

National Center on Disability and Journalism Grant Renewal Proposal to the ADDPC

Date: February 27, 2019

Proposal Title: "Disability Inclusion and Awareness Training"

Executive Summary:

- 1) First-year summary - The National Center on Disability and Journalism conducted two disability communications workshops in 2018 to educate public information officers, public relations professionals and journalists in Arizona. A half-day workshop was held on the Ability360 Campus in April, and a full day workshop was held at the Walter Cronkite School of Journalism and Mass Communication in late September. Attendees at both workshops learned to identify and pursue relevant and important disability topics, present content through accessible platforms, and employ accurate and non-stigmatizing language in their communications. Approximately 80 people attended the two workshops. In surveys, 100 percent of respondents who attended the full day workshop stated they felt more comfortable communicating about disability as a result of the training and would recommend the workshop to their co-workers or peers.
- 2) Proposed Training - The NCDJ would conduct a half-day training in Tucson, Arizona, in the fall of 2019. The goal of the training would be to increase disability inclusion and awareness among media professionals, including both journalists and communications specialists, in southern Arizona. The NCDJ would partner with staff from Ability360 and the ADDPC to teach classes on the following topics: disability language and terminology; online accessibility; and interviewing and interacting with people who live with disabilities. The NCDJ anticipates 20 to 25 people would attend the training, which would be highly interactive in nature.
- 3) Timeline- The project would last 12 months upon a signed/executed contract and consist of a half-day training in September of 2019.
- 4) Key staff - **Kristin Gilger**, *Senior Associate Dean, Walter Cronkite School of Journalism and Mass Communication and Director of the National Center on Disability and Journalism*. Gilger helped bring the National Center on Disability and Journalism to the Cronkite School and provides administrative oversight for the organization. She also is director of the Donald W. Reynolds National Center on Business Journalism at Cronkite. **Nicole Koester**, *Program Manager, National Center on Disability and Journalism*, Koester is program manager of the National Center on Disability and Journalism at ASU. She also teaches broadcast journalism as a faculty associate at the Cronkite School. **Amy Silverman**, *Board Member, National Center on Disability and Journalism*. Silverman is a Phoenix-based writer, editor and teacher. She is the former managing editor at Phoenix New Times and a commentator for KJZZ, the NPR affiliate in Phoenix. **Sarah Ruf**, *Community Relations Specialist, Arizona Developmental Disabilities Planning Council*, Ruf works as a community relations specialist for the Arizona Developmental Disabilities Planning Council. She creates digital and print resources for Arizonans with developmental disabilities and was a key member of the team that planned the two workshops referenced above. **Loren Worthington**, *Communications and Marketing Manager, Ability360*, Worthington is Ability360's marketing and communications manager and publisher of LivAbility Magazine. He has an extensive portfolio of work as a videographer and photographer, with an emphasis on sports photography and helped plan and deliver training at the previous two NCDJ workshops. **John Beaubien**, *Graphic Design and Marketing Specialist, Ability360*, Beaubien is Ability360's graphic design and marketing specialist. He earned his bachelor's degree in Graphic & Web Design from the Art Institute of Phoenix. Among his specialized areas of knowledge is accessible design. He helps educate and maintain accessibility on Ability360's various platforms and delivered accessibility training at previous workshops.

3-18-19

Budget Request Form

Contractor Name: National Center on Disability and Journalism

Contractor Address: 555 N. Central Ave. Phoenix AZ 85004
Street Address City State Zip

Project Name: Disability Inclusion and Awareness Training

Budget Category	Requested ADDPC Funds	Non-Federal Cash Match	Non-Federal In-Kind Match	Total Program Cost
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Personnel/Salaries				
Fringe Benefits				
Supplies / Operating Expenses	3,258			
Travel	1,560			
Rent or Cost of Space	2,000			
Contracted Services / Professional Services	2,000			
Administrative / Indirect Costs	882		3,557	*

Total Costs	9,700	-	3,557	13,257
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It is understood that Non-Federal Funds identified in this budget will be used to match only ADDPC Federal Funds, and will not be used to match any other Federal Funds during the period of the ADDPC

Additional description and background information shall be included as a budget narrative, including for match. The contractor agrees to submit additional background information to the ADDPC upon request.

Kristin Gilger
Name of Certifying Official

Senior Associate Dean
Title of Certifying Official

602-496-9448 kristin.gilger@asu.edu
Phone Email

* Total ASU F&A for this period is 57% (10% allowable and 47% of allowable expenses is in-kind)

3-18-19

Budget:

The requested budget amount is \$9,700. This represents a per-person training cost of \$485.00, based on a total of 20 participants.

Service	\$
4 \$500 speaker stipends	\$2,000
Materials & supplies for participants	\$400
Video recording and editing	\$1,000
IT and events	\$508
Space Rental	\$2,000
Food (breakfast and lunch; snacks, coffee, water)	\$850
Travel: four hotel rooms, mileage, parking at venue	\$1,560
Program support (registration, copying, etc.)	\$500
Indirect Cost (10.00%)	\$882
TOTAL REQUESTED AMOUNT	\$9,700

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Supplies
63258