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Director of Finance
Metropolitan Government of Nashville
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REQUEST FOR CONSIDERATION - FY20 DIRECT APPROPRIATION

What services does your organization provide to the residents of Davidson County?

NECAT's mission is two-fold:

1. Expose viewers to arts and education programming, and
2. Teach people how to make television shows, welcome them as members to use our studio and resources, and then broadcast the shows they create on one of our three television channels.

NECAT's three television channels: Music City Arts (our arts channel), iQTV (our education channel), and Access Nashville (our community access channel) are broadcast on television via Comcast channels 9, 10, and 19 in Davidson County, via AT&T U-verse channel 99 in nineteen middle Tennessee counties, and viewable in lifestream or On Demand via www.necatnetwork.org.

How many residents are you currently serving and how do they benefit?

We are very proud of the following statistics:

1. Roughly 400,000 Tennesseans have television access to our channels.
2. Since July 1, 2013, nearly 1,500 people have taken our TV Production classes and begun making shows.
3. We presently have 181 active producers and 38 active technicians. These are both able-bodied and wheelchair-bound adult and teen members of the community creating local television shows.
4. Our members range from middle school students to people in their 80s representing multiple races, languages, religions, physical abilities, and economic demographics.
5. Since July 1, 2013, more than 5,011 new episodes of locally-produced shows have been submitted by the community for broadcast.
6. We have taught 256 television production classes since July 1, 2013.

- a. By December 2018, we had formally trained 450 MNPS high school students from broadcast academy career paths on our equipment in our studio during the school day for school credit—through funding by Ascend Federal Credit Union, and exposed more than 5,000 other teenagers to careers in TV since July 2013 through camps, demos, fairs, and presentations.
7. From the pool of 450 MNPS broadcast academy career path students trained to date at NECAT, a NECAT Super Crew of 35 students is currently receiving further in-depth mentorship through the creation of the 20 thirty-minute season three episodes of the NECAT TV series *Our Nashville*. Like in seasons one and two, each of these 20 episodes features a different local nonprofit. Each featured nonprofit will receive a studio shoot and a location shoot to tell their story, shot by the Super Crew. Season three's 20 episodes will join the 40 from seasons one and two running in frequent circulation on our TV channels, be extensively shared by all parties involved, and viewed through free On Demand at <http://www.necatnetwork.org/our-nashville/>.

How much funding are you requesting from Metro?

\$50,000 to create season 4 of *Our Nashville* TV series with a Super Crew of 35 MNPS broadcast students receiving professional TV credits for their portfolio and in-depth mentorship from staff as they fill every production role in the creation of the 20 episodes over 40 shoots.

If funding is awarded, how many additional residents will be served and how will they benefit?

At the end of season three, currently in progress, we will have created 60 episodes and had in-depth experiences with 80 Super Crew members. Season four, if funded, would provide another 20 nonprofits with feature episodes and another 35 Super Crew members with professional experience, bringing our series totals to 80 episodes and 130 Super Crew.

In addition to serving more residents, are there other community benefits Metro funding would help you achieve?

Nonprofits greatly appreciate the light shined on them by the *Our Nashville* series. Most do not have the budget, staff, or time to great video programming of any length, let alone a half-hour feature episode designed with a long shelf life and multiple ongoing broadcast mechanisms included.

How would you use this funding to help create a more equitable Nashville, where all residents have an opportunity to participate in the city's success?

More information about more nonprofit services and opportunities means improved lives for more people. MNPS teens seeking careers in broadcast and production are an integral part of the creation of this informative TV series, experiencing their own personal and professional growth as they learn the inner workings and purposes of 20 inspiring nonprofits each season.