

**The Headwaters Fund  
2011-12 Grant Fund Application  
COVERSHEET**

*For Office Use Only*

App. #:  
Org. #:

Date of application: October 3, 2011

Organization Name: KEET-TV

Address: 7246 Humboldt Hill Road, Eureka, CA 95503

Telephone number: 707-445-0813 Fax number: 707-445-8977

Director/CEO: Ron Schoenherr

Organization Type: Gov't type: \_\_\_\_\_ (local, state, etc.) Nonprofit  
type: 501c3 (c3, c4, etc.)

Total current year organizational budget: \$1,619,230 FTE employees: 15

Summarize the organization's mission (in the space provided):

KEET Public Television educates and enriches our communities by providing informative, entertaining programs and innovative outreach, creating public dialogue on local and global issues, and building vital community partnerships.

Project title: BLUEPRINT HUMBOLDT

Amount requested: \$30,532 Total project cost: \$61,064

Period covered: June 2012 to December 2013

Total match amount: \$30,532 Match amount as % of project budget 50%  
(Required 50% match for implementation, 25% for planning or technical assistance)

Cash match: \$15,266 In-kind match \$15,266

Cash match as % of project budget 25%

(Required: 25% for implementation, 12% for planning or technical assistance)

Type of project (specify planning/technical assistance or implementation):

Geographic focus of project: North Coast

Contact person name and title: Claire Reynolds, director of community relations and outreach

Contact phone: 707-445-0813

1) Summary of project/grant request (50 words maximum).

KEET will produce ***BLUEPRINT HUMBOLDT***, a monthly television series to address local issues with a focus on sustainable solutions, innovation and successful practices. Each program will open with a field segment and interviews followed by a roundtable discussion with experts and stakeholders including questions called-in by viewers.

2) Describe the project including project goals. Include a scope of work which describes the methods that will be used to achieve the goals, timeline, and description of relationships with other programs or projects. Describe cross-sector and private industry support for and involvement in the project. (500 words maximum)

KEET will produce ***BLUEPRINT HUMBOLDT***, a monthly television series to address local issues with a focus on sustainable solutions, innovation and successful practices. KEET will work with an advisory committee to select topics and subjects for each show and create subcommittees for specific topics. We will also take suggestions from community members as well by soliciting input for show subjects. The focus of most programs will be to highlight solutions that are in place or could soon be in place.

Through the passion and expertise of our partners, such as the Schatz Energy Research Center, The Humboldt Area Foundation, the Redwood Coast Energy Authority, we hope to support a more informed public on public policy issues, the power of local organizations to create local and global solutions, and a greater understanding of the environmental and economic issues that affect us all. Through our television broadcasts, our community will gain information, tools and opportunities to understand why these topics are important, why they should care and what they can do to be part of the solution.

Headwaters Fund support of KEET-TV's ***BLUEPRINT HUMBOLDT*** program would allow us to become part of this vision and this effort to create a sustainable future for our area and possibly serve as an example for others around the country. This project would give a voice to those with this goal and engage our community in working and living in a way that would ensure a better future for our people and environment than the future that which lies before us within the context of our current systems.

Each episode will open with a field segment and interviews followed by a roundtable discussion with experts and stakeholders including questions called-in by viewers. Each episode will be posted on a video hosting site that is linked to KEET's website and shared via social media.

At this time, possible ***BLUEPRINT HUMBOLDT*** program topics are the following:

**Economy:**

- Tourism
- Job Creation
- Education
- Green business and greening a business
- Humboldt Economic Index
- The potential legalization of marijuana

**Energy:**

- SERC Strategic Plan for Renewable Energy
- Shell Wind Farm
- Wave Energy
- Bio mass energy

**Water:**

- Klamath Dam Removal
- The Marine Life Protection Act
- The Arcata Marsh
- Humboldt Bay Municipal Water District

**Transportation and Housing:**

- Alternative Transportation
- Trails
- Regional Housing

**Agriculture:**

- Sustainable Farming
- Sustainable Forestry
- Oyster Cultivation

The ***BLUEPRINT HUMBOLDT*** programs will be promoted heavily on-air on KEET-HD and KEET World. We will send press releases for every broadcast, the production process and overall campaign launch. Radio interviews will also take place on KHUM-FM, KHSU-FM and KGOE-AM.

The broadcasts and events will be posted on KEET's website, Facebook page (more than 1100 friends and growing) and Twitter. We will also highlight the broadcasts and events in KEET's program guide.

Timeline:

Spring 2012 – Begin meeting with advisory committee to select topics

Summer 2012 – Book interviews, field shoots and roundtable shoots

Summer/Fall 2012 - Begin shooting and publicity campaign

Fall 2012 – Broadcast and publicize ***BLUEPRINT HUMBOLDT***

December 2013 – Submit final report to the Headwaters Fund

3) The Headwaters Fund Board is interested in economic development strategies based on the outcomes listed below. Identify how the project will work toward one or more of these outcomes to further economic development in Humboldt County and lead to job creation. (275 word maximum)

- Benefits the Targets of Opportunity or base industry clusters:
  - Forest Products
  - Tourism
  - Fishing
  - Information and Technology
  - Arts and Culture
  - Specialty Agriculture, Food and Beverages
  - Dairy
  - Niche Manufacturing
  - Education and Research
  - Diversified Health Care
  - Building and Construction
  - Investment Support Services
  - Management Innovation Services
  
- Develops strategies for economic development
- Reduces regulatory bottlenecks for business retention or creation
- Provides access to external markets or plugs the economic leaks
- Retains and grows existing businesses
- Provides workforce training
- Creates economic development infrastructure
- Increases the number of new businesses through supporting entrepreneurship and innovation
- Leverages future funding or projects
- Reduces poverty by helping people accumulate assets

BLUEPRINT HUMBOLDT will cover a variety of topics, most of them listed above. We are particularly interested in solutions to problems, innovations, best practices for business, opportunities for growth and participation and ways that our community can understand and connect on important issues. Our programs can provide sparks and connections on topics from forestry, to goat farming to information technologies and artisanal businesses. Each episode offers an opportunity to share knowledge and improve citizen to citizen connections.

KEET will also be working with Humboldt State University Journalism students as crew for the production. Each student intern will gain valuable and rare hands-on experience shooting, directing and editing a televised public affairs show.

4) If the project will directly create jobs, describe how many, whether the jobs are at or above the median wage level, and what kinds of jobs they are. (75 word max)

N/A

5) If appropriate, explain how the project will provide environmental benefits in one or more of the categories listed below. (200 word maximum)

- Protects and or improves the natural environment
- Supports the sustainable use of environmental resources
- Utilizes environmental knowledge in the creation of jobs

The **BLUEPRINT HUMBOLDT** pilot project included a focus on our natural environment from renewable energy production, green business practices and sustainable agriculture. We are interested in pursuing topics related to water resources as well. If our nation is going to deal with environmental issues we need people out in front leading the way. Many of our North Coast partners identify themselves and our community as capable of leading the way. Maybe because of, or in spite of, our isolation and weak economy, Humboldt has had a long standing and impressive commitment to developing renewable energy and environmentally sound infrastructure solutions. We consider ourselves "early adaptors" to sustainable solutions especially in the area of solar energy usage, production and distribution and in renewable energy education. Telling the story of the solution-based education and innovations in our area can inspire local students towards science-based careers and all of us towards more environmentally sustainable behaviors

and attitudes. If we can truly define the actual strength of our strengths, especially in the environmental arena, and make that information available via the internet, we may find potential collaborators and kindred spirits worldwide.

6) Explain how the project contributes to the quality of life for Humboldt County residents in any of the categories listed below. (275 word maximum)

- Builds leadership
- Revitalizes communities/infrastructure
- Builds public infrastructure
- Improves public or pedestrian transportation
- Utilizes existing buildings
- Fits with the community image and identity
- Preserves heritage
- Contributes to Humboldt County being a desirable place to live

The saying, “a rising tide lifts all ships” applies here. **BLUEPRINT HUMBOLDT** accomplishes at least 4 of the quality of life goals. Providing a forum to learn from, connect and share with local leaders builds leadership. The more we can understand what leadership, success, innovation and ethics looks like and the steps that local leaders took to achieve their success, the more we can emulate that behavior. **BLUEPRINT HUMBOLDT** aims to teach us, show us how an engaged and productive citizen behaves. By giving our community a voice and a window into the work being done here, we will help to bolster our positive community image and identity. Sharing the stories of our local people and places preserves our heritage. Learning more about the positive work happening in Humboldt County and how to become a more engaged citizen contributes to the quality of life here. **BLUEPRINT HUMBOLDT** is meant to help us better understand who we are as a community, how we can enjoy and impact our environment and what are our options are for the future. The better collective understanding that we have of not only our challenges, but also of our gifts and successes, the better decisions we can make in the future.

7) Explain the qualifications the organization, staff and project partners bring to the project. Outline key staff and partners including their qualifications. (100 word maximum)

KEET-TV can reach 55,000 households on the North Coast of California with our broadcasts. KEET has a solid reputation as a neutral convener for discussions on important issues and an outlet for political discussions. We

have had great success in presenting live candidate and ballot initiative debates with the Humboldt County League of Women Voters for almost 30 years. In partnership with numerous local agencies, KEET producers Claire Reynolds and Sam Greene have produced documentaries and convened discussions on issues such as methamphetamine use, social entrepreneurship, the establishment of Redwood National Park, Alzheimer's Disease services, local hiking trails and more.

8) Describe the work which has already been done to ensure that this project will be a success (i.e. prior research, planning or permitting). (175 word maximum)

In 2010, KEET received a \$10,000 grant from WNET to produce a pilot series of four programs on sustainable development, which aired in December 2010. The topics were Sustainable Agriculture, Business and Development and Renewable Energy. Julie Fulkerson served as the show host and provided even and thoughtful moderating for each guest panel. The shows aired on KHSU and publicity interviews were conducted on KHSU and KHUM. KEET received a great deal of positive feedback and interest from all of the participants to continue the on-air conversations on **BLUEPRINT HUMBOLDT** by possibly finding funding within their own agencies in the future.

9) Describe the outcomes expected from the project. Quantify the outcomes where possible and explain how the outcomes were calculated. Include a calculation of how many and who will benefit from the project. Please be specific and state assumptions. (275 word maximum)

We expect to receive input, suggestions, corrections, complaints and encouragement from our viewers via email, phone calls and social media. We hope that viewers will become more engaged citizens who are inspired to become involved in or to create their own community effort or business after viewing a show on a topic of importance to them. Since our project is based on educating the general public through a broadcast medium, it is difficult to quantify most of our expected outcomes.

Possible outcomes (over the course of 24 months) may include:

- Increased utilization of internships and apprenticeships at KEET-TV and at businesses throughout the community based on greater familiarity with employers through **BLUEPRINT HUMBOLDT**.
- Increased innovation based on inspiration drawn from the show

- Increased connection between community members gained by learning about ourselves, our successes and endeavors through the program.
- HSU Journalism students will gain solid training and resume building credits in producing public affairs programs for television. We anticipate working with at least 8 interns during the grant period.
- Increased purchasing of local goods, based on familiarity with the manufacturers.
- Better understanding of resource management issues and ways that citizens can reduce their impact on our natural resources
- Increased involvement at city council meetings and public hearings
- Increased volunteerism .
- KEET-TV staff will be more connected with community members, helping us to provide a more informed approach to serving our community.
- Viewer suggestions of topics, called-in questions for the panelists and post-broadcast feedback will guide the evolution of the project. We hope to receive 10 to 100 communications from viewers per show.

10) What will be the change in the community if the project has succeeded? (275 words maximum)

If *BLUEPRINT HUMBOLDT* succeeds to draw in engaged viewers, experts and advisors, our community members will be more informed about issues in our area and more inspired by the innovation and successes of their fellow North Coast citizens. They will feel more engaged due to information provided about creating or participating in community efforts and contribution to local decision-making. We hope to increase a sense of connection between citizens and an understanding of how the North Coast could and will develop.

11) What are the risks and challenges to successful implementation of the project? What are you doing to mitigate that risk? (275 word maximum)

The greatest risk that we can imagine is the numerous and diverse responsibilities of our skeleton staff may be challenged to produce a weekly program when other duties are required. A well organized work group and advisory committee can help us streamline our efforts to produce a weekly news program. It is also certain that as we become

more familiar with the issues, people and public affairs format, that the process will move more swiftly.

Our greatest challenge is getting every story right. With a limited amount of time for each show, it will be our challenge and goal to offer useful, factual information that helps our citizens form their own ideas, opinions and actions on the topics that we cover. We will work closely with our advisory committee and with stakeholders involved in each issue to make sure that Blueprint Humboldt offers worthwhile, useable information.

12) How will the project be sustained after the grant? (140 word maximum)

KEET will continue to seek underwriters and sponsors for the program and seek grant funding from other sources as well.

13) What would happen to the project if you did not receive Headwaters Funding? (135 word maximum)

KEET is pursuing underwriting funding for **BLUEPRINT HUMBOLDT** outside of Headwaters funding. KEET would like to establish **BLUEPRINT HUMBOLDT** as a monthly and eventually weekly series. If we do not obtain adequate funding, the program may be an occasional series, remain strictly a monthly program.

PROJECT BUDGET FORMAT

Project Expense Item	Total Cost (\$)	Requested Amount from Headwaters Grant Fund	Amount from Matching Funds	Source of Matching Funds
Advertising – print and radio	10,000	5,000	5,000	Matching funds from local businesses
Vimeo Pro Video Hosting annual fee of \$199 x two years	398	398		
Direct Salaries & Wages (breakdown by individual position & indicate full or part-time; list indirect staff costs in “Overhead- staff related” section below)				
Staff 1: Sam Greene, Director of Production, full-time	8,640	3,724	4,916	KEET-TV (in-kind)
Staff 2: Claire Reynolds, Director of Community Relations and Outreach, full-time	10,400	4,600	5,800	KEET-TV (partial in-kind) Business match of \$2,265.00
Staff 3: Karen Barnes, Director of Programming & Development, full-time	2,200		2,200	KEET-TV (in-kind)
Staff 4: Matt Knight, Production Assistant, part-time	1,440	1,440		
<b>Sub-total: all Direct Salaries &amp; Wages</b>	<b>22,680</b>	<b>9,764</b>	<b>12,916</b>	
Benefits & Payroll Taxes	4,616		4,616	KEET-TV (in-kind)
3 Interns @ \$25.00 per show per person x 18	1,350	1,350		
2 Camera operators @ \$50 per show (2 hours) x 18 shows - Contract labor	1,800	1,800		
Consultant & professional fees – show host	4,500	4,500		
Travel – mileage to field shoots	720	720		
Equipment – Usage of production equipment including video field cameras, lights, editing suite and television studio including HD cameras, switcher, lights, audio board, microphones	13,000	5,000	8,000	Matching funds from local businesses
2 external harddrives @ \$200.00 each	400	400		
Set – table and chairs	1,000	1,000		

Overhead- non-staff related	600	600		
Overhead- staff related (breakdown by individual position; include payroll taxes and fringe benefits)				
All Overhead Costs as % of Total Project Cost	1%			
<b>Total Project Cost</b>	<b>61,064</b>	<b>30,532</b>	<b>30,532</b>	

**\*The cash match of \$15,265 has not as yet been solicited officially. KEET has had conversations with businesses that are positive.**

**KEET feels raising the match will not be difficult.**

Redwood Empire Public Television, Inc. Board of Directors  
2011-2012

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REDWOOD COAST  
**Energy**Authority

www.redwoodenergy.org  
517 5<sup>th</sup> Street – Eureka, CA 95501  
707.269.1700 (local) – 800.931-RCEA (toll-free) – 707.269.1777 (fax)

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Humboldt County • Arcata • Blue Lake • Eureka • Fortuna • Rio Dell • Trinidad • Humboldt Bay Municipal Water District

Ron Schoenherr  
Executive Director  
KEET-TV  
7246 Humboldt Hill Road  
Eureka, California 95503

Dear Ron,

The Redwood Coast Energy Authority is pleased to offer our support to KEET-TV in pursuit of a Headwaters Fund Grant for the BLUEPRINT HUMBOLDT program. We recognize our mutual missions to provide useful and empowering information and resources to North Coast citizens and encourage KEET to create programs that give our community members ideas, examples and tools to help move us towards a more sustainable future.

The Energy Authority will make our staff available to KEET for interviews and will provide opportunities to tape events. In addition, we will participate in the BLUEPRINT HUMBOLDT advisory committee, to work with KEET staff and producers to convey the current and potential solutions to a variety of issues on the North Coast.

Regards,

A handwritten signature in black ink that reads "Matthew R. Marshall".

Matthew Marshall  
Executive Director



September 30, 2011

Ron Schoenherr  
Executive Director  
KEET-TV  
7246 Humboldt Hill Road  
Eureka, California 95503

Dear Ron,

The Schatz Energy Research Center (SERC) is pleased to offer our support to KEET-TV in pursuit of a Headwaters Fund Grant for the BLUEPRINT HUMBOLDT program. We recognize our mutual missions to provide useful and empowering information to North Coast citizens and we would like to support KEET in creating programs that give our community members ideas, examples and tools to help move us toward a more sustainable future.

As you know, SERC assisted KEET in the production of the original BLUEPRINT HUMBOLDT program that featured a show on sustainable energy options for Humboldt County. As part of the proposed continuation of BLUEPRINT HUMBOLDT, we look forward to working with KEET to continue to explore the issue of sustainable energy in Humboldt County. To this end, SERC will make our staff available to KEET for interviews and will provide opportunities to tape events. In addition, we will participate in the BLUEPRINT HUMBOLDT advisory committee, to work with KEET staff and producers to convey the current and potential solutions to a variety of issues on the North Coast.

We look forward to the opportunity to work together.

Sincerely,

A handwritten signature in blue ink, appearing to read "P. Lehman".

Peter Lehman  
Director, Schatz Energy Research Center

# Julie Fulkerson

P.O. Box 330 Trinidad, CA 95570 707 677-3750

Ron Schoenherr  
Executive Director  
KEET-TV  
7246 Humboldt Hill Road  
Eureka, California 95503

September 27, 2011

Dear Ron,

I am very happy to offer my support to KEET-TV in pursuit of a Headwaters Fund Grant for the BLUEPRINT HUMBOLDT program. KEET-TV has a long history of creating programs that give our community members ideas, examples and tools to help move us toward a more sustainable and prosperous future. It is important for your viewer, the Humboldt audience, to see the successful entrepreneurial and community projects as they are launched and develop.

I will be available to KEET for advance and on-going planning and the actual interviews. I am available to participate in the BLUEPRINT HUMBOLDT advisory committee, to work with KEET staff and producers to convey the current and potential solutions to a variety of issues on the North Coast. This is a life-long interest of mine. In fact, I am in the process of digitizing interviews and slides I made 15 and 20 years ago about Humboldt innovation and industry. Some of that material might be useful to you in the development of this series.

With respect,

*Julie Fulkerson*

Julie Fulkerson  
juliefulkerson@mac.com



**HUMBOLDT AREA FOUNDATION**

373 INDIANOLA ROAD • BAYSIDE, CA 95524 • TEL. 707-442-2993 • FAX 707-442-9072

September 30, 2011

Mr. Ron Schoenherr, Executive Director  
KEET-TV  
7246 Humboldt Hill Road  
Eureka, CA 95503

Dear Mr. Schoenherr:

Please accept this letter as an indication of my commitment to serve on the KEET-TV Blueprint Humboldt program advisory committee. Last year, I participated in Blueprint Humboldt and I enthusiastically support the current effort to bring more meaningful discussions, information, examples, inspiration and motivation via public television to help communities address challenges and opportunities on the north coast.

During recent outreach to learn about priorities for improving the quality of public engagement in and the efficiency of decisionmaking, we found strong agreement on a need to improve the accuracy of information and opportunities to find common ground. The Blueprint series is an excellent mechanism to help better meet these needs.

Thank you for working to help the region work together to find solutions during increasingly challenging times.

Sincerely,

Jennifer Rice, Director of Community Strategies  
Humboldt Area Foundation