

Mt Hood Cable Regulatory Commission (MHCRC) Grant - Detail

The Gresham-Barlow School District (GBSD) has submitted this grant application to the Mt Hood Cable Regulatory Commission (MHCRC) Community Tech Grant program to address a significant disparity in access to high-quality video production resources affecting its diverse student population. Considering that GBSD 50% of GBSD students identify as BIPOC, 43% are from low-income households, and over 1600 are English Language Learners speaking over 91 languages, the district has identified reducing disparities as the core focus of this project. This initiative directly responds to the documented lack of access to video production training and equipment experienced by BIPOC and low-income communities, mirroring broader trends across various industries.

The primary purpose of this project is to equip the media programs at Dexter McCarty Middle School, Gordon Russell Middle School, and West Orient Middle School with professional-grade media equipment and accessible technologies. These three middle schools already have established video production classes that engage students in creating school news programming and teaching fundamental video production techniques. The grant funding will enable the purchase of a fleet of iPads specifically outfitted for filmmaking, professional DSLR camera setups, Apple laptops for advanced editing, wireless microphones, LED lighting for studio setups, and sound abatement materials to create functional small studio spaces. This infusion of technology will directly enhance the learning experience for approximately 160 unduplicated youth participants annually across these schools. These students will gain robust training in various video creation styles, including journalistic, DIY/process films, documentary, and narrative filmmaking. A significant outcome of this project is the anticipated creation of approximately 150 videos, which will be submitted to the project partner, MetroEast Community Media, for playback on local cable channels within the Gresham-Barlow School District, providing over 25 hours of valuable community programming. Importantly, the acquired equipment is intended for long-term use, extending the benefits to many more students in subsequent years beyond the grant's duration.

The project's anticipated outcomes are clearly measurable and directly linked to the use of the proposed technology. Firstly, it is expected that over 70% of participating youth will demonstrate a better understanding of media production, as assessed through end-of-term surveys. Secondly, the project aims to serve over 160 youth and facilitate the creation of approximately 150 videos for public broadcast via MetroEast Community Media. The distribution of these participants across the three middle schools and their respective media programs is detailed within the application. Progress towards these outcomes will be rigorously evaluated through the collection of attendance data and demographics, participant feedback surveys specifically addressing their understanding of the technology, a qualitative review of final student projects to assess production quality, and a quantitative calculation of the number of films and hours of content generated for cable channels.

A crucial component of this project's feasibility and success is the established partnership with MetroEast Community Media. As the designated project partner, MetroEast will play an active role by providing initial hands-on training for GBSD staff on the new media equipment and software, covering essential video production concepts. They will also offer invaluable guidance on equipment purchasing decisions and strategies for managing the fleet of iPads and laptops. Furthermore, MetroEast will provide ongoing technical support throughout the project's implementation and has existing curriculum resources that can be adapted for instructional use within the GBSD classrooms. Their significant in-kind contribution of \$12,000 includes personnel time dedicated to training, curriculum support, and technical assistance. Finally, MetroEast will serve as the platform for broadcasting the student-created videos on local cable channels, directly fulfilling the project's community media engagement goals.

The Gresham-Barlow School District demonstrates a strong commitment to this project through a substantial in-kind match totaling \$156,329.91. This match primarily consists of the salaries of three GBSD teachers who will dedicate significant portions of their work time to the grant project's planning, implementation, and instruction. Additionally, the district anticipates a volunteer match of \$6,000, representing the contributed time of parents and community members who will assist in the video production classes. A portion of GBSD's overhead expenses, amounting to \$11,876.22, is also included as part of the match. The majority of the requested MHCRC grant funds, \$93,106.00, will be allocated to the direct purchase of essential equipment, including the iPad filmmaking fleet, professional DSLR camera setups with accessories, and studio outfitting materials. An additional \$3,780.00 is budgeted for minor construction costs related to outfitting the studio spaces, and \$10,000 is allocated for the initial training provided by MetroEast. Finally, a portion of the grant funds, \$11,876.22, will cover a share of GBSD's overhead expenses directly related to the project's administration. This comprehensive budget and the significant matching contributions from GBSD and MetroEast underscore the strong feasibility and commitment to the long-term success of this initiative, ultimately aiming to reduce disparities and empower GBSD students with critical media literacy and production skills.