



## ARAB AMERICAN STORIES – A NATIONAL DIALOGUE

### Community Engagement Grants

Detroit Public Television (DPTV) is pleased to offer engagement grants for the public media initiative “Arab American Stories – A National Dialogue”. We look forward to helping you develop a plan that allows you to reach specific audiences with this series and initiative to meet the needs of your station and your community.

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### BACKGROUND

Led by DPTV (WTVS-TV), "Arab American Stories – A National Dialogue" is a national program designed to increase public understanding of Arab American history, culture, diversity and contributions to society. The outreach program is based on the 13-part public television series "Arab American Stories" that features stories of Arab Americans of all walks of life to put a human face on the Arab American experience.



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The program enlists local PBS stations, as well as other community partners around the country, such as library systems, to host events, forums and dialogues to bring the television content to life through community conversations. The American Library Association has endorsed this program.

Using information from the Arab American Institute, DPTV identified public television stations and library systems in the top Arab American-populated areas. Two thirds of all Arab Americans are concentrated in 10 states. One third of the total live in California, New York, and Michigan. About 94% of Arab Americans live in metropolitan areas. Los Angeles, Detroit, New York/NJ, Chicago and Washington, D.C., are the top five metropolitan areas of Arab American concentration. Libraries in Detroit, Boston, Santa Barbara, CA, Los Angeles, Houston, and Miami have committed to hosting at least one interactive dialogue session, featuring session material guided by nationally recognized scholars and developed by DPTV.

The program is funded by a \$250,000 grant from the W.K. Kellogg Foundation of Battle Creek, Mich.

### **ARAB AMERICAN STORIES** (The series)

Arab American Stories (<http://www.arabamericanstories.org/>) is a 13-part series presented by Detroit Public Television that explores the diversity of the Arab-American experience. Hosted by NPR's Neda Ulaby, each half hour features three short, character-driven documentaries produced by a variety of independent filmmakers. Each episode highlights Arab Americans whose stories are juxtaposed around a particular theme. The series features people of all walks of life whose stories illustrate the Arab American experience: artists, scientists, musicians, chefs, actors, businessman, cops, teachers. These individuals are having an impact – on their communities, their families, and the world at large.

### **I. GRANT OPPORTUNITIES**

DPTV will provide an engagement grant of \$5000 to public television stations for use in the planning and execution of a screening of Arab American Stories with a panel discussion, forum and/or dialogue that will help bring the television content to life through community conversations. Stations are encouraged to partner with their local library system to produce their event(s). The goal is to reach non-Arab Americans, as well as Arab-Americans, and encourage a much-needed, cross-cultural dialogue. We encourage, but do not require, stations participating in the outreach program to (re)broadcast episodes of the series in advance of their community conversation event.

**The grant period runs through October 31, 2013 with all activities to be completed by this date.**



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## II. RESOURCES

To help with the planning and execution of your community conversations, DPTV will provide the following resources:

- An online project workspace for accessing materials (<http://www.arabamericanstories.org/engagement>)
  - A discussion guide, which outlines suggested formats for using the series, facilitation tips, and basic ground rules for hosting conversations
  - Media kit
  - List of recommended facilitators
- Access to series subjects, Arab American scholars and community groups who can participate in community conversation events.

## III. GRANT REQUIREMENTS

Stations must agree to the following:

- Submit one final narrative to DPTV of station activities as well as a financial report, due by November 14, 2013.
- Distribute and collect pre and post event surveys from participants at your community conversation event.
- Submit 2 copies of all grant materials produced to DPTV (Includes invites, companion pieces, interstitials, vignettes, UGC content etc.)
- Promote your community conversations using all appropriate vehicles, including station web site, program guide, radio and television promos using only approved images and logos (provided by DPTV).
- Acknowledge outreach campaign funders on materials using appropriate logos and language (provided by DPTV).