

COB - BOSAIR FORM

06/30/2026 11:39 AM (MST)



BOARD OF SUPERVISORS AGENDA ITEM REPORT (BOSAIR)

All fields are required. Enter N/A if not applicable. For number fields, enter 0 if not applicable.

Record Number:

Amplifund Grant Record Number: 109684GT

Award Type: Grant

BOSAIR Activity: Board Meeting Request

Requested Board Meeting Date: 07/28/2026

Supplier / Customer / Grantor / Subrecipient: Urban Libraries Council

Project Title / Description: Libraries and Local News National Micro-Grant Pilot

Purpose: The Pima County Public Library has been selected to participate in the national "Libraries and Local News" cohort through the Urban Libraries Council (ULC). As the Library team moves through the learning process and our project budget is approved, the library will receive a \$7,500 grant. The purpose of this project is to address critical gaps in the local information ecosystem, including limited access to reliable local data, underrepresentation of specific communities in regional narratives, and sparse opportunities for balanced civic dialogue. Staff will utilize the cohort framework to explore, design, and implement localized news literacy and critical thinking programs for both adult and teen audiences in Pima County.

Procurement Method: Grant: Not applicable

Procurement Method Additional Info: N/A.

Program Goals/Predicted Outcomes: This project has two main goals focused on enhancing local information literacy. First, the library plans to facilitate neutral community conversations between diverse stakeholder groups and local regional journalists regarding subjects critical to Tucson, such as the control and use of water. These public forums aim to provide a two-part benefit: enabling participants to objectively examine complex local topics from varying perspectives and empowering them to become more discerning media consumers who understand how threats to free local journalism can challenge democratic structures. Second, the library will collaborate with local schools and educators to develop structured, age-appropriate dialogues for youth. These workshops will target specific critical thinking skills, including the objective evaluation of digital media, identification of high-quality sources, and recognition of online misinformation.

Public Benefit and Impact: This project directly benefits Pima County residents by equipping youth and adults with free tools to safely navigate online media. By providing neutral community

spaces to examine vital local issues, the library assists neighbors in connecting through fact-based discussions rather than relying on rumors. Collaborating directly with regional media organizations exposes participants and students to the structural mechanics of journalism, cultivating a more informed, empathetic public square and encouraging residents to become more engaged and demanding media consumers.

Strategic Plan Pillar	Quality of Life
Support of Prosperity Initiative:	2. Improve Quality of Life and Opportunity in High Poverty Areas
Provide information that explains how this activity supports the selected Prosperity Initiatives	The initiative supports community prosperity by improving digital literacy, critical logic skills, and civic engagement among youth and adults. Equipping residents—particularly teens—with strong information evaluation tools serves as a foundational skill for both lifelong learning and workforce readiness in a technology-driven economy.
Metrics Available to Measure Performance:	The library will measure the success of this project by tracking how many adults attend the library news forums and how many teens complete the school workshops. The Library will use short surveys after these events to see if people feel more confident spotting fake news and finding facts. Finally, the Library will track our progress by successfully turning in our local news study and our two project journals to the Urban Libraries Council on time.
Retroactive:	YES
Retroactive Description:	Yes. The national cohort planning phase begins June 16, 2026, but the formal project budget and funds will not be approved or distributed by the grantor until October 30, 2026. A Letter of Commitment has been signed by the Library Director to secure the project teams placement in the cohort. If Library participation is not approved, the library staff will miss out on project cohort learning and external funding used to provide free news literacy tools and digital safety programs for local youth and adults.

Grant / Amendment Information (for grants acceptance and awards)

Record Number:	
Euna Grant Record Number:	109684GT
Type:	Award
Department Code:	LIB
Euna Grant Record Number:	109684GT
Amendment Number:	N/A
Commencement Date:	06/16/2026
Termination Date:	05/28/2027
Advantage Initial GTAW# (If Applicable):	N/A

Total Revenue Amount:

\$7,500.00

Total Match Amount

\$0.00

Advantage Grant ID # (If Applicable): N/A

All Funding Source(s) required: Urban Libraries Council (ULC) National Micro-Grants Pilot Program

Does PCAO need to review the grant award (or grant amendment)?	NO
Does PCAO need to sign the grant award (or grant amendment)?	NO
Match funding from General Fund?	NO
Match funding from other sources?	NO
Are Federal Funds Involved?	NO

Department: Library

Name: Beth Matthias-Loghry

Telephone: 5205945613

GMI Director:  Date: 7/1/2026 | 4:01 PM MST

Department Director Signature: Tess Mayer Date: 6/30/2026 | 12:35 PM MST

Deputy County Administrator Signature:  Date: 7/1/2026 | 4:23 PM MST

County Administrator Signature:  Date: 7/1/2026 | 4:57 PM MST



2026-2027 Libraries and Local News initiative Letter of Agreement

This letter of agreement (LOA) contains the information and requirements to participate in ULC's Libraries and Local News initiative.

The agreement begins on June 1, 2026, and will continue through the end of the project anticipated to be prior to September 30, 2027.

ULC seeks to support U.S.-based public libraries participating in the Libraries and Local News Initiative as they work to implement a project designed to increase community engagement with and trust in local news in their community.

Support for participating libraries will include:

- \$7,500 of program support funds (to be allocated when library submits their project budget in October 2026.)
- Skill-building for staff focused on topics including local news partner engagement and co-creation, program/service design, facilitation, and stakeholder alignment
- Access to a national network of libraries implementing a national news framework.
- Access to expert guidance and support from ULC Staff and local and national news experts.

Library agrees to:

- Send at least one project lead to monthly virtual cohort calls, including one longer kickoff training session tentatively scheduled for June 16. After the kickoff, cohort calls will take place monthly through August 2027.
- Plan and implement one program, service, or initiative to address local information needs in your community between Nov. 2026 and May 2027.
- Partner with a local news or civic media-affiliated institution or individual.
- Participate in ULC-led grant reporting and evaluation activities.

Requesting Program Support Funds

Please use the forms provided to submit requested program plans and budgets. Program plans and budgets should be completed in your provided Evidence Pack by the designated due date. Any questions about completing these plans should be directed to Program Manager Kelsey Hughes at khughes@urbanlibraries.org.

Payment

Please fill out a W9 and submit to Christine Merzazada, ULC Finance Manager, at accountspayable@urbanlibraries.org to arrange for payment details. ULC is happy to provide

payment to either the library or a foundation/friends group as requested. Payment will be made by check. Payment will be made after your final program budget is approved by November 2, 2026.

Library must seek approval from ULC before shifting program expenditures more than 20% from submitted budget template.

Library must spend all program support funds by May 31, 2027.

Unallowable expenses

- Library is not permitted to use the funds for any political lobbying or contributions.
- Otherwise, the library is encouraged to follow internal guidelines for permitted program expenditures.

Library Name: ____Pima County Public Library__

Program Lead

Name: ____Margaret Goodbody_____

Sign: _________

Date: ____5/27/2026_____

Library CEO/Director or Designee

Name: ____Tess Mayer_____

Sign: _____

Date: ____6/2/26_____

From: [Christine Russell](#)
To: [Beth Matthias-Loghry](#)
Subject: Fw: Congratulations!
Date: Tuesday, May 26, 2026 11:55:52 AM

Dear Marnie and Tess,

Congratulations! It is my pleasure to inform you that your library system has been selected to join the **ULC Libraries and Local News Initiative**. We are thrilled to partner with you as we advance our collective work to strengthen local information ecosystems.

While a more detailed information package is forthcoming, we would like to share two immediate updates regarding the program:

- **Timeline:** The cohort is scheduled to begin in June 2026, with our kick-off meeting scheduled for **June 16, 2026** from 12pm-4pm ET. There is a little bit of pre-research we'll be asking you to do before that kick-off meeting, we'll share information about that in the follow-up informational package.
- **A sample press release template** is forthcoming. ULC will issue a press release once all library systems have confirmed. We kindly ask that you delay your system announcement until after that time.

Thank you for your interest in this initiative and for the work you do. We look forward to embarking on this journey with you.

Should you have any immediate questions, please feel free to reach out to Program Manager Kelsey Hughes (khughes@urbanlibraries.org) or Senior Director of Civic Engagement and Economic Opportunity Shamichael Hallman (shallman@urbanlibraries.org). Kelsey will follow up early next week with additional information and next steps.

Best regards,

Michelle Hamiel

Chief of Programs

Urban Libraries Council

Michelle Hamiel (she/her/hers) | Chief of Programs | Urban Libraries Council

1333 H Street, NW Suite 1000 West | Washington, DC 20005

mhamiel@urbanlibraries.org | urbanlibraries.org

[ULC Academy: Get Started Today](#)



From: Kelsey Hughes <khughes@urbanlibraries.org>
Sent: Tuesday, May 26, 2026 12:08 PM
To: Marnie Goodbody <Marnie.Goodbody@pima.gov>; Theresa Mayer <Tess.Mayer@pima.gov>
Cc: Shamichael Hallman <shallman@urbanlibraries.org>
Subject: Libraries and Local News Project Details

You don't often get email from khughes@urbanlibraries.org. [Learn why this is important](#)

CAUTION: This message and sender come from outside Pima County. If you did not expect this message, proceed with caution. Verify the sender's identity before performing any action, such as clicking on a link or opening an attachment.

Dear Pima County Library Team,

I would like to echo Michelle's congratulations. We are greatly looking forward to having you as part of our Libraries and Local News cohort. This email serves to outline some next steps. Please review it carefully and do not hesitate to let me know if you have any questions.

- **Onboarding meeting:** We would like to meet with your team (including library CEO/director and key project **library** staff) for a brief 30-minute onboarding session on either June 4 or June 5. **Please select a time here** that works for all relevant members of your team. I will follow up shortly after with a calendar invite. If we need to look at other dates, please let me know.
- **Kick off Meeting:** is scheduled for 12pm-4pm ET on June 16. Here is the [Zoom link](#). I will send a calendar invite to all project leads directly following this email, please forward to the members of your project team (only library staff) who will be joining.
- **Cohort Meeting Scheduling Poll:** Our monthly virtual cohort meetings will begin in July. Any team members who expect to join those should please **complete this brief scheduling poll ASAP** (recommended 1-2 members of your project team – again this should be only library staff right now, not news partners).
- **Information Pack and Pework:** I am linking [here your library's Evidence Pack](#) which includes a more detailed breakdown of the project work and will be the primary tool you'll use to document your learning and research this summer. There are two activities you should do **prior to our June 16 session:** the **Internal Inventory** and **Information Ecosystem** worksheets. Please fill out directly online, not a downloaded copy, so Shamichael and I can check in on your progress.
- **Announcement:** A press release template is forthcoming very soon, please continue to hold your announcements until then!
- **Letter of Agreement:** Please see the attached Letter of Agreement for your review. Please let me know any questions, and look out for a copy for signature via docusign later this week.
- **Payment:** Please fill out a W9 and submit to Christine Merzazada, ULC Finance Manager, at accountspayable@urbanlibraries.org to arrange for payment details. ULC is happy to provide

payment to either the library or a foundation/friends group as requested. Payment will be made by check according to the schedule outlined in the LOA.

We know this is a lot of information and a quick turnaround – please don't hesitate to reach out to us with any questions, and congratulations again!

Sincerely,
Kelsey

Kelsey Hughes (*she/her*) | Program Manager | Urban Libraries Council
1333 H Street, NW Suite 1000 West | Washington, DC 20005
khughes@urbanlibraries.org | urbanlibraries.org



Libraries and Local News

Evidence Pack



Library Name:	
Staff Participants:	

Documenting What You Learn, Not Just What You Do

As part of this work, you will be asked to document key steps in the development and implementation of your project. This Evidence Pack provides a simple structure for capturing your thinking, partnerships, experiments, and lessons learned along the way.

The goal of this documentation is not to create a formal report. Instead, it is designed to help you record the insights and practical decisions that shape your project. These materials will help ULC identify promising approaches, understand common challenges, and develop a playbook that can support other libraries interested in similar work.

The Evidence Pack also serves as a useful internal record for your own team. It can help clarify goals, align partners, track experimentation, and reflect on what worked and what could be improved.

Over the course of the pilot, you will complete a set of short templates that correspond to different stages of the project, from early landscape mapping to final reflections. Most sections are completed once, while a few are updated as your project evolves.

NOTE: This evidence pack will be updated as the program goes on. Just as we are encouraging you to learn as you go, we recognize we may learn as we go, and may need to add or update materials along the way. We'll keep you posted if that happens!

Tools included in the Evidence Pack

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Cohort Participant Contacts	2

Libraries and Local News

Evidence Pack



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Dates, Deadlines and Deliverables Checklist

Due	What	Done?
June 16, 2026	Session 1 Pre-Work – Internal Inventory & Information Ecosystem	
Ongoing (dates TBD)	Attend monthly cohort calls	
Aug. 28, 2026	Final Opportunity Statement, Asset Map, Preliminary Planning Document, and Partnership Matrix	
Oct. 2, 2026	Final Project Plan, Budget, Evaluation Strategy	
Oct. 23, 2026	ULC reviews and approves above submissions	
Oct. 30, 2026	Funds distributed to library	
Nov. 1 2026	Project roll-out begins	
Feb. 28, 2027	Project journal #1 due	
May 28, 2027	Project journal #2 due & Partner survey due	
May 28, 2027	Deadline to spend all grant funds	

Staff Contacts

- Kelsey Hughes, Program Manager – khughes@urbanlibraries.org
- Shamichael Hallman, Senior Director of Civic Health and Economic Opportunity – shallman@urbanlibraries.org

Cohort Participant Contacts

Library	Project Lead	Email
Alameda County Library	Erik Berman	eberman@aclibrary.org
Allen County Library	Esteban Coria	ecoria@acpl.info
Anne Arundel County Library System	Christine Feldmann	cfeldmann@aacpl.net
Clayton County Library System	Kimberly Smothers Clayton	kimberly.clayton@claytoncountyga.gov
Kalamazoo Public Library	Elissa Zimmer	elissaz@kpl.gov
Pima County Public Library	Marnie Goodbody	marnie.goodbody@pima.gov
Sacramento Public Library	Todd Deck	tdeck@saclibrary.org
Saint Paul Public Library	TBD	TBD

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Internal Library Inventory

Complete before our session on June 16

What Do We Already Have? Before building something new, it helps to take a moment to identify existing resources within your library that could support this work. Many strong projects come from better using what already exists.

Check off each item that your library provides and add any others that we didn't include in this list that are unique to your location. You may also want to take notes about additional details, realizations, questions, or opportunities that come to you as you conduct this process – there is space to do that in each category.

Information Access Provided by the Library ☐ Newspapers (print or digital) ☐ Digital news platforms ☐ Magazines or periodicals ☐ Local editorial or opinion content ☐ Internally produced news or PR source with a reporting element (magazine, newsletter, etc.) ☐ Other information sources identified: Notes:	Research Tools and Databases ☐ Demographic tools (e.g., population, economic data) ☐ Business or market research databases ☐ Local history archives ☐ Government or civic data resources ☐ Other tools identified: Notes:
Programs and Services ☐ Community conversations or dialogue programs ☐ Civic engagement initiatives ☐ Media literacy programs ☐ Digital literacy efforts ☐ Workforce development programs ☐ Small business or entrepreneurship support ☐ Other relevant programs: Notes:	Staff Strengths and Expertise ☐ Facilitation skills ☐ Community engagement experience ☐ Research and reference support ☐ Local knowledge and relationships ☐ Journalism background or knowledge ☐ Other: Notes:
Spaces and Equipment ☐ A/V equipment or software (podcasting, video, photo, design software/tools, etc) ☐ Public meeting space ☐ Computer Lab or Laptop Lab ☐ Specialty printing beyond standard (large format, poster, legal, photo, etc.)	Miscellaneous/Other ☐ ☐ ☐ ☐ ☐ Notes:

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☐ Memory Lab/Archiving Equipment (scanners, media converters, etc.)

☐ Other:

Notes:

Is there information in your library's mission, vision, or strategic plan that aligns with this work or could inform your work?

Are any resources you identified not widely known and/or underutilized?

Are there any opportunities to build upon something that exists (resources, staff strengths/expertise/programs)?

Further questions for optional reflection:

- How can we identify or better surface what high-quality local information is already available?
- Would a patron know that this information exists?
- If not, what might we need to or be able to do to surface this more clearly?

Remember: You do not need to start from scratch! Strong projects often come from connecting existing assets to community needs.

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Local News Ecosystem Scan

Complete before our session on June 16

Who are the local news producers in your community?

Organization	Audience Served	Role in Information Flow	Community Trust (Low/Med/High)

Who are the information intermediaries in your community (organizations, formal or informal, that amplify or distribute information)?

Organization	Audience Served	Role in Information Flow	Community Trust (Low/Med/High)

What gaps do you observe in coverage? (Where is coverage thin, who is underrepresented, which neighborhoods lack reliable information flow, etc?)

Potential Partnership Targets (this is just a brainstorm right now!)

1. Name
2. Name
3. Name

You can stop here – bring this to our live session on June 16!

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How Might We...? Activity

We'll do this during our live session on June 16

From Insight to Possibility

Turn what you've learned about your community, your library, and the local journalism landscape into **multiple possible directions** for partnership and action.

1. Choose Your Focus

Which theme(s) are you most drawn to?

- ☐ Access & Trust in Information
- ☐ Community Voice & Narrative
- ☐ Democratic Participation

Audience: Who are you trying to reach?

(e.g., teens, seniors, new residents, disengaged residents, small business owners)

2. Draft Your “How Might We” Questions

We'll start to brainstorm on this project by using the following structure:

*How might we **[action]** with a **local media partner**
for **[a specific group]**,
in order to **[desired outcome]**,
while creating value for **both the community and the partner**,
and working within **[a real constraint]**?*

Examples (for reference):

How might we partner with a local newsroom to make trustworthy local information more accessible to first-time voters, in order to increase confidence in local news and civic participation, while creating value for both the community and the newsroom, and working within limited staff capacity?

How might we work with an independent journalist to co-create and share stories from underrepresented residents, in order to strengthen community voice and representation in local narratives, while creating value for both the community and the newsroom, and building on existing library programs?

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Try it Out: Your HMW Questions (do at least 3, but you can add more!)

HMW #1

How might we []
 with a local media partner
 for []
 in order to []
 while creating value for both and working within []

HMW #2

How might we []
 with a local media partner
 for []
 in order to []
 while creating value for both and working within []

HMW #3

How might we []
 with a local media partner
 for []
 in order to []
 while creating value for both and working within [] _

3. Partner Value Check

For each question, quickly reflect:

Why would a newsroom or journalist want to engage in this?
What do they gain? (audience, story ideas, trust, visibility, etc.)

HMW #1	
HMW #2	
HMW #3	

4. Select Your Strongest Questions

Circle your top 2.

Why these feel promising:

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5. Generate Ideas

For each of the two strongest HMWs you picked, start to brainstorm how you might actually achieve the outcome you identified – in other words, identify your *approach*.

For example: for the sample HMW designed to reach first-time voters with trustworthy information, some approaches could be:

- Developing a program series around key ballot initiatives informing voters about the issues with balanced, factual information and co-led by library staff and journalists.
- Working with community members to write op-eds or short essays or even create comics explaining why they vote which could run in the local newspaper and also be collected into a short publication published by the library.
- Creating an election “fact check” text line where community members could send questions or dubious information they’ve encountered that library staff and journalists could monitor, research, and respond to either individually or through articles.

HMW #[]

Identify at least 3 possible approaches (more are welcome) and identify the role of the media partner in each (co-designer, content creator, facilitator, amplifier, other)

Approach 1	
Approach 2	
Approach 3	

HMW #[]

Identify at least 3 possible approaches (more are welcome) and identify the role of the media partner in each (co-designer, content creator, facilitator, amplifier, other)

Approach 1	
Approach 2	
Approach 3	

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6. Quick Reality Check (Choose 1 Idea)

What existing assets could support this?

Who might be a natural media partner?

Remember:

You are not choosing one final idea today.
You are identifying **promising directions** to explore.

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Asset Mapping Activity

We'll start this during our live session on June 16. Please complete it by August 28.

An **asset** is any strength or resource of value already in existence in your community. In the chart below, identify assets in your community that are connected to **local news** and/or the **specific issue** you plan to tackle in your project.

After you've done an initial brainstorm with your project team and filled this out, you'll be asked to interview **at least two** others – 1 either with another **staff member or a community member**, and 1 with a **potential partner**. Add what they share with you to this chart as well.

Individuals with specific skills or knowledge	Institutions or Businesses	Spaces
Civic Groups	Stories, traditions, customs, holidays/key dates, or values	Other

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Crafting an Opportunity Statement

We'll complete this live during our July cohort meeting

People: Who specifically are we focusing on?

Problem: What is the core information barrier?

Place: Where does this problem show up?

Proof: What evidence supports this focus?

Putting it together:

We will focus on [] because [] so that []

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Setting Measurable Goals

We'll complete this together during our live meeting in July

When developing any type of program or plan, it's helpful to set goals for yourself using a [SMART goal](#) framework. In this framework, your goal will have five key components:

1. **Specific:** What exactly will be accomplished at the end and how will you get there?
2. **Measurable:** How will you know that this has been accomplished? What is the tool you will use to understand that the goal has or has not been met?
3. **Achievable:** Is it reasonably possible for you to accomplish this goal? It can be a stretch, but shouldn't be impossible.
4. **Relevant:** The thing you are measuring should be connected to the larger overall aim of the project, and should help you understand something about that purpose of the project.
5. **Time-bound:** What is the defined time period in which you will measure this change or after which you will check to see if the goal has been met?

Here are some examples. For each one, we've highlighted which SMART aspect is addressed by color using this color coding: **S M R T**. (*Achievable usually pertains to the overall quality of the goal, not a particular part, so isn't highlighted*).

By May 31, the library will publish a magazine that contains 10 opinion pieces from local residents related to the topic of voting in local elections.

By the end of each program, participants will express, through a wrap-up conversation, a deeper understanding of the complicated choices journalists must make and how that leads to a story.

After 3 events, 100 residents in the Riverside community will have spoken with library staff or a journalist about the issues that most affect them at one of our pop-up events.

Now it's your turn to try it. Make at least 3. It's ok if they're not exactly what you end up using.

Goal #1	
Goal #2	
Goal #3	

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Partnership Matrix

We'll do this together during our live session in August

Target Partner Organization:	
-------------------------------------	--

	What does this partner offer that you want or need?	What can you offer this partner that they want or need?	What will be the overall benefit for the target audience?
Expertise (knowledge and skills)			
Assets (money, time, platforms, space, tools, etc.)			
Reach and Audience (connections, engagement)			
Credibility and Trust (perception or credibility)			
Opportunities (what's already existing that we could build on)			

Once you decide on a partner and begin conversations, discuss and decide the following:

Roles and Responsibilities – Who Decides? (indicate library, newsroom, shared, or N/A)

Convening	Reporting	Outreach	Facilitation	Data Collection
Editorial Framing	Event structure	Spending	Messaging	Other (describe)

How often will we communicate and through which channels?

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Initial Project Brainstorm

Complete by August 28

Revisiting Your Opportunity Statement

Review your opportunity statement from above, looking at the people, problem, places and proof you identified as well as the statement you crafted. Does that still ring true with your project as it currently stands? If so, paste it below. If not, take some time to reflect and then create an updated Opportunity Statement below.

We will focus on [] because [] so that []

Initial Project Brainstorm

Working Project Title	
News Partner (name, org)	
Primary Theme (Access and Trust, Voice & Narrative, or Participation)	
Project Description: • What are you doing? • Who is it for? • What will happen?	
Hypothesis (written as "If we [] then [] because [].")	
Success Signals (3-5 measurable indicators that show you have succeeded in your work)	1. 2. 3. 4. 5.
Budget (high level – initial thoughts about how you might spend your funds)	
Barriers (What barriers do you anticipate and how will you address them?)	
Information Still needed (What questions do you have or information do you still need to finalize this project? What support do you need from ULC?)	

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Final Project Proposal

To be completed by October 2

Key Project Details

Project Title	
Project Location	
News Partner (name, org)	
Primary Theme (Access and Trust, Voice & Narrative, or Participation)	
Project Components (program, outreach, new or expanded collection, new or expanded service, other – describe)	
Target Launch Date	
Target Complete Date	
Project Hypothesis	
Intended Audience	
Project Description (3-5 sentences)	
Measurable Goals of Program	

Budget

This has been partially pre-filled to help you out, but you do not need to use all of the categories provided and may add others as appropriate. Remember that your request should total **between \$7,500 and \$10,000**.

Category	Purpose (briefly, how will this item be used and how was the number calculated)	Amount
Staff Time		
Partner Stipend		
Space/Room Rental		
Materials		
Marketing		
Technology/Equipment		
Accessibility Supports		

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Total Amount Requested: \$ []

Barriers and Resolutions

What challenges do you anticipate facing during this project and how do you plan to address them as they arise or prevent them?

--

Project Evolution

Briefly describe what specific information led you to this project plan. This may include information gathered during an interview or conversation with partners, during your local news ecosystem scan, or other independent research you may have conducted to understand your community.

--

Evaluation Plan

In the table below, insert each of your project's goals into the table below. Beneath each goal, briefly describe how you will measure whether that goal was met (your evaluation method). One method might address multiple goals – that's ok – but be sure to note how that method will track that particular goal.

Program Goal	[Goal 1]	[Goal 2]	[Goal 3]
Evaluation Method			

Outreach and Marketing Plan

How will you ensure the right people learn about the project?

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Implementation: Project Journal

The project journal is a tool for documenting your **process** – how is your project going, what are you learning along the way, and what are your successes and opportunities? Your reflections in this tool will be used in ULC’s final playbook as case studies, quotes, samples, and insights from what you learned throughout the project.

You are asked to submit at least **two** project journals over the course of the grant, though you can submit more – ideally, you would submit one after every milestone in your project.

At minimum, please submit:

- One journal by **February 28**
- One journal by **May 28**

You can find the project journal here: [Project Journal - Qualtrics](#)