The Ohio State University Women & Philanthropy Grant Proposal

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**Grant Proposal**

**Title:** WOSU Columbus Neighborhoods

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**Program Abstract**

The *Columbus Neighborhoods* project is the most comprehensive initiative ever undertaken by WOSU Public Media in an effort to inform, inspire and engage our community members. The program seeks to draw audiences from school children through adults and inspire thoughtful conversation about important community topics and issues.

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**Program Narrative**

The *Columbus Neighborhoods* weekly television series is the third phase of the *Columbus Neighborhoods* initiative. Building on the momentum of phases one and two, the series will transform the initiative from six hour-long documentaries focusing on specific geographic neighborhoods in Columbus, to a three-year, comprehensive multi-media project. The project will consist of 26 half-hour magazine style episodes per year for the three-year duration for a total of 78 episodes. Each show will tell several short (five to six minute) stories of the community. Paired with WOSU’s arts television program, *Broad & High*, WOSU local programming airs in primetime Thursdays from 8pm-9pm. While the first two phases of documentaries focused primarily on the history of our neighborhoods, the weekly series pivots from the history to tell the stories of today. In addition to the television series component, *Columbus Neighborhoods* utilizes all of the assets of WOSU Public Media by incorporating radio specials, town hall forums, primetime forum specials, an interactive website, and educational curriculum. Curriculum will be designed in conjunction with an advisory council of local teachers and will utilize the *Columbus Neighborhoods* segments linked to state educational standards. Finally, the project incorporates a new digital crowdsourcing platform, Curious Cbus. Curious Cbus is an interactive tool for content generation from the community – community members simply ask questions on our website and then the community votes on the top three questions, the winning questions may be answered in a *Columbus Neighborhoods* episode. WOSU is seeking support from Women and Philanthropy specifically to tell the stories of the women who have shaped central Ohio through leadership, service and philanthropy. Throughout season one, *Columbus Neighborhoods* has told a few of these powerful stories, but with Women & Philanthropy’s assistance WOSU would be able to tell the stories of over 24 additional exemplary women over the next two years.
How does this proposal meet the mission and/or objectives of Women & Philanthropy?

WOSU Public Media and specifically the *Columbus Neighborhoods* weekly television series is committed to telling the stories of our neighbors to the greater Columbus community. This project is unlike any other in the community, and certainly one of extraordinary excellence at Ohio State. The *Columbus Neighborhoods* weekly television series connects to Women & Philanthropy through the tenant of community engagement. A licensee of The Ohio State University, WOSU is a community-supported network of public radio and television stations, and digital services. *The Columbus Neighborhoods* television series is just one way that we engage with the greater Columbus community. This series goes into our communities, telling the stories of our neighbors to a broad audience that might otherwise never be told. Additionally, the project will go beyond simply television and will utilize all of our assets including radio, digital media and educational services. Working with two community advisory boards, one focusing on content and one focusing on building educational curriculum linked to the segments, we will share news, culture and education in a unique way in the community.

**Total Requested..................................................................................................................................................** $75,000

**Budget**
The total budget for the three-year production is $1,000,000. WOSU has secured additional sponsors at three different sponsorship levels to assist with the expenses of the project. With your support, *Columbus Neighborhoods* will specifically be able to tell the stories of women in our community who shaped central Ohio through leadership, service and philanthropy. Women & Philanthropy would be recognized as a Hometown Sponsor of the project with each episode for seasons two and three.