



Bill Wright Technology Matching Fund 2008 APPLICATION

Review the 2008 Application Guidelines & Resources before completing your application. If you do not have the Guidelines, they can be found at www.seattle.gov/tech/tmf. You must submit this form. You may add space as necessary to complete the questions. Your application package should include this application form, the budget spreadsheet and attachments (if applicable).

911 Media Arts Center	www.911media.org
Applicant Organization	Website
Tina Aufiero	
Project Contact Person	
402 9th Ave. N	
Mailing Address	Zip Code
206-652-6882	tina@911media.org
Phone	Email
Misha Neininger Executive Director	misha@911media.org
Executive Director or Board President	Email
Next Generation Education Lab	
Project Name	
911 Media Arts Center,	
Project Location(s)	Zip Code
911 Media Arts Center	91-1271691
Fiscal Agent Organization (See Appendix I in the Application Guidelines & Resources)	Tax ID (If applicable)

Describe your proposed project in 1- 3 sentences.

Our project is to establish the Next Generation Education Lab. The Lab continues our current youth programs in digital filmmaking, while expanding the focus, creating a series of new youth programs to include internet, robotics and game education for all youth in the Seattle area.

TOTAL amount of City funds requested for this project (up to \$20,000)	19,679.00
TOTAL value of community match (This must be greater than or equal to the total amount of City funds requested):	40,810.00
TOTAL PROJECT COST (Amount of City funds + value of community match):	60,489.00

ORGANIZATIONAL INFORMATION

1. Organizational Description

Give a brief description of your organization and its mission.

911 Media Arts Center (911) is a non-profit organization dedicated for over 24 years to giving all artists (young and old) affordable access to state of the art digital media equipment, and providing professional training in media production, including all aspects of digital video, animation, Web-based authoring, and new ventures such as games. 911 offers opportunities for exhibition and discussion of works by artists and independent media makers, supports artistic inquiry, and explores the fusion of art, technology, and media and the impact on society and contemporary culture. 911 fosters civic dialogue by working with other community centers and educational organizations. 911 is committed to the development of artistic and skill-based technologies. 911, with a long history of youth programs, is dedicated to the development of new curricula for teaching media production and media literacy.

2. Information about Existing Program(s) What programs do you currently offer? Do these programs provide information technology access and training or support civic engagement?

911 Media Arts Center offers education, state of the art editing suites and equipment at low cost. It provides screening opportunities for locally produced media, often hosting community groups like the Hazel Wolf Environmental Film Network. 911 also partners with community groups such as Coyote, Red Llama and TISSAM - UW Experimental Education Dept. The center offers space, development and direction for makers of independent media. 911 gives Media Technology scholarships to adults and youth so that they may take classes. The existing education program includes technology training through both skill-based and content-driven workshops. There are weekend and weekly workshops for adults, and special programs for youth. In 2007 over 90 workshops were offered to adults. Youth programs included "GEN 7" with Red Llama to provide training in 3D modeling combined with narrative story telling for native youth with augmented reality software. Another program with TISSAM-UW produced Public Service Announcements created by teens for teens to be used in WA public school system. 911 hosts Coyote, an out of school youth program for under-served youth ,with space and equipment for animation classes.

Other ongoing community events include 911's gallery exhibition series spotlighting emerging and influential media artists such as Gary Hill, Tamiko Thiel, and Greg Lundgren. 911 also hosts Open Screening, where local filmmakers often get their first chance to show their work to an audience; Open Lab, an informal lab where community members can collaborate and experiment with media equipment; "dorkbot," a monthly meeting of artists, engineers, and those interested in "doing strange things with electricity"; Screenwriters Salon, a bimonthly screenwriting workshop in cooperation with the Seattle International Film Festival; VJ Night, an open forum for local VJ artists to show their work; Upgrade! Seattle, a once a month magnet group for new media artists working in Seattle; and the Hazel Wolf Environmental Film Network screening environmental films every first Friday of the month.

3. Organizational Budget

What is your organization's budget? Please check one.

Under \$100K

\$100K - \$300K

Over \$300K

4. Staff Size What is your organization's staff size?

2 FT employees, 4 PT employees, 3 interns, 5 volunteers.

PROJECT INFORMATION

5. Project Description.

Give a brief description of your project.

911 Media Arts Center requests financial support to purchase the technological hardware that will enable 911's Next Generation Education Lab to continue a legacy of interesting and cutting-edge youth programming. The Next Generation Education Lab is the umbrella term for all of 911's youth programs, including Young Producers Project, Games 101, Common Language Project, Media Pirates Ahoy, and Play-Tech Saturdays. The goal of the Lab is to bring together teens, 13-19 years of age, from diverse communities, neighborhoods and backgrounds and immerse them in fun, challenging and creative learning environments working with media technology. This year youth will have the opportunity to become proficient with Web design and development while learning about online journalism with our Common Language Project. They can also learn digital design, animation & digital video through our Young Producer Project. In game design and robotics, we currently run the Reel Eyes program at the South Park Community Center, and will continue these topics into the summer with Games 101, followed by fall classes in robotics. All subject areas continue throughout the fall within the context of the 15 week program. Play Tech Saturdays, for which there are currently 5 Youth Scholarships seats available. We are also seeking support this spring from the Seattle Youth Employment Program; for 7-10 teens to participate in summer-long classes at the center, while also working in the center learning the administrative skills of running a nonprofit. Our objective is to create diverse teams of youth who learn and collaborate together on projects, ranging from poster design, to data base entry, to web maintenance.

6. Type of Project. Please check one. This project is a(n):



New project



Expansion of an existing project

7. Project Goals List up to 3 to 5 goals for your project.

Next Generation Education Lab Goals:

1. To expand upon the digital media curricula offered to youth, incorporating new Web, game and robotic learning opportunities.
2. To empower youth with media and Internet literacy so that they may engage actively and critically both as consumers and makers of media.
3. To continue 911's outreach to underserved youth, partnering with more community centers and organizations such as Red Llama and TISSAM.
4. To bring together youth from diverse backgrounds and neighborhoods so that they may learn to work together collaboratively.
5. To establish a Lab that will continue to grow and sustain itself with ongoing programs for youth.

8. Project Activities and Outcomes What will you do to accomplish your goals? Please complete the chart below. You may add rows if necessary. (See Appendix G in the Application Guidelines & Resources for examples)

Activity	Target Audience	#'s Served	Tech Skills Taught	Life Skills Taught	Outcomes for organization and/or participants
Games 101	Youth interested in games, and the role games play in our culture.	Class of 10 - 16	Analytic skills, rules of logic, prototyping skills, presentation skills.	Collaboration and team work.	Development of a game to be played as a summer "event" to the public.
Media Pirates Ahoy!	Youth interested in physical activity coupled with learning skills of digital video and Web	Class of 10 - 16	All aspects of video production. Multiple computer software programs for digital editing.	Collaboration and teamwork. Facing a learning curve. Discipline of technical	Outdoor screening and BBQ. Interactive neighborhood kiosks.

	programming, as well as linear and nonlinear methods of storytelling.		Web skill associated with authoring video for the Web. Third party software and custom content management systems. Learn writing skills using Word and creating budgets using Excel, while learning to sail, build wooden boats and learn about the SLU community.	exercises.	
Common Language Project	Youth interested in learning the front and back end of the Web, youth interested in authoring online journals.	Class of 10 - 16	HTML, CSS, PHP, Content Management systems, Graphic Design, Web Video.	Teamwork. Learn the power of networked systems, how to actively disseminate information, create networks, and make connections to people and places that we might never otherwise make contact with.	Online magazine available to the public.
SYEP-Seattle Youth Employment Program	Youth recruited specifically from South Park to take seat time in the above named programs as well as serve the remaining hours assisting with office duties, managed by the Education Director.	Class of 10 - 16	Word, Excel, File Maker Pro, simple HTML, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, on both MAC and PC.	Learn to write copy, enter information into Excel spreadsheets, assist maintaining the classes on the Web site, create simple flyers and help with the production of small monthly course publication.	Special course booklet, cover image designed by SYEP students.
Play Tech Saturdays	Youth interested in Technology from games and robotics.	Class of 10 - 16	Interactivity, prototyping, introduction to electronics, circuit bending, DIY projects.	Problem solving, learn to hack existing toys and electronics to make other interactive objects.	Student exhibition at the end of the year to show the games and objects made.

9. Project Timeline

- A. List in chronological order specific steps you will take to complete this project. You may add rows if necessary.
- B. Next to each step, identify who will be responsible for carrying out the step or activity.
- C. Estimate the date the step will be completed (month and year). Dates should start no earlier than July 2008 and end no later than June 2009.

A. Step	B. Responsible Person/Group	C. Date Done
Creating partner programs to make Next Generation Lab happen	Tina Aufiero, Misha Neiningger, Board of Directors	
Outreach, Marketing, Recruitment	Tina Aufiero, Misha Neiningger, South Park Community Center, ARC	Now through August
Organization of instructors and curriculum	Tina Aufiero, Youth Education Intern	Now and ongoing
Raise Money through grants and donations	Tina Aufiero, Misha Neiningger, Board of Directors	Now and ongoing
Games 101	Tina Aufiero, Jason Corace (instructor)	June 27 2008
Games 101 –Play night	Staff 911 Media Arts Center	June 27
Media Pirates Ahoy	Tina Aufiero, Instructors	July 21- Aug. 1
Media Pirates Ahoy – Neighborhood Screening	Staff 911 Media Arts Center	August 8, 2008
Common Language Project	Tina Aufiero, Alex Stonehill, (instructor)	July 7-18
Common Language Project – Online Youth Magazine	Tina Aufiero, Alex Stonehill, (instructor), PT web master	July 2008- as long as there is a 911MAC.
Play Tech Saturdays	Tina Aufiero, Staff 911 Media Arts Center	Sept. 9 – Dec. 13
Play Tech Saturdays Group Exhibit	Staff 911 Media Arts Center	Sat. Dec 20. 2008

10. Community Benefit Describe what will be left in place as a result of your project? (technology, programs, organizational capacity, community capacity)

As a result of this project we will have a fully equipped education lab to challenge and train the next generation of media consumers and producers through the next 3-5 years.

11. Community Involvement and Partnerships How have you involved the community and partners in the planning for this project?

We are in conversations with: 1.) The Center for Wooden Boats, to have culminating events with projections on walls and sails; and 2.) Jason McKinnley of the South Lake Union Chamber of Commerce, thought it might be possible to collaborate on media-enhanced wayfinding neighborhood kiosks, (NMF-LPF) but we decided to explore simpler more direct ways, such as joining the District Council meetings and then grow into public interaction.

12. Promotion and Recruitment What steps will you take to ensure participation and promote your project?

Participation and promotion will be ensured through working with the Seattle Youth Employment Program, past partners like Red Llama, and outreach to community centers. We are

working specifically with the City of Seattle's Associated Recreation Council to get the word out, and will post in the Seattle's Child Education Directory and On Screen Magazine as well as our own Web site and our printed course catalog, Pump Digital Iron.

13. Evaluation. What is your evaluation plan? How will you evaluate the impact that your project has on the individuals that participate and on the community? What information will you gather to track this?

Quantitatively, projects will be evaluated by the success of a culminating event that takes place at the end of each of the planned programs. For instance, the success of Games 101 will be the Play Test night, when the public will be invited to play an interactive game. Media Pirates Ahoy will have youth prepare media to be screened outside on the last evening of the program, August 1, in conjunction with the Center for Wooden Boats. We recently spoke with Jason McKinnley of the South Lake Union Chamber of Commerce and discussed methods of informing and participating in community events.

Qualitatively, we will survey the families and schools and speak to parents to find out how their home life and their student's school life has changed. As an example, during the TISSAM project I became acquainted with the participating youths' parents. One evening Misha Neininger (911 Executive Director) and I were speaking with Sondra S, and she relayed her experiences with her son Sorrel. He no longer needed to be woken up in the morning, because he was so excited to be coming to 911 for TISSAM (he completed the 'GEN7' project earlier in the fall.) Our ideal would be to place youth in businesses, or internships with small businesses operated by our instructors,

14. Technical Support. Who will be providing support for the technology infrastructure of your project? Briefly describe their experience and affiliation with your organization.

Technical support is provided by Jonh Schwartz. JS is part-time staff and heads up our Media Services Dept, overseeing all the equipment and the technical end of the Internet. Another part-time staff member, Carlos Esparza, will set up Internet and Web content management systems for these programs. CS is also our Web Master. Rob Hyman, the 911 Marketing Director, will help with PR and press. Joe Gray, a 911 board member, will assist with technical consulting, direction and development. Myself, Tina Aufiero (Education Director), will develop the curriculum.

15. Project Budget. Review Appendices C, D, F and J in the Application Guidelines & Resources.

A. Budget Spreadsheet

Please complete a project budget and include in your application. Use the TMF budget template available at www.seattle.gov/tech/tmf.

B. Budget Narrative

It is very important that your budget be clear to the review committee. Briefly describe each budget item here. Be sure to note the rate and number of hours used in your personnel calculations.

16. Attachments. Include if applicable.

APPLICATION SUBMISSION

Submit your application via email or in hard copy format. We request that you please email as much of your application as possible. Deliver to:

Delia Burke, Technology Matching Fund Manager
City of Seattle, Department of Information Technology

700 Fifth Avenue, Suite 2700, P.O. Box 94709
Seattle, Washington 98124-4709
(206) 233-2751
communitytechnology@seattle.gov

or drop it at your nearest Neighborhood Service Center. Visit www.seattle.gov/neighborhoods/nsc for a list of Neighborhood Service Center locations.

The application package must be received by 5:00 P.M. on Monday, March 10, 2008.
All applications must be easy to photocopy. Do not staple or bind hard copy applications.

15A. Project Budget

Description	City Funds	In- kind or Cash Match	Volunteer Match	Sources not counted as Match	Total
Supplies, Material and Equipment					
Hardware	\$9,359.00	\$12,500.00			\$21,859.00
Software	\$320.00	\$800.00			\$1,120.00
Supplies	\$1,000.00			\$1,300.00	\$2,300.00
Other			\$200.00		\$200.00
Subtotal	\$10,679.00	\$13,300.00	\$200.00	\$1,300.00	\$25,479.00
Services					
Internet connectivity		\$480.00			\$480.00
Insurance		\$430.00			\$430.00
Printing and publicity		\$255.00	\$555.00	\$200.00	\$1,010.00
Other		\$3,180.00			\$3,180.00
Subtotal	\$0.00	\$4,345.00	\$555.00	\$200.00	\$5,100.00
Personnel:					
Technical support	\$1,800.00				\$1,800.00
Training and open lab facilitation		\$1,200.00		\$1,200.00	\$2,400.00
Outreach and marketing		\$150.00	\$360.00	\$150.00	\$660.00
Administration and coordination		\$4,800.00		\$3,600.00	\$8,400.00
Instructors for youth programs	\$7,200.00	\$1,800.00			\$9,000.00
Application preparation (10 hrs x\$15/hr)		\$150.00			\$150.00
Other				\$7,500.00	\$7,500.00
Subtotal	\$9,000.00	\$8,100.00	\$360.00	\$12,450.00	\$29,910.00
Totals	\$19,679.00	\$25,745.00	\$1,115.00	\$13,950.00	\$60,489.00

Reminders

* Total community match must be equal to or greater than total request for city funds

* The maximum city funds that can be requested is \$20,000

15B. Project Budget Narrative						
Description	City Funds	In-kind or Cash Match	Volunteer Match	Sources not counted as Match	Total	
Supplies, Material and Equipment						
Hardware, Equipment:						
Common Language Project:						
5 Flip Video Ultra 30 Minute Camcorder @ 119.95	\$600.00				\$600.00	
1 Canon PowerShot G9 Digital Camera	\$460.00				\$460.00	
2 Camera Accessories-Memory card, batteries, cases	\$100.00				\$100.00	
2 Sony -or Sharpe Minidisc Recorders	\$400.00				\$400.00	
2 omnidirectional microphones	\$70.00				\$70.00	
2 - XLR to mini audio cables	\$50.00				\$50.00	
2 - Audio accessories: minidisks, Windscreens, batteries, cases	\$100.00				\$100.00	
Apple Computers rental @ 120.00 per hour, 4 hrs per day x 10 days		\$4,800.00			\$4,800.00	
Media Pirates Ahoy:						
10 1GB USB Drives @ 15.00 per piece	\$150.00				\$150.00	
2 Canon H610 HD AVCHD HDD Camcorder (2 x 700)	1400				\$1,400.00	
2 Sennheiser MK2-60-3 LaVALIER MICS @ 239.95	479				\$479.00	
16 HDV Tapes@ 16.00 per tape	320				\$320.00	
1 External Hard drive (LaCie 350GB) for backup storage and archive of student work.		\$250.00			\$250.00	
8 Sony Altus Headphones@ 60.00	480				\$480.00	
Panasonic DVX 100 Camera 110.00 per day x 10 days		1100			\$1,100.00	
Panasonic AG- DV 100 Camera 95.00 x 10 days		950			\$950.00	
3-Point Light Kits ::2kits, \$60.00 per hour x 10 hrs		600			\$600.00	
Apple Computers rental @ 120.00 per hour, 4 hrs per day x 10 days		\$4,800.00			\$4,800.00	
Games 101 & Play Tech Saturdays:						
1 Gateway C-141XL. This laptop to have flexibility to work in the studio classroom on robotics with Arduino boards and LEGO Mindstorms.The studio classroom is different than the computer classroom.	\$1,250.00				\$1,250.00	
Arduino Boards 35.00 X 10 boards	3500				\$3,500.00	
Software:						
Media Pirates Ahoy:						
Frame Thief 8 copies @40.00	\$320.00				\$320.00	
Editing Software- 8 copies of FCP %		\$800.00			\$800.00	
Supplies:						
Games 101:						
Used games from Thrift shops				200	\$200.00	
Paper prototyping supplies:						
Pads of Construction paper				50	\$50.00	
Scissors, rulers pens pencils markers				50	\$50.00	
Pipe cleaners, glue, miscd crafting supplies				200	\$200.00	
Lego Mindstorms - 2 kits	200				\$200.00	
Play Tech Saturdays:						
Used Toys for Cicut Bending				\$300.00	\$300.00	
Make it: Electronic Makers Tool kit. 3 kits @ 100.00	300				\$300.00	

Description	City Funds	In-kind or Cash Match	Volunteer Match	Sources not counted as Match	Total
Assortment of resistors, wires, switches, batteries	\$300.00				\$300.00
Minimal Assortment of sensors	\$200.00				\$200.00
Other:					\$0.00
Snacks for 8 weeks Donated monies				\$500.00	\$500.00
Printing: Class notes and handouts cost			\$200.00		\$200.00
Subtotal	\$10,679.00	\$13,300.00	\$200.00	\$1,300.00	\$25,479.00
Services					
Internet connectivity 10% of 80.00 per month x 12 months x 5 yrs		\$480.00			\$480.00
Insurance 10 % of yearly cost		\$430.00			\$430.00
Printing and publicity:					\$0.00
Postage for mailing permit 805				\$200.00	\$200.00
Printing brochures			\$300.00		\$300.00
Design of Brochures 17 hrs x 30 per hr		\$255.00	\$255.00		\$510.00
Other:					
Web maintenance 10% of PT employee. 10hrs per week @ 15.00per hr x 52 x 10%		\$780.00			
2 Intern time –assist. Daily needs of Ed Dir and PT youth Program co-ordinator, . 10hrs per week x 8weeks x 15.00		2,400			2,400
Subtotal		\$4,345.00	\$555.00	\$200.00	\$5,100.00
Personnel:					
Technical support - Media Service @ 100 hrs(approx 16 weeks) @ 18.00 This includes training, setup for classes and open lab facilitation after camp hours and on weekends in the summer into fall	1800				\$1,800.00
Technical support - Media Service Intern @ 100 hrs(approx16 weeks) @ 12.00 This includes training, setup for classes and open lab facilitation after camp hours and on weekends in the summer into fall		\$1,200.00			
Outreach and marketing					\$0.00
10 visits to school community centers x 2hrs per visit x 18.00			\$360.00		\$360.00
Leaving flyers and booklets Intern @ 10hrs @15.00, PT Staff 10hrs@ 15.00		\$150.00		\$150.00	\$300.00
Administration and coordination					
ED Director @ 200 hrs @ 18.00 =				\$3,600.00	\$3,600.00
PT Summer Youth Program Co-ordinator 8weeks x 40hrsper 15.00 per hr		4800			\$4,800.00
Instructors					
Common Language Instructors					
10 days x 6 hours a day @ 25.00 x 3 faculty =	4500				\$4,500.00
Curriculum development time 20 hrs @ 20 =				400	\$400.00
Media Pirates Instructor and teaching assistant					
10 days x 6 hours a day @ 30.00 per hour =	1800				\$1,800.00
10 days x 6 hours a day @ 20.00 per hour =		1200			\$1,200.00
Curriculum development time 20 hrs @ 20 =				400	\$400.00
Games 101 Instructor and teaching assistant					
5 days x 6hrs x 30.00 per hr	\$900.00				\$900.00
5 days x 6hrs x 20.00 per hr		\$600.00			\$600.00

