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COMPLETE

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Page 2: Tell us who you are!

Q1 Contact Information

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Page 3: Award Categories

Q2 Select a category.	Special Achievement/Innovation
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Page 7: Special Achievement/Innovation

Q21 Project Title

The Vietnam Veterans Memorial Learning Adventure/THE VIETNAM WAR

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Q22 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

Funding was sought for The Vietnam Veterans Memorial Learning Adventure, an interactive web-based field trip for students in grades 7th-12th. An original educational media production of the APT IQ Learning Network, the adventure (1) exposed students to the history and impact of the Vietnam War upon the nation, (2) taught the importance of oral histories in telling and documenting the stories of the nation, (3) engaged students in public conversations about the roles/purposes of memorials/monuments in telling the nation's history and for grieving and healing; and (4) extended the educational resources relating to the Ken Burns' documentary series THE VIETNAM WAR.

The challenge for funding was threefold: (1) securing dollars for the adventure only or in combination with collateral programming and projects, such as gifts/grants for the adventure and/or underwriting for THE VIETNAM WAR and screenings; (2) cultivating new donors and stewarding former donors; and (3) testing a new multi-dimensional strategy (multiple departments, elements and platforms) to leverage and maximize revenue with existing resources (staff/budget).

For APT, trying a new model for fundraising was the key object. The network wanted to test how best to tap its expertise/talents in multiple disciplines combined in new ways. Could gift revenue for a project be increased without more staff or larger budgets? In short, could APT increase revenue, while not increasing its investment in fundraising – since new resources were not available nor likely to be available in the near future?

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Q23 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Asked at Alabama Public Television, "Can we leverage support for an APT project by tapping the excitement for a forthcoming program/event, such as Ken Burns' highly anticipated THE VIETNAM WAR?" The answer was a strategy launched in March 2017 and ending in February 2018, which allowed for a choice of funding options for The Vietnam Veterans Learning Adventure and/or THE VIETNAM WAR with screenings.

To nurture a "climate for giving" in support of the adventure and the documentary, APT also launched key Vietnam War related-projects to (1) leverage public engagement and awareness and (2) spur interest statewide. These initiatives included the following calls to action delivered online, on-air, in-print media, and/or face-to-face: Alabama Remembers Vietnam; The Wall of Faces; The Wall That Heals; and Challenge Grant appeals and, of course, corporate and foundation proposals.

APT's strategy for encouraging a "culture for giving" around the THE VIETNAM WAR and APT-WLRH's original productions and community engagement projects/activities was multi-layered. Seven departments coordinated funding efforts (corporate support, educational services, foundation support, government relations, membership services, public information and radio). Four departments (education services, public information, special events and WLRH-radio) collaborated on 5 public engagement activities (screenings, oral histories, historic photographs and interviews, and the learning adventure) using 4 platforms for distribution and delivery (on-air, online, in-print and face-to-face.)

Results: Dollars raised for the documentaries and/or screenings from 4 donors: \$30,000; from 18 contributors for the learning adventure: \$142,750; and from combined support of all: \$172,750. This model leveraged new donors while providing stewardship opportunities for previous donors. In some cases, the latter became partners for screenings providing venues and experts for panel discussions or education content partners for the learning adventure – thus strengthening these relationships for future projects and funds. The BIG takeaway was the successful application of a multi-dimensional model for funding.

Looking forward, the impact of the adventure on teaching and learning and the related messaging to support public broadcasting is evergreen. Donor recognition for The Vietnam Veterans Learning Adventure continues with contributors' names/logos on the adventure website and the opening and closing credits in the adventure video. Online access through the IQ Learning Network and PBS LearningMedia to the learning adventure, oral histories, The Wall of Faces and the radio interview podcasts plus intermittent television broadcasts of the adventure are on-going reminders to young and old alike of the importance of public broadcasting and the need for its support.

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Q24 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

FUNDING

Funding for The Vietnam Veterans Memorial Learning Adventure totaled \$142,750 – 26% greater in charitable support when compared to the APT adventure distributed 8 months later, Artistic Roots: Alabama's Creative Culture. While both learning adventures had similar, comparative cost, Artistic Roots' charitable support totaled \$113,250.

The increase in support for The Vietnam Veterans Memorial Learning Adventure is attributed to the public buzz about and anticipation of THE VIETNAM WAR series and APT-WLRH's community engagement activities (previously noted) as well as the public calls for gifts to meet a challenge grant. The 60-second Challenge spot aired 879 times (television-854/radio-25) generating 12 gifts totaling \$16,000.

Total revenue for the Vietnam package – learning adventure, documentary and screenings – totaled \$172,750.

COMMUNITY ENGAGEMENT

Student Reach, The Vietnam Veterans Memorial Learning Adventure

Live Webcasts, Students Participating Statewide: 1,718

Live Webcasts, Students Participating Nationwide: 189,901

Summer Learning Adventure (1) on OVEE platform, # parents/youth participating: 28

Video Streams (12 months, 1 stream may be a person, a classroom, or a school): 315

Statewide Broadcasts: 5

Audience Reach, THE VIETNAM WAR

Alabama Broadcast Reach: 4.6M

Alabama Public Screenings @ 3 museums/1 library/1 university: 5

Total Guests for All Screens: 550

Alabama Remembers Vietnam (ARV)/The Wall That Heals (TWTH)

ARV Spot, 2 Channels: 694

ARV Oral/Written Histories Submitted: 28

TWTH Spots, TV/Radio, Spots/PSAs: 441

TWTH Interviews: 16

TWTH Podcast Downloads: 150+

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Q25 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

Stated in the Achievement & Success section, “the impact of the adventure on teaching and learning and the related messaging to support public broadcasting is evergreen. ... Online access to the learning adventure, Alabama Remembers Vietnam oral histories, The Wall of Faces, The Wall That Heals interviews via radio podcasts and the intermittent television broadcasts of the adventure are on-going reminders to young and old alike of the importance of public broadcasting and the need for its support.” Through free access to the APT IQ Learning Network and PBS LearningMedia, these resources and related ones have statewide and nationwide impact.

Equally, or more important, is APT’s current and future use of the multi-dimensional fundraising model successfully tested for the Vietnam memorial adventure and war documentary. APT-WLRH-Huntsville are applying this strategy to the forthcoming American Experience series CHASING THE MOON, including screenings, APT-produced oral histories I Watched It! and WLRH history interviews Huntsville – We Made It Happen! And, of course, for the 50th anniversary of the lunar landing, APT’s next learning adventure, Mission Control: Human Spaceflight, will be webcast live from the US Space & Rocket Center campus on International Space Day, May 3rd. As with The Vietnam Veterans Memorial, the Mission Control adventure will be accessible through the APT IQ Learning Network and PBS LearningMedia. Once again, APT activities will complement a major PBS program, leverage public/community engagement, create online educational resources, and increase revenue to the network.

Q26 Do you have any supporting materials or items to upload? (optional) **Yes**

Page 10: Additional Items

Q31 Please upload all materials as a single document.

APT - PBS Development Award - Addendums to Nomination - April 2019.pdf(144.8KB)

Page 11: Tell us more!

Q32 The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station or the system as a whole.

Garnering support from foundations, particularly community, private and corporate foundations, is increasing in importance as an area for public media funding. It would be helpful to have a conference track for this segment of our fundraising colleagues whose scope of responsibilities and prospects are broader than drafting federal grant applications. This track could include, for beginners, basic information about prospect research, proposal and report writing, and financial tracking of awards. For more experienced professionals, sessions exploring new, successful strategies for on-going donor cultivation, recognition and stewardship would be invigorating.
