

# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

Grant No. **19.4.7767**

Type **Media**

Grant Cycle \_\_\_\_\_

Funded \$ \_\_\_\_\_

**Submitted: Tuesday, August 27, 2019 at 11:10 AM**

**Applicant: West Virginia Public Broadcasting Foundation, Incorporated**

**Project Start Date**

11/1/2019

**Project End Date**

10/31/2020

**Grant Request**

\$19,650.00

**Project Title**

Us & Them: Season 6

**Has this project been previously funded?** Yes

**Has the project director managed a previous West Virginia Humanities Council project?** Yes

**Has the applicant organization been investigated for its financial or management practices?** No

**Does the sponsoring organization receive federal funds, and if so is the organization subject to single audit as required by 2 CFR Part 200, Subpart F?** No

**Project Summary**

Us & Them is a podcast and radio show that focuses on the fault lines that divide Americans. From arguments over same-sex marriage to the causes of climate change to discussions of immigration, the show explores the issues, experiences, and ideas that divide people into entrenched camps. In each episode, the show listens deeply to passionate people on either side of the culture war divide, not to determine who is right or wrong but rather to access their humanity. Shows may include some expert context, but, in essence, Us & Them includes ample space for an intimately told story, focused on real people with deeply held beliefs. It provides insight into how and why people come by their beliefs and urges its audience not only to listen but to truly hear those different than themselves.

# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

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## Project Narrative

Us & Them is a podcast and radio show focusing on the fault lines that divide Americans. From arguments over same-sex marriage to the causes of climate change, to discussions of immigration, the show explores the issues, experiences, and ideas that divide people. The show listens deeply to passionate people on either side of the culture wars not to determine who is right or wrong but rather to access their humanity. Including some expert content, Us & Them leaves ample space for an intimately told story, focusing on real people with deeply held beliefs. It provides insight into how and why people come by their beliefs and urges its audience not only to listen but to truly hear those different than themselves.

Us & Them has matured significantly since WVHC first funded it in 2014. The show won a 2018 Public Media Journalists Award; was tapped to do an extensive investigative piece by public media stand-out Reveal; and partnered with Los Angeles public radio station KCRW on the series Red State Blue State. In addition, MSNBC reporter and self-avowed Us & Them listener Hallie Jackson invited host Trey Kay on her show to discuss voting in the Mountain State when she visited West Virginia during the 2018 mid-term elections. Trey and Us & Them were also featured in Current, the news magazine for public media, as an example of public media's highest calling. NPR Senior editor Neva Grant said, "If solutions are going to happen, if people are going to come together, it's going to happen in smaller settings....Local stations can be a place to invite people in, not just broadcast out." Us & Them and Trey Kay are being recognized outside West Virginia, often as voice for West Virginians.

In Season 6, Us & Them will continue to explore issues at the center of the battles waged in the so-called culture wars. In this season, however, Trey Kay will focus much of the show's lens on the challenges facing rural America as experienced in the Mountain State, including:

### The Future of Abortion in West Virginia - November 2019

The abortion debate in the U.S. divides many people. Fewer clinics across the country offer abortion services, so the option is becoming more difficult for some women to obtain. A Charleston clinic is West Virginia's only facility offering abortions. We will look at the way this issue plays out in the region in terms of faith, politics, and policy.

### The Foundations of our Future - December 2019

Sometimes, people in small cities and towns feel they're at a disadvantage in creating positive change for the future. But a national survey shows people in these very places also say that because they know each other well and have less bureaucracy, they can sometimes turn things around. As a result, the role of public and social service agencies is changing to meet people's needs.

### Red State/Blue State - January 2020 (potentially as a series through the November 2020 election)

We will engage in a collaborative project with a variety of potential partners to ask questions along the social and political continuum. This will examine topics that speak to our political divisions but will not examine the 2020 election per se.

### Rebuilding Appalachia One Business, One Job at a Time - February 2020

When West Virginia lost its economic base as the coal industry crumbled, it wasn't clear where future jobs would come from. Coal jobs vanished; many are still out of work. They haven't known where to turn for support, but now West Virginia is home to some new enterprises aimed specifically at diversifying the economy. They focus on putting people back to work and retraining for new professions. While some of this local economic development is industry-based, one community college is home to an entrepreneurial venture to help people become job creators and recast the Appalachian economy.

### Downstream from the Opioid Crisis - March 2020

West Virginia continues to have some of the highest opioid-related death rates in the nation. NIH statistics say the West Virginia death toll has doubled in the past decade and is three times higher than the national average. Parents who face addiction leave their children to be raised by surrogates - often grandparents. West Virginia has the second highest rate of grandparents raising children in the nation. This can tear apart families and create an internal sense of us and them. This 'lost generation' of adult addicts requires more family help from

# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

---

social service agencies, which weighs on municipal budgets.

The Tale of Two Cities - A Case Study - April 2020

West Virginia leaders have taken various approaches to addressing the on-going opioid crisis. Charleston and Huntington have employed two different responses - examples of a universal conflict in how to shape the response, and the results are instructive. For years, Charleston led with a “law enforcement first” approach. In Huntington, groups have backed evidence-based approaches. We’ll ask people in both cities what they think the results have been. How have the approaches changed over time, and what do they anticipate moving ahead?

How Healthy is Appalachia? - May 2020

West Virginia’s health care providers are changing their delivery model, and that has the potential to create ‘medical’ deserts that expose the vast difference between the quality of health care urban and rural residents receive. A revolution in health care has created huge players that own and operate many of the metro-based hospitals. Often, the remaining rural clinics do not provide the same comprehensive range of care as a hospital. West Virginia, like other states, is experiencing this medical transformation and some are now asking if it fairly serves more isolated rural communities.

Learning How to Create an Economic Revival - June 2020

West Virginia has the nation’s second-highest rate of ‘disconnected’ young adults. Seventeen percent of this disenfranchised generation isn’t working, in school, or in a job training program. Some people say we need new education programs to train tomorrow’s workers. Technical training has long held a stigma as an inferior way into the workforce - with a four-year degree as the gold standard. But these “Vo-Tech” programs are now creating workers with the skills that some lucrative jobs require.

How Connected Are We? - July 2020

Rural broadband connectivity has been championed at the national levels of government for more than a decade. This is at the core of the ability to do business from anywhere. It also evens the economic playing field for small, isolated towns and their residents. Connectivity allows a small-town doctor to provide scans for long distance assessment from a big city specialist and gives small community colleges ways to provide students with online courses. Federal grants have sent millions to various state and local governments to install and upgrade technical services. We’ll ask what the up and down sides are to spending money on such infrastructure and what it can help to create.

Rural Change Can be Powerful - August 2020

More than half of the people who live in America’s rural communities say they are actively involved in their city or town, according to a new study from the Robert Wood Johnson Foundation. What are the possibilities from that kind of engagement? We will find the places where change is possible because it’s not complicated by layers of bureaucracy. Find people who work together well because they know each other and can get things done. Find out what happens when you don’t have power and population, but you do have a nimble process.

WV Charter Schools and the Future of Education - September 2020

Newly passed legislation allows for charter schools in West Virginia. Families and students will now have the choice to enroll in charter schools that can focus on narrowly defined groups. Other states have had charter schools for decades, what have they resulted in? What are they providing that enhances ‘public’ education?

Appalachian Islamophobia - October 2020

There are growing populations of Muslims in many parts of the country. Some come as refugees and take work in industries such as meat packing, agribusiness, and other manual labor-based businesses. Other immigrants and refugees see the area as more accepting since religion plays an important role for many people. How big has this population become in the state/region now? Arabic is the third most popular language (aside from English and Spanish) in the state according to Business Insider.

# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

---

In Season 6, Us & Them will also include a public listening session. Its primary purposes will be to expose the public to content themes and to gather additional content. The listening session will include host Trey Kay but will be moderated by an outside facilitator and will also feature a guest speaker/scholar with specific expertise related to the topic. At this date, a listening session is planned for Charleston on April 23, 2020 featuring scholar/advisor Dr. Katherine Cramer with Jean Ambrose of the Center for Civic Life facilitating.

## Humanities Content

Us & Them is the essence of the humanities. It delves into how differences in culture profoundly affect the ways we approach economics, education, religion, gender, race, and sexuality, among others. The program demonstrates how our political views and social constructs have led to different beliefs. It encourages critical thinking about issues rather than knee-jerk reaction and helps lay the groundwork for more civil conversations.

## Sponsoring Organization

The mission of West Virginia Public Broadcasting is to educate, inform and inspire our people by telling West Virginia's story. The mission of the West Virginia Public Broadcasting Foundation is to support WVPB through securing corporate and foundation sponsorship for programming presented by WVPB. WVPB is the internet host for Us & Them and includes content from U&T in its news broadcasts, WVPB includes episodes on radio and is a partner with Trey Kay in producing Us & Them. WVPB staff assist on the project, develop educational components for WV Learning Media, and secure additional funding.

## Project Staff

Trey Kay, project director, is an audio documentary producer who has contributed to such shows as Studio 360 and This American Life. In 2011, he won the Triple Crown of radio journalism for The Great Textbook War: a Peabody, an Edward R. Murrow award, and the duPont-Columbia Silver Baton. In 2012, he was a Spencer Fellow for Education Reporting at the Columbia School of Journalism. He was an associate producer for PBS Frontline and has produced for Marketplace, Morning Edition, Reveal, and American RadioWorks.

Katherine Smith, editor, has spent decades in public and commercial media newsrooms. She began in commercial television (WFRV-TV, Green Bay, WI and KSTP-TV, Minneapolis, MN) and after a decade, made the transition to public media.

Chris Julin, producer and technical editor. Chris has made public radio audio stories since the days of typewriters and cassette tapes. He's been a reporter, producer and editor at Minnesota Public Radio and several other public radio stations, large and small.

Eric Molinsky, producer. Eric is the host of Imaginary Worlds, a podcast about science-fiction and other fantasy genres. He's also an award-winning public radio reporter.

## Promotional Plan

ON AIR - radio spots to air statewide placing them strategically throughout our programming to generate interest.

DIGITAL - promotional graphics, video clips, tiles, banners, and other teasers to build interest for the program on our social media platforms.

E-MAIL/DIRECT MAIL - targeted e-mails to drive WVPB supporters to the website, tracking metrics when people click links on the newsletter.

EARNED MEDIA - produce news releases and work with members of statewide media to develop stories about Us & Them.

## Evaluation

The most accurate evaluation of a podcast is by number of downloads. We track that via Podtrac, a hosting service. We also track social media analytics and audience numbers for any live events. We measure radio audience numbers through our Nielson service. We will use the WVHC evaluation form at our live event.

# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

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## Estimated Audience

In Person 100

Media 105000

Web 440000

## Target Audience

High School, Community College, College/University, Adults, Seniors

## Humanities Disciplines

Philosophy/Philosophy/Ethics, SocialSciences

## Schedule of Events and Activities

Activity	Date	Location
Podcast & WVPB Radio Release: The Future of Abortion in WV	November 27, 2019	WVPB, 600 Capitol Street Charleston WV 25301-7366
Podcast Release: Bradley - PBS "Road Trip Nation"	December 11, 2019	WVPB, 600 Capitol Street Charleston WV 25301-7366
Podcast & WVPB Radio Release: Foundations of Our Future	December 25, 2019	WVPB, 600 Capitol Street Charleston WV 25301-7366
Podcast Release: Second Chance legislation UPDATE	January 15, 2020	WVPB, 600 Capitol Street Charleston WV 25301-7366
Podcast & WVPB Radio Release: Red State/Blue State	January 29, 2020	WVPB, 600 Capitol Street Charleston WV 25301-7366
Podcast – To Be Determined	February 12, 2020	WVPB, 600 Capitol Street

# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

		Charleston WV 25301-7366
Podcast & WVPB Radio Release: Rebuilding Appalachia One Business, One Job at a Time	February 26, 2020	WVPB, 600 Capitol Street Charleston WV 25301-7366
Podcast – To Be Determined	Podcast – To Be Determined	WVPB, 600 Capitol Street Charleston WV 25301-7366
Podcast & WVPB Radio Release: Downstream from the Opioid Crisis	March 25, 2020	WVPB, 600 Capitol Street Charleston WV 25301-7366
Podcast – To Be Determined	April 8, 2020	WVPB, 600 Capitol Street Charleston WV 25301-7366
Listening session/live recording of an Us & Them episode w/Dr. Katherine Cramer	April 23, 2020	Charleston, WV
Podcast & WVPB Radio Release: The Tale of Two Cities - A Case Study	April 29, 2020	WVPB, 600 Capitol Street Charleston WV 25301-7366

# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

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## Humanities Scholars

### Katherine Cramer

, University of Wisconsin-Madison

223 North Hall

1050 Bascom Mall

Madison, WI 53706

(608) 263-2414

kathy.cramer@wisc.edu

Humanities Disciplines: SocialSciences

Current Employment: Professor of Political Science, University of Wisconsin, Madison

Academic Degrees: Ph.D. in Political Science, University of Michigan, 2000 B.A. in Political Science and Journalism, University of Wisconsin-Madison, 1994

Major Publications: Rural Consciousness in Wisconsin and the Rise of Scott Walker

Talking about Race: Community Dialogues and the Politics of Difference (University of Chicago Press, 2007)

Talking about Politics: Informal Groups and Social Identity in American Life (University of Chicago Press, 2004)

Role in Project: Advisor

### Jennifer Sherman

Washington State University

PO Box 644020

Pullman, WA 99164-4020

(509) 335-4163

jennifer\_sherman@wsu.edu

Humanities Disciplines: SocialSciences

Current Employment: Associate professor, University of Washington

Academic Degrees: Ph.D. Sociology, University of California, Berkeley, 2006

Major Publications: Sherman, Jennifer. 2018. "Not Allowed to Inherit my Kingdom": Amenity Development and Social Inequality in the Rural West." Rural Sociology. 83(1): 174-207.

Sherman, Jennifer. 2017. "Stress I don't Need": Gender Expectations and Relationship Struggles amongst the Poor." Journal of Marriage and Family 79(3): 657-674

Sherman, Jennifer and David H. Gent. 2014. "Concepts of Sustainability, Motivations for Pest Management Approaches, and Implications for Communicating Change." Plant Disease 98(8): 1024-1035.

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# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

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Sherman, Jennifer. 2014. "Rural Poverty: The Great Recession, Rising Unemployment, and the Underutilized Safety Net". Chapter 27 in Rural America in a Globalizing World: Problems and Prospects for the 2010s, Conner Bailey, Leif Jensen & Elizabeth Ransom, editors. West Virginia Press: 523-539.

Role in Project: Advisor

## **Brian Dabson**

University of North Carolina  
Environmental Finance Center Knapp-Sanders Building  
Campus Box 3330, UNC-Chapel Hill  
Chapel Hill, NC 27599-3330

(919) 966-4246  
dabsonb@sog.unc.edu

Humanities Disciplines: Culture/Traditions/Human Environment, Social Sciences

Current Employment: Research fellow, University of North Carolina, School of Government

Academic Degrees: Master's degree in social science from University of Birmingham Institute of Local Government Studies (Birmingham, England, UK)

Major Publications: joined the School of Government in July 2016 after having retired from the University of Missouri's Harry S. Truman School of Public Affairs, where he served as Associate Dean, Research Professor, and Director of the Institute of Public Policy. His previous positions include President of the Rural Policy Research Institute and President of Corporation for Enterprise Development. Prior to coming to the United States in 1992, he was director of the Center for Employment Initiatives, a UK-based research and technical assistance nonprofit that worked across Europe on community and economic development programs, and in a number of local government planning and economic development positions in Liverpool and Glasgow. He was president of the Consortium of University Public Service Organizations (2014–2015), a member of the Community Development Advisory Council of the Federal Reserve Bank of St. Louis (2007–2012), member of the National Steering Committee of the National Rural Assembly (2007–2011), and President

Role in Project: Advisor

## **Dante Chinni**

George Washington University  
805 21st St NW STE 400  
Media And Public Affairs Building  
Washington, DC 20052-0031

(202) 994-0761  
dantechinni@gmail.com

Humanities Disciplines: Culture/Traditions/Human Environment, History, Social Sciences

Current Employment: Research professor, George Washington University

Academic Degrees: B.A., Journalism and History, Michigan State University



# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

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Major Publications: Books

“Our Patchwork Nation,” with James Gimpel, 2010, Gotham, an imprint of Penguin Group LLC

Selected News Articles

“In Trump Country, Health-Care Overhaul Has Support, But Cost Is a Worry,” The Wall Street Journal, March 22, 2017

“How Trump Became President,” American Communities Project, Jan 18, 2017

“West Virginia: How the Bluest State Became the Reddest,” Dec. 18, 2017

“Trump Counties Would See Big Impact From Obamacare Repeal,” The Wall Street Journal, Dec. 9, 2016

Role in Project: Advisor

## Dee Davis

Center for Rural Strategies

46 E Main St

Whitesburg, KY 41858-7346

(606) 632-3244

dee@ruralstrategies.org

Humanities Disciplines: SocialSciences

Current Employment: President, Center for Rural Strategies

Academic Degrees: English degree from the University of Kentucky

Major Publications: Dee Davis is the founder and president of the Center for Rural Strategies. Dee has helped design and lead national public information campaigns on topics as diverse as commercial television programming and federal banking policy. Dee began his media career in 1973 as a trainee at Appalshop, an arts and cultural center devoted to exploring Appalachian life and social issues in Whitesburg, Kentucky. As Appalshop's executive producer, the organization created more than 50 public TV documentaries, established a media training program for Appalachian youth, and launched initiatives that use media as a strategic tool in organization and development. He is the chair of the National Rural Assembly steering committee; a member of the Rural Advisory Committee of the Local Initiatives Support Corporation, Fund for Innovative Television, and Feral Arts of Brisbane, Australia. He is also a member of the Institute for Rural Journalism's national advisory board. He is a member

Role in Project: Advisor

# West Virginia Humanities Council

Media Grants: 19.4.7767

Project Title: Us & Them: Season 6

## Budget Summary

	Request	Cash Match	In-Kind Match	Total Match	Total
Honoraria	\$1,000.00				<b>\$1,000.00</b>
Salaries	\$15,781.00	\$32,868.00	\$2,334.00	\$35,202.00	<b>\$50,983.00</b>
Travel	\$2,424.00		\$6,570.00	\$6,570.00	<b>\$8,994.00</b>
Supplies			\$100.00	\$100.00	<b>\$100.00</b>
Promotion/Printing					
Postage/Telephone					
Equipment/Facilities	\$445.00		\$4,800.00	\$4,800.00	<b>\$5,245.00</b>
Other		\$2,850.00	\$7,200.00	\$10,050.00	<b>\$10,050.00</b>
<b>Total</b>	<b>\$19,650.00</b>	<b>\$35,718.00</b>	<b>\$21,004.00</b>	<b>\$56,722.00</b>	<b>\$76,372.00</b>

## Budget Detail

	Request	Cash Match	In-Kind Match	Total Match	Total
<b>Honoraria</b>	<b>\$1,000.00</b>				<b>\$1,000.00</b>
Keynote speaking fee, Dr. Katherine Cram	\$1,000.00				\$1,000.00
<b>Salaries</b>	<b>\$15,781.00</b>	\$32,868.00	\$2,334.00	<b>\$35,202.00</b>	<b>\$50,983.00</b>
Trey Kay, Producer	\$5,332.00	\$19,668.00	\$2,334.00	\$22,002.00	\$27,334.00
Kate Smith, editor	\$5,000.00	\$8,500.00		\$8,500.00	\$13,500.00
Associate producer	\$2,349.00	\$4,700.00		\$4,700.00	\$7,049.00
Associate producer	\$1,550.00				\$1,550.00
Associate producer	\$1,550.00				\$1,550.00
<b>Travel</b>	<b>\$2,424.00</b>		\$6,570.00	<b>\$6,570.00</b>	<b>\$8,994.00</b>
Episode: Future of Abortion			\$805.00	\$805.00	\$805.00
Episode: Foundations of Our Future	\$414.00		\$460.00	\$460.00	\$874.00
Episode: Red State Blue State	\$657.00		\$575.00	\$575.00	\$1,232.00
Episode: Rebuilding Appalachia/One Job	\$60.00		\$345.00	\$345.00	\$405.00
Episode: Down Stream/Opioid Crisis	\$89.00		\$345.00	\$345.00	\$434.00
Episode: A Tale of Two Cities	\$121.00		\$590.00	\$590.00	\$711.00
Episode: How Healthy is Appalachia?	\$668.00		\$575.00	\$575.00	\$1,243.00
Episode: Learn. to Create Econ. Revival	\$60.00		\$345.00	\$345.00	\$405.00
Episode: How Connected Are We?	\$95.00		\$345.00	\$345.00	\$440.00

# West Virginia Humanities Council

Media Grants: Grant 19.4.7767

Project Title: Us & Them: Season 6

Episode: Rural Change...	\$260.00		\$575.00	\$575.00	\$835.00
Episode: Charter Schools			\$805.00	\$805.00	\$805.00
Episode: Appalachian Islamaphobia			\$805.00	\$805.00	\$805.00
	<b>Request</b>	<b>Cash Match</b>	<b>In-Kind Match</b>	<b>Total Match</b>	<b>Total</b>
<b>Supplies</b>			\$100.00	<b>\$100.00</b>	<b>\$100.00</b>
Research materials			\$100.00	\$100.00	\$100.00
	<b>Request</b>	<b>Cash Match</b>	<b>In-Kind Match</b>	<b>Total Match</b>	<b>Total</b>
<b>Promotion/Printing</b>					
none					
	<b>Request</b>	<b>Cash Match</b>	<b>In-Kind Match</b>	<b>Total Match</b>	<b>Total</b>
<b>Postage/Telephone</b>					
none					
	<b>Request</b>	<b>Cash Match</b>	<b>In-Kind Match</b>	<b>Total Match</b>	<b>Total</b>
<b>Equipment/Facilities</b>	<b>\$445.00</b>		\$4,800.00	<b>\$4,800.00</b>	<b>\$5,245.00</b>
WVPB Studio			\$4,800.00	\$4,800.00	\$4,800.00
Protocols subscription	\$232.00				\$232.00
SD cards	\$58.00				\$58.00
One 2TB hard drive	\$155.00				\$155.00
	<b>Request</b>	<b>Cash Match</b>	<b>In-Kind Match</b>	<b>Total Match</b>	<b>Total</b>
<b>Other</b>		\$2,850.00	\$7,200.00	<b>\$10,050.00</b>	<b>\$10,050.00</b>
Services -WVPB marketing			\$2,100.00	\$2,100.00	\$2,100.00
WVPB grant writing			\$2,100.00	\$2,100.00	\$2,100.00
WVPB web support			\$1,200.00	\$1,200.00	\$1,200.00
Fundraising video support (WVPB)			\$1,800.00	\$1,800.00	\$1,800.00
Tape syncs		\$1,250.00		\$1,250.00	\$1,250.00
Audio transcription		\$1,600.00		\$1,600.00	\$1,600.00
<b>Total</b>	<b>\$19,650.00</b>	<b>\$35,718.00</b>	<b>\$21,004.00</b>	<b>\$56,722.00</b>	<b>\$76,372.00</b>

## Additional Funding Sources

Source	Requested	Approved
1 West Virginia Public Broadcasting	\$85,000	\$85,000
2 CRC Foundation	\$2,500	0
3 The Daywood Foundation	\$5,000	0
4		
5		
6		

# West Virginia Humanities Council

Media Grants: Grant 19.4.7767

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## Detailed Budget Narrative

### HONORARIA

\$1,000 grant request, \$0 match

\$1,000 honoraria - Dr. Katherine Cramer (U. Wisconsin) to attend live event scheduled for Thursday, April 23, 2020.

### SALARIES

\$15,731 grant request, \$2,334 in-kind cost share, \$41,019 cash cost share

(All salaries meet the WVHC grant guidelines. Each individual is a contractor hired specifically for the grant project)

Producer Trey Kay averages 11.38 days of work on each podcast. Kay's flat fee is \$200/day. He'll produce 12 podcasts for this project ( $11.38 \times \$200 \times 12 = \$27,312$ ). We're requesting \$5,332 in grant funding. Kay contributes \$2,334 worth of his time as in-kind match. Remainder is cash match.

Editor Kate Smith: Each episode requires eight hours of editing. Kate's fee is \$125/hour. She'll edit 12 podcasts. ( $8 \text{ hours} \times \$125/\text{hour} \times 12 \text{ podcasts} = \$12,000$ ) We request \$5,000 from grant. Remaining \$8,500 is cash match.

Associate producers: Chris Julin & Eric Molinsky assist in production of all 12 episodes. U&T pays a flat fee of \$1,500 per "heavy lift" episode and \$1,250 per "medium lift" episode. ("Heavy" episodes feature more than two interviews and require extensive travel. "Medium" feature less than two interviews and require little travel.) Seven "heavy" and five "medium" episodes are planned. ( $7 \times \$1500 = \$10,500 + (5 \times \$1,250 = \$6,250 = \$16,750$ . Asking \$3,899 from grant. Remaining \$12,851 is cash match.

Live Event Producer: Chris Julin produces the live event for a flat fee of \$1,500. He'll coordinate the event, arrange for the sound system in the venue and see to it that an audio recording will be captured for use in a future episode. Requesting grant funding for the live event producer.

### TRAVEL

\$2,424 grant request, \$6,455 in-kind cost share, \$570 cash cost share

#### Detailed Breakdown of Travel Costs

"Future of Abortion in West Virginia" (Heavy): Estimate eight working days in Charleston at \$65/per night lodging ( $7 \times \$65 = \$455$ ) and \$50/day per diem ( $7 \times \$50 = \$350$ ) = \$805 total. This is an in-kind match.

"Foundations of Our Future" (Medium): Estimate two round trips for interviews. First, from Charleston to Martinsburg (305 miles  $\times$  0.58 per mile  $\times$  2 one-way trips = \$353.80) with one night lodging (\$65 per night). Second, from Charleston to Huntington (52 miles  $\times$  0.58 per mile  $\times$  2 one-way trips = \$60.32). Three nights Charleston lodging ( $3 \times \$65$  per night = \$195) and a \$50/day per diem ( $4 \times \$50 = \$200$ ). Total cost: \$874. Asking \$314 from the grant, \$460 is in-kind and \$100 is cash match.

"Red State/Blue State" (Heavy): Estimate three round trips for interviews. First, from Charleston to Martinsburg (305 miles  $\times$  0.58 per mile  $\times$  2 one-way trips = \$353.80) with lodging for one night (1 night  $\times$  \$65 per night = \$65). Second, from Charleston to Wheeling (179 miles  $\times$  0.58 per mile  $\times$  2 one-way trips = \$207.64) with one night lodging (1 night  $\times$  \$65 per night = \$65). The third will be from Charleston to Williamson (82 miles  $\times$  0.58 per mile  $\times$  2 one-way trips = \$95.12). Three nights Charleston lodging ( $3 \times \$65$  per night = \$195) and a \$50/day per diem ( $5 \times \$50 = \$250$ ). Total cost: \$1232. Asking \$557 from grant, \$575 is in-kind and \$100 is cash match.

"Rebuilding Appalachia One Job at a Time" (Medium): Estimate one round trip from Charleston to Huntington (52 miles  $\times$  0.58 per mile  $\times$  2 one-way trips = \$60.32). Three nights Charleston lodging ( $3 \text{ nights} \times \$65 \text{ per night} = \$195$ ) and a \$50/day per diem ( $3 \times$

# West Virginia Humanities Council

Media Grants: Grant 19.4.7767

Project Title: Us & Them: Season 6

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\$50 = \$150). Total cost: \$405. Asking \$89 from grant and \$345 is in-kind

“Downstream Opioid Crisis” (Heavy): Estimate one round trip for interviews. That will be from Charleston to Parkersburg (77 miles x 0.58 per mile x 2 one-way trips = \$89.32). Three nights Charleston lodging (3 x \$65 per night = \$195) and a \$50/day per diem (3 x \$50 = \$150). Total cost: \$434. Asking \$89 from grant and \$345 is in-kind.

“Tale of Two Cities” (Heavy): Estimate two round trips from Charleston to Huntington for interviews (52 miles x 0.58 per mile x 4 one-way trips = \$120.64). Three nights Charleston lodging (3 x \$65 per night = \$195) and a \$50/day per diem (4 x \$50 = \$200). Total cost: \$710. Asking \$120 from grant, \$590 is in-kind.

“How Healthy is Appalachia?” (Heavy): Estimate two round trips for interviews. The first will be from Charleston to Martinsburg (305 miles x 0.58 per mile x 2 one-way trips = \$353.80) with lodging for one night (1 night x \$65 per night = \$65). The second will be from Charleston to Morgantown (157 miles x 0.58 per mile x 2 one-way trips = \$182.12) with lodging for one night (1 night x \$65 per night = \$65). Three nights Charleston lodging (3 x \$65 per night = \$195) and a \$50/day per diem (5 x \$50 = \$250). Total cost: \$1211. Asking \$568 from grant, \$575 is in-kind and \$100 is cash match.

“Learning to Create an Economic Revival” (Medium): Estimate a round trip from Charleston to Huntington for interviews (52 miles x 0.58 per mile x 2 one-way trips = \$60.32). Three nights Charleston lodging (3 x \$65 per night = \$195) and a \$50/day per diem (3 x \$50 = \$150). Total cost: \$405. Asking \$60 from grant, \$345 is in-kind.

“How Connected Are We?” (Medium): Estimate a round trip from Charleston to Williamson for interviews (82 miles x 0.58 per mile x 2 one-way trips = \$95.12). Three nights Charleston lodging (3 x \$65 per night = \$195) and a \$50/day per diem (3 x \$50 = \$150). Total cost: \$440. Asking \$95 grant, \$345 is in-kind.

“Rural Change Can Be Powerful” (Heavy): Estimate a round trip from Charleston to Martinsburg (305 miles x 0.58 per mile x 2 one-way trips = \$353.80) with lodging for one night (1 night x \$65 per night = \$65). Three nights Charleston lodging (3 x \$65 per night = \$195) and a \$50/day per diem (4 x \$50 = \$200). Total cost: \$1040. Asking \$160 from grant, \$460 is in-kind and \$100 is cash match.

“Charter Schools and the Future of Education” (Medium): Estimate eight working days in Charleston at \$65/per night lodging (7 x \$65 = \$455) and \$50/day per diem (7 x \$50 = \$350) = \$805 total. This amount is included as in-kind match.

“Appalachian Islamophobia” (Heavy): Estimate eight working days in Charleston at \$65/per night lodging (7 x \$65 = \$455) and \$50/day per diem (7 x \$50 = \$350) = \$805 total. This amount is included as in-kind match.

Travel costs – bringing Dr. Katherine Cramer (U. Wisconsin) to Charleston for a live event on April 23 2020. Flight from Madison, WI to Charleston (\$400 round trip) and one night’s lodging (\$120/per night) and one day per diem (\$50/day) = \$570 total. Asking \$60 from grant and \$170 is cash match.

## SUPPLIES

\$0 grant request, \$100 in-kind cost share, \$0 cash cost share

Based on past experiences producing podcasts, we estimate there’ll be approximately \$100 for supplies for research materials. We are including this amount as in-kind cost share.

## EQUIPMENT/FACILITIES RENTAL

\$445 grant request, \$4,800 in-kind cost share, \$0 cash cost share

# West Virginia Humanities Council

Media Grants: Grant 19.4.7767

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Kay uses WVPB studios for approximately 80 hours for voicing narration and conducting studio-to-studio interviews. Studio rental rate is \$60/hour. This \$4,800 is an in-kind match.

Pro Tools (digital editing software) subscription will be purchased for \$232. This will be paid for with grant funding.

We purchase SD cards (\$58) for our digital recorders so we can conduct field audio recordings. We'll also purchase 2 TB external hard drives (2 x \$140 = \$280) to be used to house the raw audio and mixing sessions for the 2019-20 programs. Requesting grant funds for these purchases.

## OTHER

Marketing: WVPB's Manager of Communications and Marketing assists in marketing our program to radio, television, print and social media. WVPB's in-kind donation of 70 hrs x \$30 per hour = \$2100 for marketing services.

Grant Writing: WVPB's Director of Grants and Underwriting helps U&T with grant writing assistance. WVPB's in-kind donation of 70 hrs x \$30 per hour = \$2100 for marketing services.

Digital Assistance: WVPB's Director of Digital Services helps U&T maintain a strong web presence. WVPB donates digital assistance to U&T (70 hrs x \$30 per hour = \$2100).

Tape Syncs: involve a guest going into a studio or having an engineer go to that guest to record audio responses to our host's questions. We anticipate needing at least 10 tape synch sessions x \$125 per session over 12 months. We've budgeted this service to be covered by a cash match.

Transcription: Our experience guides us to budget for about 66.66 hrs of transcriber assistance (4000 minutes @ \$.75/minute = \$2000). The U&T transcriber is not an employee of WV Public Broadcasting and this is why there is a cash match