow citizens. Visitors to Asheville/Buncombe will gain a comprehensive view into the creativity and spirit of the area. Visitors will gain an additional platform to share their experiences with locals. Local businesses will be able to promote themselves using the system, by directly connecting with potential customers by posting deals and promotions, such as their daily food and drink specials, as well as link their account to existing social media accounts on Facebook and Twitter. Any local business will be able to create an account within the system by completing a simple registration and verification process.

g) Communications:

Our system will be aggressively distributed using existing online channels. In addition to a traditional website designed for desktop web browsers, we will also develop a full-featured interface for mobile and tablet devices. In the future, we plan to explore innovative distribution methods that will allow users to interact with the system on street-level kiosks, as well as real-world “bridges” such as QR codes. *Mountain Xpress* will provide additional support through existing print and online products.

h) Documentation:

Before we begin active development of the project, we will create and maintain proper documentation outlining the functional specifications and data structures necessary for the system we have proposed. We will set goals for web traffic and user interaction, and we will make all of these metrics publicly available.

Steve White Productions
1800 Town Mountain Rd.
Asheville, NC 28804
Producer: Steve White
828 216-7050
stevewhiteproductions@gmail.com

Asheville Buncombe Media Growth Initiative Proposal

This proposal is for the creation of a private/public partnership to be named the Asheville Buncombe Media Growth Initiative or **ABMGI**. Steve White, an Asheville based new media producer with 18 years of experience, will head this initiative and work with area economic development agencies, business leaders and media professionals to promote and help foster the growth of media businesses, regional filmmaking, and digital commerce through an aggressive strategy of online documentary video creation and distribution.

Engaging Community Producer Partners - Learning by Doing

The ABMGI will seek to promote growth in Asheville Buncombe media arts by focusing the hands on process of documentary creation on the very subjects outlined in the projects goals. This is a “learning by doing” approach aimed at providing members of the community with real-world media production experience while creating a wealth of social media content to promote the area to the outside world. By providing production tools to participating partners as well as multiple platforms to share their work, the Initiative will establish a unified base to promote the media arts environment while allowing local media artists and groups to gain valuable experience. This experience will include the disciplines of writing, producing, directing, videography, graphic design, sound production, and editing documentary shorts. Specific guidelines on the types of content that will be featured on the Initiative’s distribution channels will be provided, as well as basic training.

Self-Promoting the New Media Economic Engine

The ambitious goal of this proposal is to create a self sustaining creative entity to promote the area’s media arts culture. The target audience includes business leaders, the talent base, investors and producers. It works as a training ground, publicity machine and valuable partner to existing economic development agencies.

A. Budget

A note about the budget -The Executive Director's duties apart from being the primary producer and volunteer coordinator will include aggressive solicitation of additional funding resources and sponsorships for the initiative. Figures below are projected budget numbers from the initial grant only.

Year 1 (Sept. 2011-Sept. 2012)

Executive Director Salary -	\$40,000.00
Briefcase Studio Equipment and supplies	\$15,000.00
Volunteer Outreach	\$ 5,000.00

Year 2 (Sept. 2012-Sept. 2013)

Executive Director Salary -	\$30,000.00
Briefcase Studio Equipment and supplies	\$ 5,000.00
Volunteer Outreach	\$ 5,000.00

Year 3 (Sept. 2013-Sept. 2014)

Executive Director Salary -	\$15,000.00
Briefcase Studio Equipment and supplies	\$ 2,500.00
Volunteer Outreach	\$ 2,500.00

Year 4 and ongoing

Self sustainable through ongoing sponsorships and other grant resources.

B. Major project activities

The ABMGI will act as an advocate for growth through its focus on creation of new media assets that highlight the Asheville and Buncombe County's unique capabilities in the area of New Media as it pertains to (a.) Small Business Development, (b.) Job Creation and Employment Opportunities and (c.) Arts and Education. These assets will consist of short video documentaries (3-5 minutes each) to be created by the primary producer/ director and by community volunteers or "Producer Partners". The videos will be hosted via social media services including a dedicated YouTube channel, Facebook page, LinkedIn and Twitter account. Media will also be made available to be shown to BCTV already managed by Buncombe County. This proposal does not seek to revive the Asheville Public Access Channel as a provision of this grant.

The Briefcase Studio

Perhaps the most exciting piece of the Initiative is what we'll term the "Briefcase Studio", an all-inclusive production kit for quality video and audio production geared toward the new producer. The Briefcase studio will consist of a small FLIP or similar

model camera, accompanying audio gear such as a wireless microphone, and a quality video tripod. In creating this production package, the goal is to make it easy for the new producer to jump right into documentary creation. This type of package will allow many Producer Partners to begin creating media immediately using real world social media tools. This proposal includes the creation of ten (10) initial Briefcase Studios to be made available to Producer Partners.

Additional resources such as editing software and other post production resources are included in this proposal. When possible the Initiative will seek to use open source software and other freely available resources for Production Partners. Participants will be expected to utilize their post production workflow when possible.

C. Outcomes and Measurements

The initiative will seek to create interest in investment and new business creation in area new media industries by telling the story of Asheville and Buncombe County's creative culture, world class location, and vibrant talent base. In the first year the goal will be to create a minimum of 50 documentary works (25 in house and 25 by Producer Partners). These works will be tracked by viewership and by region. Other documentation will include general correspondence, lead generation and referrals to area economic development agencies. Success stories of recruitment, new business development, or new economic impact will become the subjects of newer documentary stories.

D. Schedule

Q1 - Establish Social Networking Presence, Produce Initiative Vision Documentary, Build Briefcase Studios, Establish Partner Producer sign-up procedures, Begin producing bi-weekly documentaries in-house, Support Partner Producers in production, Begin outreach to economic development agencies, Solicit Sponsorships

Q2 - Continue production and outreach, Develop Online Partner Network through LinkedIn, Partner with AB Tech Incubator, Establish Chamber of Commerce & AdvantageWest Partnerships

Q3 - Continue production and outreach

Q4 - Continue production and outreach, Establish awards program for producers.

Year 2 - Shift Production burden to Producer Partners, Develop community production workshops, Increase production goals, Focus on Fundraising

Year 3 - Increase production goals, Explore new media directions, Focus on Sustainability of Initiative

E. Partners

Steve White will serve as Executive Director and sole employee of ABMGI. He will manage the initiative, produce and direct in-house media and manage distribution

channels. The primary partners of the Initiative will be the Producer Partners who help to create media. These partners will be volunteers solicited from the media arts community, AB Tech, UNC Asheville and the general public. In addition, ABMGI will seek partnerships with Pam Lewis of the Asheville Chamber of Commerce and with AdvantageWest to explore advisory assistance and possible additional funding resources. Having produced media for both groups in the past (www.awcec.com), Steve White will bring his experience in promoting the region through video to this project. He will also draw from his experience as a co-founder of the Asheville green media startup AmericanGreen, working with The Bob Moog Foundation, and producing marketing pieces for several Asheville businesses. Steve will also explore a production partnership with the AB Tech Small Business Incubator to promote new businesses.

F. The target community

The target community for the media includes corporate business leaders, recruiters, entrepreneurs and creative professionals. All media created will focus on the elements which would attract new business to the region or encourage expansion of existing business.

G. Communications

Social media has decentralized the way online content is accessed. The ABMGI will utilize YouTube, Twitter, Facebook, and LinkedIn in parallel to create instant buzz around newly produced media. BCTV will be approached as a broadcast partner.

H. Documentation

Quarterly reports detailing Initiative efforts in training, partner participation, media produced, viewership, and outreach to business entities will be prepared and made public.

This proposal is a basic outline of the ABMGI vision. Further details can be provided upon request.

Steve White's work for the AdvantageWest Certified Entrepreneur Communities project can be seen at www.awcec.com

Other work can be seen at <http://stevewhiteproductions.blogspot.com/>

Asheville Community Media Project
46 Spears Ave, Asheville, NC 28801
Ben Mulkey
828-691-9367
bmulkey@gmail.com

Summary

To create a sustainable media resource for the citizens of Asheville and Buncombe county that provides training, resources, and a platform for community dialogue.

The goal of the Asheville Community Media Project is to provide a centralized local resource that matches those in our community with the skills to execute production with those in the community who have something to say but lack the experience and equipment to say it.

Our initial focus will be reshaping the scope of traditional community media, tying together broadcast, print, and electronic platforms together using the wealth of free / open source tools available today. Initiatives in cities such as Portland, Aracata, and St. Louis provide us with examples of how these resources can function as a whole to provide a real service to the communities that they serve.

The bulk of our work in the first year will be to identify the needs and expectations of the community, provide high quality / low cost training, aggressively seeking new sources of funding, and work to quickly go "on air" with a basic platform of broadcast, print, and electronic services that are flexible, efficient, and built with expansion and adaption as a core part of design.

The Asheville Community Media Project has secured the commitment of over 15 local filmmakers, photographers, journalists, and print media professionals to teach classes in their respective specialties. They have all agreed to provide these resources free of charge for the first year of the project. Potential classes include dslr filmmaking, studio production, an exploration of various social media platforms, and how to set up a home studio for multimedia production.

Asheville Community Media believes that local media has a direct impact on the culture of the community that it serves, and that Asheville deserves a resource as progressive and dynamic as it's citizens.

Asheville Community Media Project

Budget.

Year One : 60,000 seed funds from county and city + 3,000 funds from memberships and sponsorships. 30k for 1 paid operations manager, 30k for equipment purchases, facility rentals, and training materials and instructors.

Year Two : 40,000 seed funds + 20,000 funds from sources including memberships, training fees, equipment / studio rentals, production services, grants, and sponsorships. Potential to add additional part time staff to manage the financial health and membership growth activities contingent on equipment needs.

Year Three :20,000 seed funds + 40,000 funds from the growth of developed revenue streams.

Year Four : 60,000 funds from the growth of developed revenue streams.

Major project activities.

Year One :

Create a new membership and pricing structure after assessing current equipment inventory and needs.

Use social media tools to create a platform for community dialogue, using free tools such as twitter, facebook, google+, ustream, and open source publishing tools wordpress and django.

Rebrand and relaunch the Asheville Community Media Project. Seek input from producers and city leaders to pinpoint specific programming needs. Develop relationships with area non profits to assess their media needs.

Begin the process of setting up business projects and activities whose expected revenue can be channeled back into supporting the Asheville Community Media Project

Asheville Community Media Project

Partners, key organizations, and individuals that will be involved in the project.

Ben Mulkey - Ringleader / Operations -Edward R Murrow award winning photojournalist with 20 years of media production experience that ranges from cable access to network. Computer science background. Current webmaster / mad scientist for the National Press Photographer Association. Will help teach and develop curriculum based on feedback from the community and city leaders

Will Lyons - Instructor / Producer - Local filmmaker who has agreed to develop a home based DSLR film-making class using final cut pro. Editor of over 30 long form documentaries on kayaking, C1 Champion, green river..

Jacob Curtis - Instructor /Social Media - Social media guru for the NPPA, Jacob has agreed to offer a monthly class on how to effectively use facebook and twitter to connect communities.

Leighton Grant - Instructor / Advanced Storytelling - Emmy winning photojournalist, AP Photographer of the year, RTNDCA Photographer of the Year, 2x NPPA photographer of the year. Has agreed to teach a class on advanced storytelling through the use of video and audio.

Katie Damien - Instructor / Producer -Emmy winning producer, filmmaker. Winner of the 48 hour film project 2 years running. Possibly the most organized person on the planet. Has agreed to teach a class on project management and studio fundamentals.

David Saich - Instructor / Producer Emmy winning producer, filmmaker. Has offered to teach a class on basic commercial production techniques and how to set up a home studio using windows based software.

Communications.

Use a blended approach that utilizes all available free platforms. Look to successful local organizations like "Buy Local" and "Our Voice" for advice on successful strategies for connecting with our target community.

Asheville Community Media Project

Documentation

Standard and accepted software such as quickbooks for business and cash flow purposes. Membership and advertising campaigns will be followed closely using available open source tools such as google spreadsheets and docs. Reports compiled weekly on all platforms if available. I'm not familiar with how the cable channel receives it's ratings numbers, but i'm proficient in reading Nielsen rating books if those are available at the onset. Thankfully, social media provides a direct feedback model that we can use to tailor our offerings and programming.

The paid production side will follow a business plan that was developed in conjunction with mountain biz works. Major changes will be converting a for profit llc type of plan to either a non-profit or l3c model successfully used by media outlets such as the st. petersburg times and poynter.

Scheduling and Outcomes and Measurements

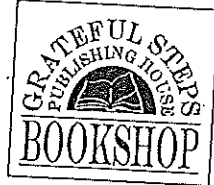
We are unable to provide information for these categories at this time. The immediate job of equipment / location evaluation and a clear assesment of what needs to be accomplished to get back "on the air" will have to take place first.



Grateful Steps
Giving back for our blessings
Traditional Publishing Company

Laura Hope-Gill

159 S. Lexington Avenue
Asheville, NC 28801
(828) 277-0998
(828) 242-7372 - Cell
(828) 277-8027 - Fax
laura@gratefulsteps.com
www.gratefulsteps.com



RFP

Media Center



Kurt Mann - American Green Media
2 Wall Street, Suite 119 Asheville, NC 28801
www.americangreen.tv - 828-252-2677

Building our Networked Community

Our Knowledge and Experience Society is transforming into the Networked Society. Communities now wired through the web also require a communication platform where they can exchange ideas and stories *locally and regionally*, not just globally. Facebook, Twitter and Google + are examples of powerful platforms, but they are not local. This is where the **Local Life Media Center** fills a niche.

Local Life proposes to build a media center where groups and individuals can produce and access local media. After establishing a base center (various locations under consideration), Local Life will create additional "media pods" in different neighborhoods, extending access to under-represented groups and honoring place-based journalism. With these pods, the LocalLifeChannel (whether online or broadcast) will add another dimension to Twitter/Facebook/Blogging, and provide information and awareness between neighborhoods. By consolidating multiple voices at one digital location, Local Life increases cultural exchange, fulfills a need for increased conversation and provides incentive, opportunity and reward for media education.

This "Local Life" Media Center will deliver real-world tools and training for media production and social media distribution. The pods will deliver opportunities for applied media training and a more complete information network.

The Fast Changing World

The "public access" model for offering free speech thru an electronic town square has provided a remarkable outlet for millions across the country. Tweeters, Bloggers and Facebookers alike have learned that content determines any platform's success. The same holds true for a television portal such as Local Life. Where can people learn how to develop content? By providing training in technical and content development, Local Life will give county residents a much-needed edge in today's social media-driven market. In order to drive innovation through creativity and communication, people need the tools and training to create meaningful media and strategies for getting it plugged into the Networked Community.

As our local library is a source of knowledge, the proposed **Local Life Media Center** and its *satellite pods* are a place and platform for local communications, community self-awareness, networking AND knowledge. These are the building blocks and essential elements of the emerging Networked Community.

I. TARGET COMMUNITY

The *Local Life Media Center* will be a resource for Social Entrepreneurs, Non Profits, Citizen

Journalists, Students and the General Learning Community that need to communicate their stories to the world.

II. SAMPLE PROGRAMMING

The thirty-minute segment is the territory of traditional programming. LocalLife is a platform for shorter snapshots of life around town and region. The topics can be programmable so people can specify what they wish to learn about.

Later, LocalLifeChannel will be the Pandora of Motion Picture Channels. The Local Life Media Center has potential to expand regionally quickly. Pods around the county then in Charlotte, Raleigh, Wilmington will unify the state then expand nationwide and world-wide, providing a network of place-based storytelling and instant distribution. A person desiring to learn about a locale would log on/switch on to LocalLifeChannel.com. and specify the city, for example: Asheville. Also an individual could create a mixed set, including Portland, Amsterdam and Port-au-Prince. Topics will also be specifiable, for instance: food, entertainment, news.

III. MAJOR PROJECT ACTIVITIES for the Local Life Media Center

a. Summary of Services

The *Local Life Media Center* (The Center) will be a Learning and Networking Hub for video production and social media integration. The Center will also offer Media Literacy Outreach Programs for local school systems and underserved populations. Finally The Center will build a distribution platform that can deliver quality programming to TV and/or the Web. The pods will provide practice, training and voice to communities across town.

b. Social Media Integration and Distribution

The Center will offer training in social media strategies that the Modern Networked Citizen will leverage to expand economic opportunities and share creative solutions to community issues and problems.

c. Channel 20 – To Be or Not to Be

During the first year of operations The *Local Life Media Center* will conduct a feasibility study to determine whether there is enough local business and community support to launch LOCAL LIFE CHANNEL 20. If Channel 20 is not feasible we will explore a web based channel like LocalLifeChannel.com.

d. LocalLifeChannel.com – A Potential Alternative

Research shows that local media coverage is declining as traditional media systems adjust to the explosion of free content on the web. *LocalLifeChannel.com* will fill the local life information niche.

III. OUTCOMES AND MEASUREMENTS

a. Based on Media Arts Project Proposal

Our core business model is inspired and informed by the original MAP Media Center proposal that suggested the media center would focus on media literacy and cultivating economic and community development.

By providing affordable access to the skills and equipment individuals, groups and businesses need to create web & TV-ready programming, The Center will empower creative economic development through a highly networked community. The *Local Life Media Center* will serve to help cross pollinate these different groups towards creating powerful alliances that can emerge into social forces and viable businesses for good.

Local Live will measure the effectiveness of its products and services through survey, electronic diagnostics (for online station), committee analysis, comments and market success of participants. Documenting the value of production services and training we provide Local Life will also document the numbers of hours of programming produced and if a channel is launched the amount of content distributed.

IV. SCHEDULE

Year 1

- Assess Equipment and Space needs/limitations
- Market Research - Determine Community Needs
- Offer Production Training and Equipment Rental
- Open Studio (soft launch)
- Partner with UNCA and WCU for student interns

Year 2

- Prepare Programming for Re-BOOT 2.0 - Channel Launch
- Launch LOCAL LIFE Channel 20 or Web Site
- Offer Media Literacy Outreach
- Hire Student Interns as Freelancers

Year 3

- Expand Channel/Web Programming
- Expand Needed Production Services

V. PARTNERS

Kurt Mann is a twenty-year resident of Asheville with a strong network in the cultural, technological, environmental and other communities. At present, Kurt is in talks with a team including David McConville, Laura Hope-Gill and Kevin Doyle Jones to create a social entrepreneurship idea incubation center. Local Life is a part of this conversation.

Management Team - Kurt Mann

For 25 years Kurt Mann has produced documentaries, educational film's and branding campaigns focused on economic development, the environment and science. Mann founded American Green in 2006, basing the studio in Asheville, North Carolina. Mann was a founding member of the Media Arts Project and also became the first Executive Director of URTV. For years Mann has worked closely producing films for organizations like Advantage West, Land of Sky, Chamber of Commerce, EDC as well as many non profits. Kurt understands economic development and has been a leader in the field of developing the media arts in Western North Carolina.

V. BUDGET

Budget and Revenue Projections

Year 1	Income	Expenses	Profit/Loss
Income			
City County Investment	60000		
Rentals	1500		
Training	3000		64500
Expenses			
Director (Kurt Mann)		12000	
Center Manager		21000	
Bookkeeper		1500	
Liability Insurance		1800	
Studio Rent		7000	
Office Supplies		1800	
Equipment Repair		2000	
Facility Up-Fit		10000	
Misc		5000	62100
Year 1 - Profit/Loss			2400
Year 2			
Income			
Carry Over Income	2400		
City County Investment	40000		
Rentals and Membership	5000		
Training	6000		
Education and Outreach	15000		
Studio Production	5000		
Production for Hire	20000		
Sponsorship	25000		112400
Expenses			
Director (Kurt Mann)		15000	
Center Manager		25000	
Assistant Center Manager		21000	
Bookkeeper		1750	
Freelance Workers		15000	
Liability Insurance		4500	
Studio Rent		10000	
Office Supplies		2500	
Equipment Repair		5000	
Facility Up-Fit		10000	
Misc		5000	114750
Year 2 - Profit/Loss			3650
Year 3			
Income			
Carry Over Income	3650		
City County Investment	20000		
Rentals and Membership	6000		
Training	10000		
Education and Outreach	25000		
Studio Production	7500		
Production for Hire	35000		
Sponsorship	50000		157150
Expenses			
Director (Kurt Mann)		20000	
Center Manager		25000	
Assistant Center Manager		21000	
Production Coordinator		21000	
Bookkeeper		1750	
Freelance Workers		15000	
Liability Insurance		4500	
Studio Rent		10000	
Office Supplies		2500	
Equipment Repair		5000	
Facility Up-Fit		10000	
Misc		5000	140750
Year 3 - Profit/Loss			16400

The **FIRST YEAR** of expenses will come primarily starting up the business so that the production gear and training can be made available.

We will need access to all the on location gear as well as the computers and furniture so that we may have the opportunity to rent the gear and conduct training.

We will also use Year 1 to assess studio needs and prepare for the building of a small studio.

YEAR 2 will expand services to include Educational Outreach (media literacy programs) as well as studio and on location productions for hire. This will mean that much of the studio equipment purchased for URTV will be utilized.

In Year 2 we will be soliciting and collecting the content produced from users to webcast on LocalLifeChannel.com and/or Channel 20 Cable.

We will also be offering sponsorship packages for programming blocks on Channel 20 and/or advertisement opportunities via the web channel. If a Channel is not deemed feasible - we will not expand our staff and instead will rely on freelance work for production and staffing needs.

YEAR 3 will naturally expand on what is working - which could be a range of options - including gear and facility rental, for hire productions, educational outreach, channel sponsorship etc.

Again, we will only expand our staff if we can ensure income from one of these activities. We will work to create partnerships with organizations like the Chamber of Commerce, Advantage West, Land of Sky and groups like UNCA, WCU, Mission/St. Joseph Hospital, Progress Energy and private local centric companies like food stores.

In short what we have learned managing production is that to survive we must keep the staff minimal and hire freelance labor as the need arises. Keep overhead low and provide a fair price for services and the entity will be able to become sustainable.