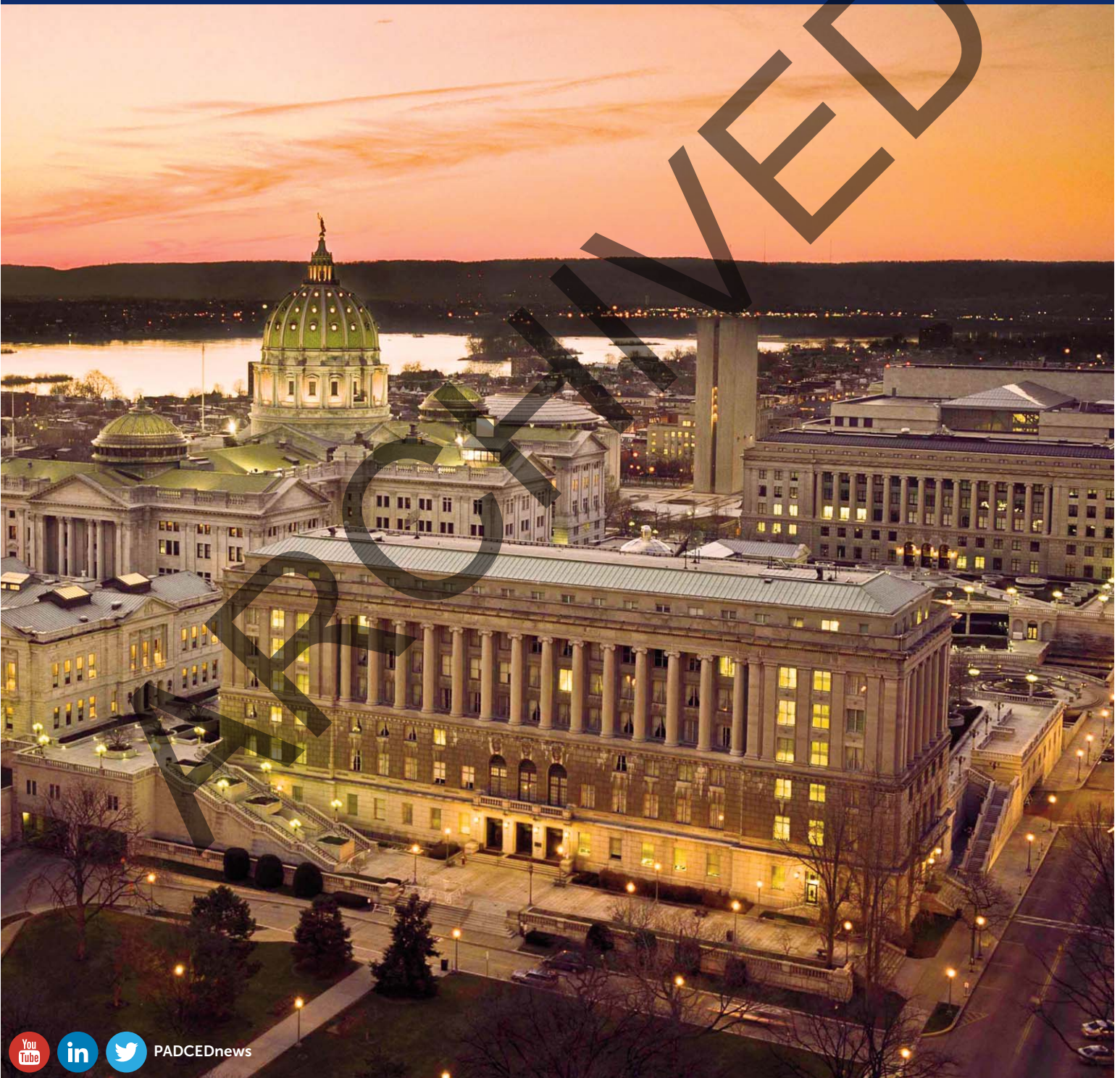


# PUBLIC TELEVISION TECHNOLOGY GRANT PROGRAM (PTT)

Program Guidelines | January 2017



PADCEDnews

## Table of Contents

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<b>Section I</b>	<b>General</b>	<b>1</b>
A.	Statement of Purpose	1
B.	Available Funding	1
C.	Eligible Use of Funds	1
D.	Impact Measures	1
E.	Application Procedures	2
F.	Nondiscrimination	2
F.	Procedures for Accessing Funds	3
G.	Project Closeout and Reports	3
H.	Contact Information	3
<b>Appendix I</b>	<b>Budget Format</b>	<b>4</b>

## Section I – General

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### A. Statement of Purpose

The Public Television Technology Grant Program (PTT) provides funding to Pennsylvania public television organizations for technology needs and operating expenses. The eight public television organizations are licensed by the Federal Communications Commission to provide non-commercial broadcast services in their respective areas. Pennsylvania's eight public television organizations are as follows: WHYY/Philadelphia, WVIA/Wilkes-Barre/Scranton, WITF/Harrisburg, WQLN/Erie, WLVT/Bethlehem, WYBE/Philadelphia, WQED/Pittsburgh and WPSU/State College.

### B. Available Funding

Pennsylvania's Fiscal Year 2016-17 Legislative Budget appropriates \$250,000 for the PTT program. This funding will be shared by and amongst the eight stations equally; WITF/Harrisburg will be the recipient of funds, serve as the contract fiscal agent and will enter into single subcontracts with each of the seven public television organizations. WITF will receive no administrative fees for administering said grant contract.

### C. Eligible Uses of Funds

Funds may be used to support:

1. Operational expenses including reasonable salary and other personnel expenses, travel, supplies, dues, audit, professional services, and other expenses associated with the delivery of public television technology;
2. Program fees such as acquisition of equipment, production and/or distribution costs.

### D. Impact Measures

Grantee will submit a final report 60 days after contract expiration, narrating the activities and accomplishments of the Pennsylvania public television organizations during the contract period.

All the stations are independently audited and each will submit a final report to the grantee on the following measures and trends for inclusion in the grantee's final report:

1. Audiences served (size, demographics) on TV, web and social media platforms
  - a. TV Sources:
    - Nielsen Ratings (HH, 2+) – data from PBS Research
    - Demographics derived from PBS Viewership Data
    - Media Audit (measurement firm) for some stations
  - b. Web Sources:
    - Individual Station Google Analytics or equivalent reporting systems
    - Web tracking to include inventory of sites, Unique Visitors, Page Views, and demographic data as available
  - c. Social Media Sources:
    - Individuals Station Social Media platform reports (Facebook, Twitter, Instagram)
    - Social Media tracking to include inventory of sites/accounts, followers, demographics, and engagement measures as available



## 2. Educational Services Provided

- a. Teacher training provided (# of teachers and credentials provided; # of students reached; subjects taught); teacher evaluation results;
- b. Family workshops provided (# of participants and subjects; # of family members reached); evaluation results;
  - Internships and Youth training provided;
  - Children's viewing/use of content (subset of audience data above)
  - Sources:
    - Individual Station Reports for training & family workshops – focus on assessment measures and outcomes when available for specific programs
    - Nielsen for children's viewing data;

## 3. Original Programs Produced

- a. Number and length of original content production, all platforms; topics addressed; awards/recognition; audience response
- b. Source:
  - SABS 44360 Total # of Local Production Hours
  - Individual Station Reports on program selection, production, audience response.

## 4. Community Connections (community impacts, partnerships)

- a. Source:
  - Individual Station Reports, with a focus on assessment measures and outcomes when available for specific programs and partnerships
- b. Other Information Sources
  - Copies of stations' annual community impact reports or annual reports, as available.

## E. Application Procedures

Grantee will submit an Electronic Single Application describing the activities to be accomplished by each public television organization in Fiscal Year 2016-17.

## F. Nondiscrimination

No assistance shall be awarded to an applicant under this program unless the applicant certifies to the Department of Community and Economic Development ("DCED") that the applicant shall not discriminate against any employee or against any person seeking employment by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the Pennsylvania Human Relations Act, which prohibits discrimination on the basis of race, color, religious creed, ancestry, age, sex, national origin, handicap or disability, or in violation of any applicable federal laws. All contracts for work to be paid with grant funds must contain the commonwealth's official nondiscrimination clause.

## **G. Procedures for Accessing Funds**

Grantee may access funds using the following steps:

1. Upon approval of a funding proposal by DCED, a contract will be issued to the grantee.
2. Following the full execution of a grant agreement, funds will be disbursed to the grantee based on the approved budget and submission of invoice.
3. To be considered, budget revisions must be submitted no later than May 1, 2017. Revision requests submitted after this date may not be processed.

## **H. Project Close-Out and Reports**

All grant contracts funded with commonwealth funds, totaling \$100,000 and over are required to have a Project Audit performed. The Project Audit must be done in accordance with the DCED Audit Guidelines.

## **I. Contact Information**

Program inquiries, work plans and budgets should be submitted to:

PA Department of Community and Economic Development  
Office of Technology and Innovation  
Attn: Lorri Shaver  
Office of Technology and Innovation  
Commonwealth Keystone Building  
400 North Street, 4th Floor  
Harrisburg, PA 17120-0225

Telephone: 717-346-9798  
Email: [ls haver@pa.gov](mailto:ls haver@pa.gov)

## Appendix I – Budget Format

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Please use the following format as a guideline for budget data to be submitted.

Identify the allocation of PPT funds to all additional partners.

Provide a comprehensive cost breakdown for all proposed network activities funded by PTT utilizing the following cost categories:

Personnel (programs)  
Fringe (programs) \$  
TOTAL PERSONNEL: \$

Administrative Costs  
Equipment, Acquisition, Production and Distribution Costs  
Subcontracts to Partners  
TOTAL EXPENSES

### Partner Budgets

Utilizing the format in Section I above, provide a separate budget breakdown and narrative for each partner targeted to receive PTT funds.

### Section V (Budget Narrative)

A brief description of each budget line item should be provided. Under the personnel line item, a list of each key employee supported by PPT funding is required with a notation of the annual salary, amount and percentage of salary being supported by PPT.

For any professional services, a description of each contractual item should be included. For any contract of \$10,000 or more, a list of deliverables is required.

All costs must be direct.

DCED may request additional documentation related to proposed expenses in order to sufficiently review and determine reasonableness of costs. All applicable organizations must be current with IRS Form 990 (Return of Organization Exempt from Income Tax) and other pertinent filings as directed by state and federal statutes.