

# FUNDING APPLICATION

## GENERAL INFORMATION

### Organization Information

<b>Legal Name:</b> Alamo Public Telecommunications Council (dba KLRN)		<b>Federal Tax ID#:</b> 74-2461534	<b>Are you a 501(3)(c) charity?</b> Yes	
<b>Address:</b> 501 Broadway	<b>City:</b> San Antonio	<b>State:</b> TX	<b>Zip Code:</b> 78215	
<b>Website:</b> kln.org		<b>Fax:</b> (210) 270-9000		

### Head Of Organization

<b>Name:</b> Arthur Rojas Emerson		<b>Title:</b> President & CEO	
<b>E-Mail Address:</b> arthur@kln.org		<b>Phone:</b> (210) 270-8430	

### Application Contact

<b>Name:</b> Elda Silva	<b>Title:</b> Grant Writer	<b>E-Mail Address:</b> esilva@kln.org	<b>Phone:</b> (210) 208-8430
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**Has the organization applied to the Gordon Hartman Family Foundation in the past and been declined?**

No

<b>Grant Amount Requested \$:</b>	<b>Total Project Budget \$:</b>	<b>Organization's Annual budget \$:</b>
\$15,000	\$51,919	\$4,952,347

**Mission Statement:**

KLRN's mission is to open a world of lifelong learning through trustworthy and enriching programming on-air, online and in our community.

**PROJECT INFORMATION**

**Program / Project Title:**

Hank and Emma Faye

**PROJECT TIMELINE**

<b>Start Date</b>	<b>End Date</b>
01/02/2021	05/31/2021

**Program / Project Description:**

Hank and Emma Faye is a new broadcast and digital series about inclusion and diversity geared toward children 4-8 years old. Set in a lively playroom, the weekly 30-minute show will be hosted by Emma Faye Rudkin, founder of Aid the Silent and a former Miss San Antonio, and her service dog Hank. The goal of Hank and Emma Faye is to teach children about sign language and the importance of kindness and friendship and to normalize disabilities by showing how they add beauty and diversity to the world.

According to the Centers for Disease Control and Prevention, about one in six children ages 3-17 in the United States have one or more developmental disabilities. In Bexar County, 8 in 1,000 children age 17 and under have a hearing difficulty; approximately 1 in 62 have a vision difficulty; and 1 in 20 have a cognitive difficulty (U.S. Census Bureau, 2018 American Community Survey). Yet, children and adults with disabilities remain underrepresented in film and television.

According to Children, Adolescents and Screens: What We Know and What We Need to Learn, a compendium of research organized by Children and Screens: Institute of Digital Media and Child Development, media depictions can have a profound influence on the way we see others and the way we see ourselves. Positive portrayals can lead to greater empathy toward minority groups, including people with disabilities. Moreover, children from underrepresented groups have increased self-esteem when they see positive portrayals of others like themselves in media.

We are pleased with the progress public television has made in the representation of people with disabilities, particularly in children's shows. For example, a puppet named Julia with autism is featured on Sesame Street and characters with Asperger syndrome, dyslexia and vision impairment have appeared on Arthur. With Hank and Emma Faye, KLRN plans to build on that progress.

Nationally known as speaker and as the creator of the #ShowYourAids campaign, Emma Faye serves as a role model for hearing impaired youth and an ambassador of inclusion for everyone. In January 2015, she started the nonprofit Aid the Silent, an organization dedicated to raising funds to provide deaf children and teens the tools and resources they need to find personal success. Undeterred by her deafness, Emma Faye studied music and learned how to play the piano, guitar and ukulele. She also took music theory and singing lessons. As a musician and vocalist, she has performed at hundreds of events around the country.

Hank, a black lab, is an International ADA approved Service Dog, trained to serve as his human's "ears."

The first season of Hank and Emma Faye will consist of 13 episodes. Each installment will feature a letter of the day in American Sign Language and a segment about emotions that will help young children understand their feelings and deal with them in positive ways. Each episode will also feature special guests, including children with unique abilities. Emma Faye will interview the guests about their perspectives on the world, and on how other children can create an environment of inclusiveness when it comes to interacting with them. To see a trailer for the program, please go to <https://youtu.be/VNVDEfZLvLg>.

KLRN will work with organizations like Aid the Silent, San Antonio Lighthouse for the Blind, DisabilitySA, Autism Community Network and others to generate awareness among the families they serve. We will also promote the show through on-air tune-in spots, on the KLRN website, across all our social media platforms, in Our Kids Magazine, in our Insider Newsletter (10,000+ recipients), in our Don't Miss List (34,000+ subscribers), in our Family Newsletter (33,000+ subscribers) and through a full program page on our website. Funders for the program will be recognized across these platforms.

Hank and Emma Faye will be available to viewers on-air on our main KLRN channel Fridays at 10:30 a.m. and Sundays at 9:30 a.m., our 24/7 kids channel Saturdays at 8 a.m. and Mondays at 4 p.m. It will also be available on our online livestream, our on-demand video player, a YouTube playlist and a Facebook watch playlist. We plan to eventually secure state-wide or national carriage of the series.

**Evaluation Plan:**

KLRN will survey our viewers to track engagement with Hank and Emma Faye and solicit feedback on whether the show is helping them understand how disabilities make us unique, and what other topics they would be interested in learning about. At the end of the Hank and Emma Faye season, KLRN will distribute the survey via an e-blast to our subscriber list of 34,000 plus. We also promote the survey in our Don't Miss List (34,000+ subscribers), as well as our family newsletter (33,000+ subscribers).

**Plans to sustain project beyond the term of this request:**

In addition to this request, KLRN plans to seek funding from other foundations and organizations to cover the cost of the first season. If we do not secure sufficient funding for 13 episodes, we will explore shortening the season.

**Line item Budget:**

Line Item Description	Total Project Funds Allocation	Gordon Hartman Funds Allocation
Salaries	\$24,780	\$7,000
Benefits	\$8,414	\$0
Talent	\$6,500	\$6,500
Advertsing & Promotion	\$1,500	\$1,500
Occupancy	\$4,415	\$0
Insurance	\$904	\$0
In-direct	\$5,406	\$0
<b>TOTAL:</b>	<b>\$51,919</b>	<b>\$15,000</b>

**BOARD OF DIRECTORS**

**LIST OF BOARD DIRECTORS**

Name & Office Held	Corporate Affiliation
Stephen Dufilho, Chairman of the Board	Consultant
Linde Murphy, Chair-elect	Argent Financial Group
Luis de la Torre, Immediate past chair	Clear Channel Outdoor
Arthur Rojas Emerson, President & CEO	KLRN

Seymour Battle III, Treasurer	Valero
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Leo Gomez, Member at Large	Brooks Development Authority
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Kimberly Harle	Whataburger
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Phil Lane	KSAT
John LaField	Jefferson Bank
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