

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: TRL Productions	Federal Tax ID#: 81-1376877	Are you a 501(3)(c) charity? Yes	
Address: 13802 Sienna Ct.	City: San Antonio	State: TX	Zip Code: 78249
Website: trlproductions.org	Fax: (210) 467-2509		

Head Of Organization

Name: Randy Lankford	Title: Executive Director
E-Mail Address: randy@trlproductions.org	Phone: (210) 467-2509

Application Contact

Name: Randy Lankford	Title: Executive Director	E-Mail Address: randy@trlproductions.org	Phone: (210) 467-2509
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Has the organization applied to the Gordon Hartman Family Foundation in the past and been declined?

No

Grant Amount Requested \$:	Total Project Budget \$:	Organization's Annual budget \$:
\$20,000	\$29,450	\$211,980

Mission Statement:

The mission of TRL Productions is to create caring, capable kids. We envision a society where young adults have the desire, resources and opportunity to have a positive impact.

PROJECT INFORMATION

Program / Project Title:

A Culture of Caring Documentary

PROJECT TIMELINE

Start Date	End Date
08/03/2020	07/05/2021

Program / Project Description:

A Culture of Caring Documentary

Conversations about education in the 21st century often revolve around the 4C's students will need to be successful:

- o Communications
- o Collaboration
- o Critical thinking
- o Creativity

But what are educators doing to help their students gain these skills? How do they engage teenagers and make the lessons stick? Sixty high schools in South Texas are not only instilling four C's. They've added a fifth: Community.

Every year, high schools around San Antonio, Texas form production teams to create videos, graphics, photos and music for local nonprofit organizations to use in their outreach campaigns. The end result is BexarFest, the only multimedia festival of its kind in the world.

A Culture of Caring is a behind-the-scenes look at students participating in BexarFest as they stretch their creative wings to produce media for their nonprofit partner. The documentary will follow San Antonio's Thomas Jefferson High School through the entire BexarFest process, from the time they meet their nonprofit partner, The Down Syndrome Association of South Texas, in the fall of 2020, all the way through the premiere event at the Tobin Center in February 2021. What they don't realize are the lessons they're learning before the lights and mics ever come out. Nor do they know the lessons they're teaching.

Students take a deep dive into their nonprofit partner's operations to learn not just what they do, but why they do it and who it benefits. It's an eye-opening experience that turns a novel school assignment into a lifelong passion.

Using the actual videos shot by students, and behind-the-scenes footage, combined with interviews with students, teachers, nonprofit leaders and those they serve, this documentary shows there's more to teenage filmmaking than selfies. These student filmmakers find their place in society and the community learns some teenage drama can make the world a better place. The story culminates in the gala premiere where students and nonprofits are treated like Hollywood stars and see their work showcased at San Antonio's spectacular Tobin Center for the Performing Arts.

Produced by veteran journalists Bruce Kates and Randy Lankford and directed by filmmaker Buddy Calvo, *A Culture of Caring* explores how teachers teach and how students learn. At the same time, it shines a light on often overlooked and underrated teens who are eager to contribute to society.

Evaluation Plan:

The success of the "A Culture of Caring Documentary" project will be evaluated using practices outlined by Chattoo and Das of the Center for Media & Social Impact at American University.

First, basic metrics will be evaluated to assess the exposure of the documentary, including:

- o Number of BexarFest attendees who view the documentary
- o Number of views of the documentary on TRL Production's website, YouTube, and other online platforms
- o Number of local news channels that air the documentary
- o Number of times the documentary is shared on social media

Next, the impact of the documentary on viewers will be evaluated using the following tactics:

- o Audience survey administered to 100 BexarFest attendees to examine individuals' perspectives (attitudes, beliefs, knowledge, behavior) in response to the documentary
- o Three focus groups of 10 participants administered to gather nuanced qualitative data about audience response or attitudes about the documentary's portrayal of content

Finally, the tangible effects of the documentary will be tracked by measuring:

- o Number of media inquiries to The Down Syndrome Association of South Texas following the documentary's airing
- o Number of volunteer applications submitted to The Down Syndrome Association of South Texas following the documentary's airing
- o Number of nonprofit organizations that reach out TRL Productions requesting to participate in BexarFest following the documentary's airing
- o Number of school groups that reach out TRL Productions requesting to participate in BexarFest following the documentary's airing

Plans to sustain project beyond the term of this request:

TRL Productions is partnering with San Antonio's PBS station, KLRN, to produce and distribute "A Culture of Caring". The documentary will air on KLRN in the summer of 2021 with plans to place it on nine additional PBS television stations throughout Texas following its San Antonio premiere. Additional distribution is being negotiated with Santikos Entertainment and Sinclair Broadcasting.

Line item Budget:

Line Item Description	Total Project Funds Allocation	Gordon Hartman Funds Allocation
Marketing	\$6,000	\$6,000
Graphic design	\$200	\$200
Printing	\$1,000	\$1,000
Mileage	\$1,200	\$0
Website	\$300	\$300
Online advertising	\$500	\$500

Media advertising	\$2,000	\$2,000
Pre-production	\$6,000	\$3,000
Crew	\$4,500	\$0
Production	\$1,000	\$1,000
Production misc.	\$750	\$0
Post production	\$4,000	\$4,000
Distribution	\$2,000	\$2,000
TOTAL:	\$29,450	\$20,000

BOARD OF DIRECTORS

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Buddy Calvo, Board President	Owner, Machina Cinema
Allysun deLeon	IDEA Public Schools
Elizabeth Williams	Modern in San Antonio
Jose Banelos	Sinclair Broadcasting
Linda Westendorf	HULU
Yvette Gomez	Education Service Center, Region 20
Randy Lankford	Retired