



**2010/2011**

**California of the Past:  
Digital Storytelling Grant Program Guidelines**

**Application Receipt Deadline:**

April 22, 2010

4:00 p.m.

California State Library  
Library Development Services Bureau  
PO Box 942837  
Sacramento, CA 94237-0001  
(916) 653-5217

## ***California of the Past:*** **Digital Storytelling Grant Program**

### **I. Introduction**

Thomas Frey, the director of the futurist think tank, at the DaVinci Institute, notes that one of ten defining issues shaping the 21<sup>st</sup> century library is society's shift from a product-based economy to an experience-based economy. Library materials and information will shift from books and other paper-based forms to various digital manifestations. And they will be evaluated partly on the experience they create for the user.

One of four recommendations he has for libraries concerns digital storytelling. He recommends that libraries preserve the memories of their own communities. "While most libraries have become the document archive of their community, the memories of a community span much more than just documents. What did it sound like to drive down Main Street in 1950? What did it smell like to walk into Joe's Bakery in the early mornings of 1965? Who are the people in these community photos and why were they important? Memories come in many shapes and forms."

The San Diego Public Library, in partnership with the Media Arts Center San Diego, established a digital storytelling station in the library as part of their highly successful 2004/05 Pilot CA Cultural Crossroads Program. The station was successfully used by members of their community, and also drew residents from much further areas who heard about the station. In 2007/08, a pilot program sought to replicate the digital story station component of the San Diego project in six other California libraries (Benicia Public Library, Covina Public Library, Hayward Public Library, Sacramento Public Library, South San Francisco Public Library, Orange County Public Library). The digital storytelling program has been replicated in libraries throughout the state.

### **II. Program Description**

Under the 2010/2011 program, on a competitive basis the State Library will be selecting up to five additional libraries to participate in the program. The libraries selected to participate will receive a digital storytelling station, training in establishing a digital storytelling program, onsite training in use of the digital station, and a small grant to support the promotion and operations of a digital storytelling station. The participating libraries will contribute digital stories recorded by members of their community to a central website of "California of the Past" stories. Sample stories created by the pilot sites libraries can be viewed at [www.digitalstorystation.com](http://www.digitalstorystation.com).

The libraries selected to participate in this program will encourage members of their community to record their memories of their local community, or of California in the past. For example, stories of what main street used to be like, or memories of raising their children, the community, or stories their parents would tell of life in the area when they first moved there. These stories can address the recent past or distant past. Both long time residents and more recent residents are encouraged to share their memories.

### **III. Program Objectives**

- Promote intergenerational sharing of stories of California
- Engage aging baby boomers in sharing their memories of California
- Encourage immigrants to California to share their memories of the State or their local community when they first arrived here years ago
- Provide library staff with digital storytelling program skills
- Create a statewide history resource of life in California
- Encourage library/community partnerships

### **IV. Eligibility**

Eligible applicants are California public and academic libraries.

Past grant recipients under this program are not eligible to apply.

Applicants must partner with a community organization (preferably a local historical group, ethnic community group, or a broad-based local community organization) on the implementation and operation of this project. Two of the many roles of the partner are to help the library identify and solicit community members to tell their stories, and to help promote the program. Their other roles, and level of involvement in the project are to be determined between the library and their partner.

Applicants must be able to re-direct a certain amount of time from existing library staff to implement and maintain this program. After the technical onsite training, a significant amount of time will be required initially for staff to experiment with, and feel comfortable with the technical aspects of recording and editing digital stories. In addition, the pilot libraries have found that the complete process of recording of each story can take up to 15 hours per story (from the initial contact with the patron, to the final editing of the story) for a three to five minute story. Successful applicants will be expected to record and upload two stories per month.

### **V. Awards**

The libraries selected to participate in the 2010/2011 program will receive the following:

- A digital story station consisting of the following:
  - Apple IMAC or PC-based digital story station (applicant's choice)
  - External hard drive
  - Scanner
  - Printer & printer cable
  - M-audio mixer
  - Headphones
  - Digital camera
  - External lavalier microphone
  - Cables
  - Portable backdrop
  - Light kit
  - USB port extender
  - Surge protector powerstrip

- One day of training in planning and implementing a digital storytelling program
- Onsite training in the use of the digital story station
- Technical support for the digital story station and on-site followup training/technical assistance visits as needed.
- \$10,000 grant for project expenses such as backfill staff, project promotion, contract media artists if needed to assist staff.

Although this is a twelve month grant, there is the possibility we might be able to secure funding to continue your program for an additional six months and provide you with a small grant in 2011/2012.

## **VI. Conditions of the Award**

- A. Successful applicants must make the digital story station available to the public for the purposes of recording their stories at a minimum of eight hours per week when individuals are scheduled to record stories.
- B. For successful applicants, the project manager, and a library administrator are required to attend the first group training (to be held in Sacramento in mid to late September).
- C. For successful applicants, a technical training will be arranged on-site at the library in conjunction with delivery of the digital story station. Any staff member who will be assisting members of the public record their stories must be present at the technical on-site training One or more representatives from the library's partnering organization for this grant must also be present at the onsite training. (Note: Travel expenses for the team to the September training session will be reimbursed.)
- D. Successful applicants must have a staff member at the digital story station to assist the public while they are recording their stories. (Note: Existing staff member(s) must be reassigned to this task. Grant funding may be used to backfill the assignments of the staff member(s) as needed.)
- E. Successful applicants must develop a privacy release form for signature by individuals recording stories at their library so that their stories may be uploaded onto the "California of the Past" website and/or other websites designated by the State Library. Please note that the federal government and the State of California reserve a royalty-free, non-exclusive and irrevocable right to produce, publish or otherwise use the materials for their own purposes.
- F. Successful applicants must record a minimum of two stories per month once their digital story station is installed.
- G. Successful applicants must catalog each story recorded. A cataloging template and/or training on how to catalog the stories will be provided.
- H. Successful applicants, who are CIPA-compliant, must provide a Broadband internet connection to the digital story station. Successful applicants who are non-CIPA compliant must have a broadband internet connection available at another computer in the library.

- I. Successful applicants must provide a quiet recording space for the digital story station during the project. This space could be located in a library multi-purpose or meeting room. The space must include good lighting, a table for the digital story station, and two chairs. If possible, an enclosed or semi-enclosed area is most desirable. A locked cabinet for the equipment (suggested cabinets to be provided to successful applicants) must be purchased, and can be purchased with grant funds.
- J. Successful applicants must complete and submit all required LSTA grant reports.
- K. Note that during the project period, the digital story station is only to be used for the recording of digital stories. It cannot be used as a general public access computer, or for any other purposes.
- L. Grant funds may not be used for the purchase of additional computers.

**VII. Evaluation of Applications**

Eligible applications will be evaluated and scored as follows:

- Role of the community partner in the project (15 maximum points)
- Plan for reallocation of staff to this project (10 maximum points)
- Plan for identifying and recruiting community members to tell their stories (15 maximum points)
- Location of digital story station (10 maximum points)
- Availability of headphone jacks on public access computers (5 max. points)
- Plan for allowing the public to view and hear the stories recorded (10 max. points)
- Plan for publicizing the program (10 maximum points)
- Plan for continuing the program beyond the grant funding (15 points)
- Budget (appropriateness of activities/items for which funding is requested, and contribution of local, in-kind and other funds) (10 points)

**VIII. Application Deadline**

A completed application packet consists of the original application (signed in blue ink), plus 7 copies. Applications must be received at the State Library no later than 4:00 p.m. on April 22, 2010. Postmarks and faxed copies are not acceptable. Completed application packets should be sent to:

**By Mail:**

Attn: LSTA Grants – DST  
 Library Development Services Bureau  
 California State Library  
 PO Box 942837  
 Sacramento, CA 94237-0001

**By Non-postal Delivery:**

900 N Street, Library Development Services  
 Sacramento, CA 95814

**By Email\*:**

Send to Mickie Potter at [lsta@library.ca.gov](mailto:lsta@library.ca.gov)

\* If you email your application, you will need to mail the signed certification pages to the address above. The signature pages will need to be received within 7 days of the emailed application.

**IX. Timeline**

|                              |  |
|------------------------------|--|
| April 22, 2010, 4:00 p.m.    | Deadline for receipt of applications   |
| July 2010                    | Notification of successful applicants of intent to award   |
| September 2010               | Mandatory one day training in Sacramento   |
| October 2010 - November 2011 | Delivery and setup of digital story station and on-site training in use of the digital story station |
| December 2010 – June 2011    | Community members record their digital stories   |
| April 2011                   | Followup group training in Sacramento  |
| June 30, 2011                | Grant year ends.   |

**X. Questions**

Any questions regarding this grant program should be directed to:

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