STUDENT TECHNOLOGY FEE
GRANT PROPOSAL REQUEST FORM
FISCAL YEAR 2023-24

ALL BLANKS MUST BE FILLED COMPLETELY

Prepared by: _____ for _____

Department/Unit: _____ College: _____ Campus: _____

Which NSTEP Goals/Objectives does this project meet? _____

Requested equipment will be located/installed/housed? Bldg _____Room _____

Does the department receive lab fees?   YES   NO

Are department property policies and procedures in place for requested equipment? _____

Which individual will be responsible for property control of the requested equipment?

Signature: _____   Date: _____

Proposal Requested Amount: _____   Budget Attached: YES   NO

Email completed request to Chris Brumley at brumleyc@nsula.edu

Funding from the Student Technology Fee is allocating funds to departments and individual grants, awarded on a competitive basis, which advance the teaching/learning process within the mission of the University. All requests will be considered in this context, as articulated herein and as reflected in the unit's technology plan. Proposals should enable or enhance the ability of Northwestern students to access and assimilate large mounts of information, further their professional competence, and provide state of the art technologies in their field. The nature of, and rationale for, a request for student technology fee allocation must be consistent with the University's and requesting unit's technology plan.

- Grant applications must be submitted by November 16th at 4:00 pm
- Funding decisions will be made during the month of December 2023
- If your grant is approved by STAT, you will be informed via email

STUDENT TECHNOLOGY FEE
GRANT PROPOSAL REQUEST FORM GUIDELINES

The proposal must include all specifications, descriptions, model numbers, quotations, cost, state contract numbers, and vendors for each item. If the proposal does not include all requested information, it will be returned.

1. **Describe target audience.**
   The target audience will be students volunteering and enrolled in courses supporting NSU-TV and multimedia projects connected with NSU's Hispanic Student Journalist Association. Both student lead (and faculty advised) organizations are housed within the Department of New Media, Journalism, and Communication Arts. NSU-TV/HSJA mission(s) are to create multimedia projects reflecting events, values and issues associated with Northwestern State University and the local community.
   All productions are created for worldwide consumption and archived through various media. NNS stories are often archived through the Purple Media Network, a permanent website/digital archive established through NSU. HSJA productions are similarly archived through Purple Media Network but may also be archived through NSU's university archives.
   All NNS productions are shared through either NSU-TV (a cable television channel available to Natchitoches residents), the web and/or regional news networks. Most often stories air through KTBS, a regional news station, running NNS/HSJA created news stories and condensed digitally captured oral histories.

2. **Describe project/initiative for which you are requesting funds.**
   This proposal is written to secure technology funding for NSULA's NSU-TV News Service/Hispanic Student journalism Association (HSJA) Internship/Experiential Learning Program. The two programs have slightly separate missions but run under the same leadership, have similar goals and, in the eyes of the university, are considered one program. The primary focus of each org is creation of digital stories, oral histories and to study/explore language(s) (primarily, English & Spanish) associated with Northwestern State University of Louisiana and the surrounding community of Natchitoches County, Louisiana.
   While these programs are housed in NMJCA, they do not receive funding from the department or university. This means all equipment is either loaned from supplies utilized by department classes or purchased through grants (such as this one). The technology requested in this proposal will allow students to work with state-of-the-multimedia-industry level equipment. Technology funded through this grant will allow students in NMJCA and across the university access to hands-on learning opportunities not available anywhere else in the Natchitoches area.
   Projects
   Students will learn to organize, record and export oral histories, podcasts and news stories at professional levels to industry media sites. The hands-on, multilingual/cultural experience gained through internships and special topics courses will build skills/knowledge/abilities required to succeed in the transition from college to digital storytelling professional. Specific projects are:

Project	Quantity
of Latino Living podcast	Seven episodes per academic year
Conduct high level interviews both in the Podcast Studio and on-location	Average of one long form interview per month (Sept – May)
Produce audio/video for news stories, promotional videos and other multimedia projects	Average, three stories per week (Sept.- May)
Train students to utilize state-of-the-multimedia-industry equipment to professional levels	Ongoing

3. State measurable objective that will be used to determine the impact/effectiveness of the project.

o **Project 1.** Latino Living – Completion of seven episodes, critiques of episodes by industry professionals. YouTube/Spotify views of 200 or more per episode. Discuss issues affecting the Hispanic population of NSULA and the CENLA region.

o **Project 2.** High-level, long form interviews – obtaining agreement to conduct interviews, conduct minimum of seven interviews per academic school year. upload to Purple Media Network

o **Project 3.** Produce audio/video for news stories, promotional videos and other multimedia projects – Create multimedia productions for use by professional broadcast outlets.

o **Project 4.** Train students to utilize state-of-the-multimedia-industry equipment to professional levels - Utilizing student mentorship, instruction from Dr. Taylor and guidance from industry professionals, interns and volunteers will progress from novice level understanding to professional knowledge/skills/abilities utilizing funded gear.

4. **Indicate how each project objective will be evaluated.**

o **Project 1.** Latino Living critiques of episodes by industry professionals. YouTube/Spotify views of 200 or more per episode. Madelyn Dupont, a multimedia journalist working for KTBS and NSULA graduate meets with LL crew to discuss areas of strength and areas needing improvement. Each episode, Latino Living's crew are expected by both advisor, Dr. Taylor, and Ms. Dupont to improve.

o **Project 2.** High-level, long form interviews – Use in professional broadcast productions, 100 or more views on YouTube, critique sessions with Dr. Taylor.

o **Project 3.** Produce audio/video for news stories, promotional videos and other multimedia –Use in news stories and multimedia productions aired in professional newscasts and other media. Critique sessions with Dr. Taylor detailing strengths and weaknesses of production.

o **Project 4.** Train students to utilize state-of-the-multimedia-industry equipment to professional levels - Students will be trained to utilize technology though out academic year. Measurable progression will occur as students learn to operate equipment independently and gain confidence to produce interviews/stories/ podcast without constant overwatch of advisor.

5. **If funded, which NSTEP objective(s) will funding of this project advance? How will funding of the project advance the University and College/unit technology plan?**

*This project will advance NSTEP Objects Objectives: 1,2,3,7,8,9

- **NSTEP Objective 1**- If funded, the technology will be utilized weekly (from Sept – May) by students and (select) faculty of NSULA. The current inventory of multimedia equipment is limited and prioritized for NMJCA class use. Funding this gear will provide interns and volunteers of NSU-TV and HSJA access to professional level multimedia technology. All NSULA students are eligible to volunteer or intern with these organizations. Currently, there are 13 full time members of both organizations with close to 80 more part-time volunteers (students who work on select projects) Funding this gear will allow more students to take part in activities.

- **NSTEP Objective 2**- The current equipment is five or more years old. This includes camera gear and computers. While the equipment is in working order, it is becoming dated. Shooting 4K video at high frame rates or advanced graphics is impossible with current inventory. The constant use of the computers causes crashes to occur frequently. Further, the computers have limited ports, limiting connectivity. Funding this equipment will bring needed upgrades to Podcast Studio gear. With these upgrades, technology used for projects will be multimedia industry standard.

- **NSTEP Objective 3**- This gear will be utilized in the NMJCA Podcast Studio and during on-location interviews/podcast production. The studio has limited video capabilities. If funded this technology will bring the studio up to industry standard for a small production facility. While not a laboratory the portability of the equipment will allow fieldwork to mimic a laboratory. This will upgrade all interviews and podcasts conducted outside of the Podcast Studio.
- **NSTEP Objective 7**- Having access to state-of-the-multimedia industry equipment will encourage students in need of internships from across campus to work with NSU-TV/HSJA. Music interns can learn audio production, arts students can work on graphics and set design, marketing students can learn how to design interview questions while working on the set of podcasts utilizing funded technology. Faculty will be able to interact with students as they set up and tear down funded technology. Further, if interested faculty can help produce episodes of Latino Living and other podcasts.
- **NSTEP Objective 8**– Funding this equipment, is funding innovation and research. NSU-TV/HSJA are already creating award winning, recognized productions. Use of proposed technology will allow students to produce at higher-level content. With this gear, NMJCA can become a recognized regional/ state/national leader in areas of content creation, multimedia production and digital storytelling.
- **NSTEP Objective 9**- While the Podcast Studio first opened fall 2022, the equipment installed was already owned by NMJCA. Computers and other technology are all over five years old. Raised industry and software advancements plus audience expectations in that time are causing the equipment to quickly become outdated. Software such as Adobe Premier and Audition, for example, suggest RAM storage of 32 gigs. Currently, all productions are created on computers utilizing 8–16 gbs.

6. **Provide a justification for funding of this project. Estimate the number of students that will be served per academic year and in what ways. Please also indicate any unique needs of the target group.**

Funding this request will aid all students with majors connected to NMJCA. Students often enroll in special topics courses and internships completing course work as members of NSU-TV or HSJA. These students create news stories, interviews and podcasts to complete internship requirements. Work completed in the organizations is produced to professional levels. Weekly, news stories and interviews conducted by NSU-TV/HSJA members appear in professional broadcast media outlets. Local stations such as KTBS, KSLA and others run NSU-TV/HSJA productions, for example. The bilingual podcast, "Latino Living," produced by members of HSJA has earned national recognition in the form of awards and a $3000.00 LEH Rebirth Grant.

While the city of Natchitoches is packed with history, diversity and a wealth of untold stories, the city does not have a wealth of media. Natchitoches, can be considered a news desert, an area lacking in digital storytelling, media leaders developing oral histories or content providers able to gather information from the growing Hispanic (largely Spanish speaking) community. This is especially true when considering multilingual/multicultural storytelling. In the area of Hispanic media, CENLA has only one consistent voice. That voice is NSULA's Hispanic Student Journalist Association.

There are no professional digital storytelling outlets dedicated to Hispanic content creation. This lack of story-telling outlets means the diverse oral/written histories, cultural events and multicultural voices of the area go largely untold. Funding this project will ensure many of the stories, events and unique cultural artifacts of the university and community are produced into digital storytelling and multimedia formats to be shared with the larger U.S. population and (through multimedia websites) worldwide.

Currently, the NSU-TV and HSJA are the only digital content creation outlets consistently covering this section of CENLA. The stories produced will also ensure post-secondary students gain skills needed after graduation. Under the guidance of Dr. Taylor, students will work with equipment, concepts and values connected to professional-level digital storytelling.

Limited Hispanic Media

Hispanic media is underrepresented in the CENLA region. Within a 150-mile radius of campus, there are no Spanish-language television/radio stations, newspapers or (consistently published) magazines. Essentially, the area surrounding Natchitoches, representing a population of over 300,000 people, has limited availability to Spanish-language representative multimedia. This limitation disallows audiences of all heritages in search of Hispanic viewpoints and discussions to discover those invaluable voices. During the timeframe of grant funding, Latino Living will produce 12 podcasts, six per year.

Purpose of Latino Living Podcast

Latino Living's tagline is, "Un podcast para todos." Translated to English, "A podcast for everyone." The podcast's crew work hard to live up to that motto, by including episode topics ranging from immigration (jurisprudence) to social-media trends (theory of the arts). Multiple generations, education levels and overall demographics are considered when producing content. Each episode's theme must cover issues affecting Hispanics and feature a scholar/guest who can create meaningful discussion and increase audience knowledge on that topic.

NSU_TV/HSJA is open to all NSULA students, not just majors of NMJCA. While the program began to help NMJCA majors, it has since grown to offer increased cross-campus opportunities. Once funding from this proposal has been approved, the project director and select NSU-TV/HSJA student leaders will reach out to departments across NSU offering internships and experiential learning opportunities. While the focus of NSU-TV/HSJA is digital storytelling, learning opportunities exist for those outside of new media. There are 11,789 students enrolled at NSU. Most majors will find opportunities to intern or learn within the NNS/HSJA.

7. **List those individuals who will be responsible for the implementation of the project/initiative and indicate their demonstrated abilities to accomplish the objectives of the project.**

Dr. Nick Taylor, Assistant Professor NMJCA will maintain, secure and train students (and select faculty) in use of the gear. Dr. Taylor is currently in charge of maintaining NMJCA's field news gathering equipment inventory (valued at over $100,000). He has systems in place for training, check out and securing gear.

8. Describe any personnel (technical or otherwise) required to support the project/initiative.

Dr. Nick Taylor will safeguard and maintain all funded technology. Below is a bio sketch of Dr. Taylor's qualifications:

Taylor's motto is "Make the small story big." Nick began his career, in 1997, producing local, state, and national news, working as a stringer for various news agencies. From 1997-2000, Taylor was assigned digital stories highlighting community values, South Texas Culture and the areas historical events. During that time, Taylor began to build skills connected to cultural storytelling.

Upon receiving a master's in communication, Taylor's focus switched from news production to academic instruction and digital content production. Taylor, began working as an instructor for the University of Texas Rio Grande Valley. As an instructor, he advised KVAC-TV. As advisor, Taylor guided the digital content produced by the group and took charge of the equipment inventory. From 2011 to present, Taylor began working as both an instructor and documentarian.

While at UTRGV, he produced several humanities related podcasts and documentaries. The podcast series, "Civil War Trail Tour," produced in 2013, takes tourists through a series of historical stops along the southern Texas/Mexico border. At each stop, an episode of the podcast details civil war battles fought at that location. Working with UTRGV's Department of History, Taylor produced the documentary, "Just a Ferry Ride To Freedom." The award winning documentary focuses on the southern route of the Underground Railroad. Following the trail and telling stories which occurred for slaves escaping through Texas to freedom in Mexico. Taylor, has focused his creative work on sharing humanities focused stories, primarily connected to the Hispanic American experience.

Currently, Taylor works with Northwestern state university Louisiana (NSULA) as an Assistant Professor. He oversees the department's ENG inventory, advises the Hispanic Student Journalist Association and student multimedia broadcasts. Taylor remains an active producer, creating documentaries highlighting South Texas and the Hispanic American experience.

9. Provide a schedule for the implementation and evaluation.

Dates for this plan are determined by and follow the Academic Calendar of Northwestern State University. Each of the two years will follow similar schedules.

Start Date: will be adjusted according to funding dates

Dates	Activities
July 20 – August 15, 2024 & 2025	The project director will remind advisors NNS/HSJA opportunities. In person, class visits by NNS/HSJA student leadership and project director will take place. This will bring the message directly to the student body. A minimum of 10 classes will be visited.
September 1, 2024 & 2025	Top two NNS student leadership positions will be offered to applicants (only NSU Students may be considered for applications). This will be done through a competitive process, requiring a hiring committee.
September 20, 2024 & 2025	All other crew positions hired (five total crew)
Oct 1, 2024 & 2025	Each two weeks the student content creators will produce 3-4 digital stories or oral history recordings. Weekly meetings will be held to determine story assignments, due dates, and responsibilities. Each collected story will be shared with or archived with/through, KTBS, Purple Media Network, NSU Digital Archives These events will be (but are not limited to): **Hispanic Heritage Month CENLA Halloween events NSU Homecoming Natchitoches Car Show NSU Homecoming Natchitoches Christmas Festival Natchitoches Meat Pie Festival Mardi Gras Celebrations**
October 1, 2024 & 2025	Pre-test distributed – skills test to determine interns and volunteers' knowledge/ability/skill with each piece of equipment
December 10, 2024 & 2025	Post-test distributed - skills test to determine interns and volunteers' knowledge/ability/skill with each piece of equipment
May 15, 2024 & 2025	Test results and other measurables calculated

Work Plan for Latino Living Podcast

LATINO LIVING PODCAST/ORAL HISTORY PRODUCTION

Latino Living is a combination podcast/oral history production currently in the pilot stages of creation. One season of episodes have been produced. This proposal will help fund continued episodes and oral history recordings. Latino Living is a production of HSJA and requested funding has been calculated for equipment, travel, and personnel needs in budget justification. The digital content creation schedule for Latino Living runs on a monthly clock as follows:

Month starts on the 1st day and ends on the final (normally the 30th or 31st)

New episodes are produced October-December & February-May for a total of six episodes annually. Oral histories are collected between episodes and are done upon request.

Week 1

Conceptualize, brainstorm begin to define podcast "big ideas"

Week 2

Finalize ideas, contact guests, write scripts/questions

Week 3

Shoot podcast and begin editing

Week 4

Post-production and export

Date	Activity
October 1, 2024 &2025	Begin pre-production on Season 3 Episode 1
December 1, 2024 &2025	Conclude production for fall episodes of Latino Living. Episode total = three. Episodes produced, October, November, December
February, 2024 &2025	Begin pre-production on Season 3 Episode 4
May 1, 2024 & 2025	Conclude production for fall episodes of Latino Living. Episode total = three. Episodes produced, February, March, April (May 1, 2024 & 2025 is date Season 3 Episode 6 will be due)

10. Estimate the expected life of hardware and software. Explain any anticipated equipment/software upgrades during the next five (5) years.

The proposed technology purchased under this grant will have a usable lifespan exceeding the five years mentioned in this section. All technology will remain industry standard beyond the five year timespan listed in this section. Dr. Taylor of NMJCA will maintain all updates (with help of NSU IT) to software and other technology.

11. Explain in detail a plan and policy that will be in place to ensure property security/controls for any equipment received through the Student Technology Fee. If you are requesting equipment that will either be checked out to students or moved within the department, you must provide a checkout/loan policy.

All equipment will be stored in Kyser 225H. This is an office occupied by Dr. Taylor. Access is limited to Taylor and administrators with the key.

When used for multiple days in the NMJCA Podcast Studio, access is limited to students identified as qualified to utilize room's technology. Access is obtained through key fob lock. Taylor and NMJCA administrative assistant, Amber Miley are the only two staff/faculty issued the Podcast Studio fob. So, students access the room only when Taylor/Miley unlock the room for them. The room locks automatically, when students leave the room, the equipment is secure.

Technology will not be checked out to students without Taylor being on location to supervise set up. Only students who have been trained will be allowed to handle technology.

Dr. Taylor has been NMJCA's field equipment inventory supervisor since 2019. During that time no equipment has gone missing. And, other than normal wear and tear, all gear is still in working order.

12. Does the department that is requesting equipment receive lab fees? If so, please provide a justification for requesting funds from the Student Technology Fee over using lab fees from your department.

NMJCA does receive lab fees. However:

1: Those fees are utilized to maintain computers already in place, purchase printer paper/ink and other items not associated with technology proposed in this grant

2: NSU-TV/HSJA receive no funding from lab fees or any other source.

13. Attach a detailed budget.

Please see attached.

14. Attach two (2) letters of support for the project from the following individuals: the requesting department's Dean, the appropriate Vice President or student request, the SGA President from the requesting campus

Please see attached.

Item	unit cost	# requested	Total
Sony ZV-E1 Mirrorless Camera with 16-35mm f/4 Lens Kit (Black) BH #SOZVE1B1635L	$3,296.00	3	$9,888.00
Kopul Stereo Right-Angle 1/8" Male Mini-Jack to XLR Male Cable (10') B&H # KORSMXM10	$11.00	3	$33.00
Ruggard Hunter 35 DSLR Holster Bag B&H # RUPHB135B	$36.00	3	$108.00
LSony ECM-44B Omnidirectional Lavalier Microphone BH #SOECM44B	$170.00	3	$510.00
Genaray LED-7100T 312 LED Variable-Color On-Camera Light B&H # GELEDP312T	$170.00	3	$510.00
Magnus VT-4000 Tripod System with Fluid Head BH #MAVT4000	$160.00	3	$480.00
Roland V-160HD SDI/HDMI Streaming Video Switcher BH #ROV160HD	$5,349.00	1	$5,349.00
Kopul Premium Series 3G-SDI Cable BNC to BNC (15') B&H # KOVBBC415	$30.00	3	$90.00
Pearstone High-Speed HDMI Cable with Ethernet (Black, 6') B&H # PEHDA106	$13.00	3	$39.00
amaran F21c 2 x 1' RGB LED Flexible Light Mat (V-Mount) BH #AMF21C21RGVM	$600.00	1	$600.00
Apple Mac Studio Apple M2 Max with 12 core CPU, 30 core GPU, 16 core Neural Engine 64 gb ram 4 TB storage	$3,599.00	1	$3,599.00
Apple Studio Display	$1,599.00	1	$1,599.00

[Magic Keyboard with Touch ID and Numeric Keypad for Mac models with Apple silicon - US English - Black Keys](#)	$200.00	1	$200.00
[Magic Mouse - Black Multi-Touch Surface](#)	$100.00	1	$100.00
	TOTAL		$23,105.00

PODCAST Studio Upgrades
Proposed by: Nick Taylor,
Department of NMJCA
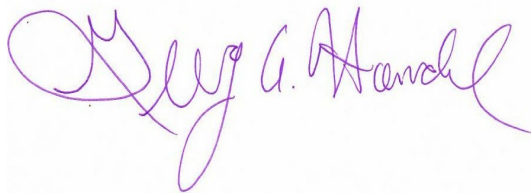All prices current as of 11/15/2023

November 16, 2023

Dear Committee Members:

I am writing to express my support for Dr. Nick Taylor and the Student Technology Fee grant application submitted by the Department of New Media, Journalism and Communication Arts. This application seeks funding to enhance the Podcasting Studio within NMJCA by acquiring portable audio/video equipment. The inclusion of this equipment aims to elevate the quality of multimedia podcast production, both within the studio and during field interviews.

The studio is primarily used to produce news stories, podcasts and interviews conducted by NSU-TV and the Hispanic Student Journalist Association. This means all communication students have the opportunity to gain hands-on experiences with the updated purchased equipment. Both NSU-TV and HSJA sponsor internships for students of all majors. NSU-TV for example, has allowed music and business majors to earn internship credits through the program.

As Provost and Vice President of Academic Affairs, I wholeheartedly support Dr. Taylor's proposal. Supporting this endeavor aligns with NSU's commitment to creating the most pertinent and current instructional programs possible.

Sincerely,

Greg A. Handel D.M.A.
Provost & Vice President of Academic Affairs
Dean of The Graduate School
Professor of Music Education

MEMORANDUM

Date: November 16, 2023

From: Francene J Lemoine   *Francene J Lemoine*
        Dean, College of Arts and Sciences

To: Student Technology Fee Grant Committee

Re: Letter of Support for Dominique Taylor's Grant Application

Committee Members,

It is with great pleasure that I provide this letter of support for the Student Technology Fee Grant submitted by Dr. Dominique "Nick" Taylor of the Department of New Media, Journalism, and Communication Arts at Northwestern State University. The Department of New Media, Journalism, and Communication Arts is an integral part of our Dear School of Creative and Performing Arts which has been recognized by the University of Louisiana System as a center of excellence in the education of future artists and craftsmen in our state, region, and nation.

The technology and equipment requested in this proposal will enhance the Podcast Studio located in Kyser Hall on the Natchitoches campus of Northwestern State University. This Podcast Studio, which was built in 2022 was designed for audio only. However, since its opening, the use/mission of the room has changed. Students and faculty have begun trying to record audio and video in the room. For example, the Hispanic Student Journalist Association (HSJA), a Recognized Student Organization at Northwestern State, uses this space to produce their podcast Latino Living. This podcast has already won awards and grants and represents an exciting and productive use of the space that promotes Northwestern State in a very positive light. The Latino Living podcast is produced in both audio and video, but the video and lighting is of lower quality than needed. The requested equipment will bring podcast video up to professional standards.

The Podcast Studio is used almost daily (including weekends) by student groups producing podcasts, students voicing news stories, and audio storytelling. We hope to begin using the studio to produce an exciting new podcast focusing the significance and impact of the arts, humanities, and science during different time periods. HSJA and NSU-TV have conducted several high-profile interviews. (Dr. Marcus Jones, Dr. Kim Hunter-Reed, Mayor Ronnie Williams, *etc*.). The enhancements provide by the requested equipment will allow similar future interviews to be produced with a superior look and quality.

The proposal also requests a new Mac computer. This computer will be used for editing purposes as the video and graphics being created for the projects described above cannot be handled using

the computers currently available. The requested computer will allow us to complete projects in a reasonable timeframe.

It is with these points in mind that I provide my enthusiastic support for Dr. Taylor's student technology fee grant proposal. The awarding of this funding will enhance the Department of New Media, Journalism, and Communication Arts and the Dear School of Creative and Performing Arts and expand the arts education and experience of many students at Northwestern State University. It will also make them more attractive applicants when joining the workforce. If you have any questions regarding this letter or my support of this proposal, please do not hesitate to contact me. Thank you for your continued support.

Describe target audience

The target audience will be students volunteering and enrolled in courses supporting NSU-TV and multimedia projects connected with NSU's Hispanic Student Journalist Association. Both student lead (and faculty advised) organizations are housed within the Department of New Media, Journalism, and Communication Arts. NSU-TV/HSJA mission(s) are to create multimedia projects reflecting events, values and issues associated with Northwestern State University and the local community.

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Project 2 High-level, long form interviews – Use in professional broadcast productions, 100 or more views on YouTube, critique sessions with Dr. Taylor.

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NSTEP Objective 2 - The current equipment is five or more years old. This includes camera gear and computers. While the equipment is in working order, it is becoming dated. Shooting 4K video at high frame rates or advanced graphics is impossible with current inventory. The constant use of the computers causes crashes to occur frequently. Further, the computers have limited ports, limiting connectivity. Funding this equipment will bring needed upgrades to Podcast Studio gear. With these upgrades, technology used for projects will be multimedia industry standard.

NSTEP Objective 3 - This gear will be utilized in the NMJCA Podcast Studio and during on-location interviews/podcast production. The studio has limited video capabilities. If funded this technology will bring the studio up to industry standard for a small production facility. While not a laboratory the portability of the equipment will allow fieldwork to mimic a laboratory. This will upgrade all interviews and podcasts conducted outside of the Podcast Studio.

NSTEP Objective 7 - Having access to state-of-the-multimedia industry equipment will encourage students in need of internships from across campus to work with NSU-TV/HSJA. Music interns can learn audio production, arts students can work on graphics and set design, marketing students can learn how to design interview questions while working on the set of podcasts utilizing funded technology. Faculty will be able to interact with students as they set up and tear down funded technology. Further, if interested faculty can help produce episodes of Latino Living and other podcasts.

NSTEP Objective 8 – Funding this equipment, is funding innovation and research. NSU-TV/HSJA are already creating award winning, recognized productions. Use of proposed technology will allow students to produce at higher-level content. With this gear, NMJCA can become a recognized regional/state/national leader in areas of content creation, multimedia production and digital storytelling.

NSTEP Objective 9 - While the Podcast Studio first opened fall 2022, the equipment installed was already owned by NMJCA. Computers and other technology are all over five years old. Raised industry and software advancements plus audience expectations in that time are causing the equipment to quickly become outdated. Software such as Adobe Premier and Audition, for example, suggest RAM storage of 32 gigs. Currently, all productions are created on computers utilizing 8 – 16 gbs.

Provide a justification for funding of this project. Estimate the number of students that will be served per academic year and in what ways. Please indicate also any unique needs of the target group.

Funding this request will aid all students with majors connected to NMJCA. Students often enroll in special topics courses and internships completing course work as members of NSU-TV or HSJA. These students create news stories, interviews and podcasts to complete internship requirements. Work completed in the organizations is produced to professional levels. Weekly, news stories and interviews conducted by NSU-TV/HSJA members appear in professional broadcast media outlets. Local stations such as KTBS, KSLA and others run NSU-TV/HSJA productions, for example. The bilingual podcast, "Latino Living," produced by members of HSJA has earned national recognition in the form of awards and a $3000.00 LEH Rebirth Grant.

While the city of Natchitoches is packed with history, diversity and a wealth of untold stories, the city does not have a wealth of media. Natchitoches, can be considered a news desert, an area lacking in digital storytelling, media leaders developing oral histories or content providers able to gather information

from the growing Hispanic (largely Spanish speaking) community. This is especially true when considering multilingual/multicultural storytelling. In the area of Hispanic media, CENLA has only one consistent voice. That voice is NSULA's Hispanic Student Journalist Association.

There are no professional digital storytelling outlets dedicated to Hispanic content creation. This lack of story-telling outlets means the diverse oral/written histories, cultural events and multicultural voices of the area go largely untold. Funding this project will ensure many of the stories, events and unique cultural artifacts of the university and community are produced into digital storytelling and multimedia formats to be shared with the larger U.S. population and (through multimedia websites) worldwide.

Currently, the NSU-TV and HSJA are the only digital content creation outlets consistently covering this section of CENLA. The stories produced will also ensure post-secondary students gain skills needed after graduation. Under the guidance of Dr. Taylor, students will work with equipment, concepts and values connected to professional-level digital storytelling.

Limited Hispanic Media

Hispanic media is underrepresented in the CENLA region. Within a 150-mile radius of campus, there are no Spanish-language television/radio stations, newspapers or (consistently published) magazines. Essentially, the area surrounding Natchitoches, representing a population of over 300,000 people, has limited availability to Spanish-language representative multimedia. This limitation disallows audiences of all heritages in search of Hispanic viewpoints and discussions to discover those invaluable voices. During the timeframe of grant funding, Latino Living will produce 12 podcasts, six per year.

Purpose of Latino Living Podcast

Latino Living's tagline is, "Un podcast para todos." Translated to English, "A podcast for everyone." The podcast's crew work hard to live up to that motto, by including episode topics ranging from immigration (jurisprudence) to social-media trends (theory of the arts). Multiple generations, education levels and overall demographics are considered when producing content. Each episode's theme must cover issues affecting Hispanics and feature a scholar/guest who can create meaningful discussion and increase audience knowledge on that topic.

NSU_TV/HSJA is open to all NSULA students, not just majors of NMJCA. While the program began to help NMJCA majors, it has since grown to offer increased cross-campus opportunities. Once funding from this proposal has been approved, the project director and select NSU-TV/HSJA student leaders will reach out to departments across NSU offering internships and experiential learning opportunities. While the focus of NSU-TV/HSJA is digital storytelling, learning opportunities exist for those outside of new media. There are 11,789 students enrolled at NSU. Most majors will find opportunities to intern or learn within the NNS/HSJA.

List those individuals who will be responsible for the implementation of the project/initiative and

indicate their demonstrated abilities to accomplish the objectives of the project.

Dr. Nick Taylor, Assistant Professor NMJCA will maintain, secure and train students (and select faculty) in use of the gear. Dr. Taylor is currently in charge of maintaining NMJCA's field news gathering equipment inventory (valued at over $100,000). He has systems in place for training, check out and securing gear.

Describe any personnel (technical or otherwise) required to support the project/initiative.

Dr. Nick Taylor will safeguard and maintain all funded technology. Below is a bio sketch of Dr. Taylor's qualifications:

Taylor's motto is "Make the small story big." Nick began his career, in 1997, producing local, state, and national news, working as a stringer for various news agencies. From 1997-2000, Taylor was assigned digital stories highlighting community values, South Texas Culture and the areas historical events. During that time, Taylor began to build skills connected to cultural storytelling.

Upon receiving a master's in communication, Taylor's focus switched from news production to academic instruction and digital content production. Taylor, began working as an instructor for the University of Texas Rio Grande Valley. As an instructor, he advised KVAC-TV. As advisor, Taylor guided the digital content produced by the group and took charge of the equipment inventory. From 2011 to present, Taylor began working as both an instructor and documentarian.

While at UTRGV, he produced several humanities related podcasts and documentaries. The podcast series, "Civil War Trail Tour," produced in 2013, takes tourists through a series of historical stops along the southern Texas/Mexico border. At each stop, an episode of the podcast details civil war battles fought at that location. Working with UTRGV's Department of History, Taylor produced the documentary, "Just a Ferry Ride To Freedom." The award winning documentary focuses on the southern route of the Underground Railroad. Following the trail and telling stories which occurred for slaves escaping through Texas to freedom in Mexico. Taylor, has focused his creative work on sharing humanities focused stories, primarily connected to the Hispanic American experience.

Currently, Taylor works with Northwestern state university Louisiana (NSULA) as an Assistant Professor. He oversees the department's ENG inventory, advises the Hispanic Student Journalist Association and student multimedia broadcasts. Taylor remains an active producer, creating documentaries highlighting South Texas and the Hispanic American experience.

Provide a schedule for the implementation and evaluation.

Dates for this plan are determined by and follow the Academic Calendar of Northwestern State University. Each of the two years will follow similar schedules.

Start Date: will be adjusted according to funding dates

Dates	Activities
July 20 – August 15 2024 & 2025	The project director will remind advisors NNS/HSJA opportunities. In person, class visits by NNS/HSJA student leadership and project director will take place. This will bring the message directly to the student body. A minimum of 10 classes will be visited.
September 1 2024 & 2025	Top two NNS student leadership positions will be offered to applicants (only NSU Students may be considered for applications). This will be done through a competitive process, requiring a hiring committee.
September 20 2024 & 2025	All other crew positions hired (five total crew)

Oct 1 2024 & 2025	Each two weeks the student content creators will produce 3-4 digital stories or oral history recordings. Weekly meetings will be held to determine story assignments, due dates and responsibilities. Each collected story will be shared with or archived with/through, KTBS, Purple Media Network, NSU Digital Archives These events will be (but are not limited to): **Hispanic Heritage Month CENLA Halloween events** **NSU Homecoming** **Natchitoches Car Show** **NSU Homecoming** **Natchitoches Christmas Festival Natchitoches Meat Pie Festival Mardi Gras Celebrations**
October 1 2024 & 2025	Pre-test distributed – skills test to determine interns and volunteers knowledge/ability/ skill with each piece of equipment
December 10 2024 & 2025	Post-test distributed - skills test to determine interns and volunteers knowledge/ability/ skill with each piece of equipment
May 15 2024 & 2025	Test results and other measurables calculated

Work Plan for Latino Living Podcast

LATINO LIVING PODCAST/ORAL HISTORY PRODUCTION

Latino Living is a combination podcast/oral history production currently in the pilot stages of creation. One season of episodes have been produced. This proposal will help fund continued episodes and oral history recordings. Latino Living is a production of HSJA and requested funding has been calculated for equipment, travel, and personnel needs in budget justification. The digital content creation schedule for Latino Living runs on a monthly clock as follows:

Month starts on the 1st day and ends on the final (normally the 30th or 31st)
New episodes are produced October-December & February-May for a total of six episodes annually. Oral histories are collected between episodes and are done upon request.
Week 1
Conceptualize, brainstorm begin to define podcast "big ideas"
Week 2
Finalize ideas, contact guests, write scripts/questions
Week 3
Shoot podcast and begin editing
Week 4
Postproduction and export

Date	**Activity**

October 1, 2024 &2025	Begin pre-production on Season 3 Episode 1
December 1, 2024 &2025	Conclude production for fall episodes of Latino Living. Episode total = three. Episodes produced, October, November, December
February , 2024 &2025	Begin pre-production on Season 3 Episode 4
May 1, 2024 & 2025	Conclude production for fall episodes of Latino Living. Episode total = three. Episodes produced, February, March, April (May, 1, 2024 & 2025 is date Season 3 Episode 6 will be due)

Estimate the expected life of hardware and software. Explain any anticipated equipment/software upgrades during the next five (5) years.

The proposed technology purchased under this grant will have a usable lifespan exceeding the five years mentioned in this section. All technology will remain industry standard beyond the five year timespan listed in this section. Dr. Taylor of NMJCA will maintain all updates (with help of NSU IT) to software and other technology.

Explain in detail a plan and policy that will be in place to ensure property security/controls for any equipment received through the Student Technology Fee. If you are requesting equipment that will either be checked out to students or moved within the department, you must provide a checkout/loan policy.

All equipment will be stored in Kyser 225H. This is an office occupied by Dr. Taylor. Access is limited to Taylor and administrators with the key.

When used for multiple days in the NMJCA Podcast Studio, access is limited to students identified as qualified to utilize room's technology. Access is obtained through key fob lock. Taylor and NMJCA administrative assistant, Amber Miley are the only two staff/faculty issued the Podcast Studio fob. So, students access the room only when Taylor/Miley unlock the room for them. The room locks automatically, when students leave the room, the equipment is secure.

Technology will not be checked out to students without Taylor being on location to supervise set up. Only students who have been trained will be allowed to handle technology.

Dr. Taylor has been NMJCA's field equipment inventory supervisor since 2019. During that time no equipment has gone missing. And, other than normal wear and tear, all gear is still in working order.

Does the department that is requesting equipment receive lab fees? If so, please provide a justification for requesting funds from the Student Technology Fee over using lab fees from your department.

NMJCA does receive lab fees. However:

1: Those fees are utilized to maintain computers already in place, purchase printer paper/ink and other items not associated with technology proposed in this grant

2: NSU-TV/HSJA receive no funding from lab fees or any other source.

Attach a detailed budget.

Please see attached.

Attach two (2) letters of support for the project from the following individuals: the requesting department's Dean, the appropriate Vice President or student request, the SGA President from the requesting campus

Please see attached.