

VENICE NEIGHBORHOOD COUNCIL  
COMMUNITY IMPROVEMENT PROJECT APPLICATION PACKET 2010

**APPLICATION SUMMARY SHEET**

RECEIVED PAGE 1  
MAR 9 2010

PROJECT NAME An Introduction to Journalism – *The Venice Wave*

BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS)

826LA provides journalism workshops that inspire students to report on and explore the Who, What, When, Where, and Why of Venice. *The Venice Wave* is the culmination of these workshops and funds are being sought to help cover the costs of printing three issues on newsprint and related workshop costs.

PROJECT SITE NAME AND FULL ADDRESS

826LA, The SPARC Building, 685 Venice Boulevard, Venice CA 90291

PROJECT COMPLETION DATE

June 30, 2011

# OF VENICE STAKEHOLDERS

TO BENEFIT BY THIS PROJECT – 1,050

ORGANIZATION OR STAKEHOLDER NAME

826LA

QUALIFYING ADDRESS

The SPARC Building, 685 Venice Boulevard, Venice CA 90291

DAY PHONE (310) 305-8418

EVENING PHONE (310) 991-4967

CELL PHONE (310) 991-4967

E-MAIL ADDRESS danny@826la.org

FAX (310) 305-3616

PROJECT MANAGER Danny Hom

TITLE Venice Programs Coordinator

MAILING ADDRESS

826LA, The SPARC Building, 685 Venice Boulevard, Venice CA 90291

DAY PHONE (310) 305-8418

EVENING PHONE (310) 991-4967

CELL PHONE (310) 991-4967

E-MAIL ADDRESS danny@826la.org

FAX (310) 305-3616

BY SIGNING BELOW, I agree to the terms of the 2010-11 Community Improvement Project funding guidelines. I also acknowledge that the information submitted in this application is accurate to the best of my knowledge. Submitting an application with misleading information may be cause for disqualification.

AMOUNT REQUESTED ~~\$2,000~~  
\$1470

REVIEW (For Office Use Only)

STAKEHOLDER SIGNATURE

March 1, 2010

DATE

PROJECT MANAGER SIGNATURE

March 1, 2010

DATE

PROJECT # (For Office Use Only)

1

**PROJECT DESCRIPTION SHEET**

PROJECT DESCRIPTION (Include how many stakeholders will be working on this project.) (Maximum 500 words)

At least five times a year, 826LA organizes five-week workshops that aim to introduce students to the basics of journalistic craft and engage them in writing as practiced in that profession. The workshops are taught by journalists and culminate in the publication of *The Venice Wave*, a newspaper that documents a community concerned with the sharing of ideas: life and society, literature and culture, law, civil responsibility, and local news. This year, the focus of the workshops will be residents and/or stakeholders in Venice who are connected to one of the categories listed above. 826LA has relationships with a number of Venice locals and we will contact them to participate in the workshops. Such individuals include Judith Baca, world famous muralist and founder of SPARC, Jodie Evans, cofounder of Code Pink, and Melissa Mathison, a local Venice resident and screenwriter for E.T. and The Black Stallion.

Throughout the project, students will benefit from one-on-one tutoring with 826LA's staff and volunteers. During early meetings, students will develop a skill set in researching, interviewing, reporting, fact-checking, writing multiple drafts, editing, and reviewing. They will work with volunteers to fine-tune a distinct journalistic voice, learn how to observe and report without bias, and to produce and submit stories for the publication deadline. The effect of these weekly workshops on both the individual skill level of the students, and the quality of the paper overall, will be cumulative, with each session building on the techniques practiced during prior workshop meetings. Over time, stories will become more polished, and students will write with enhanced clarity and a greater sense of personal style. As the workshop progresses, students will learn to work collaboratively as they form a newspaper "staff" and learn to organize themselves and work towards publication goals. Approximately 50 Venice stakeholders will be working on this project and 1,000 copies of the newsprint versions of *The Venice Wave* will be distributed to Venice residents, businesses and other Venice stakeholders.

At the conclusion of each workshop, *The Venice Wave* will be published in print form and digitally as *The Venice Wave* blog. *The Venice Wave* blog will be an online project with a teaching and feedback-gathering role. The online version will contain the stories that go to print alongside occasional video footage, podcasts, digital photography, and other new media that serves an instructional purpose for students with a long-term interest in journalism. 826LA is seeking support for the five journalism workshops that will be held from July 2010 through June 2011. Unlike previous publications of *The Venice Wave*, this year we would like to publish three issues on newsprint. The majority of the funds we are seeking are to cover the cost of printing *The Venice Wave* on newsprint. Each publication of *The Venice Wave* will be celebrated with a release party that will be held at Venice venues.

IS THIS PROJECT PART OF A LARGER PROJECT?  YES  NO

COMMUNITY BENEFIT (Description of benefit to the entire community and justification for these benefits)

Approximately 1,000 copies of *The Venice Wave* will be printed on newsprint at the conclusion of three of the workshops and digital versions of all issues will be uploaded to 826LA's website, [www.826la.org](http://www.826la.org), which is accessed by approximately 70,000 people each month. The newsprint versions will be distributed to local families, schools, businesses, and community centers, plus friendly media outlets that will join with 826LA as partners to distribute student work packaged within their own periodicals.

The student population at our Venice site is predominantly Latino and few speak English at home. Most of our students attend low performing schools in the Los Angeles Unified School District (LAUSD). The LAUSD currently has the highest student-to-teacher ratio in the nation and has suffered some of the most dramatic budget cuts. As a result, teachers are burdened with overcrowded classrooms and are forced to focus their efforts on raising test scores. 826LA strives to help alleviate some of the burdens that Los Angeles teachers have to bear by offering one-on-one assistance both inside and outside of the classroom. The journalism workshop will provide invaluable assistance to students who come from families that do not generally have the financial resources for private writing tutoring.

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**BUDGET SHEET**

Applicants previously receiving Community Improvement Funds must complete Parts A & B (see instructions)  
Applicants previously unfunded should only complete Part A – No match is required

PART A - VENDOR AND MATERIALS/SERVICES INFORMATION	TOTAL COST	NOTES
American Foothill/AFB Publishing – 3 issues of <i>The Venice Wave</i> on ElectroBrite, 1,000 print run, eight pages, full color on four pages	\$1,470	Vendor has a B.R.T.C.
<del>Refreshments for publication release parties (Smart &amp; Final, Costco)</del>	<del>\$1,000</del>	
<del>Pens, Pencils and Notebooks (Staples)</del>	<del>\$250</del>	
<del>Paper (Staples)</del>	<del>\$200</del>	For non-newsprint issues
<del>Ink – Staples</del>	<del>\$300</del>	For non-newsprint issues
Rent (percentage of total, based on specific project hours)	<del>\$1,700</del>	
PART B- APPLICANT MATCH – NAME OF SOURCE	\$ AMOUNT OF MATCH	NOTES

PROJECT TOTAL (PARTS A & B)      **\$4,920** (826LA is seeking \$2,000 – primarily to cover printing costs and supplies)

Attention: Lee  
TABLOID FORMAT Printing Quote

SPECIFICATIONS:

PAGES: 4 or 8 Page Tab  
QUANTITY: 1000 Copies (our minimum run)  
SIZE: 11 3/8" Wide x 17" Deep (Maximum Image 10 1/4" Wide x 16" Deep)  
COLOR: All Black  
COPY: FTP/PDF File, Output Included  
PROOFS: Computer Proof  
PACKAGING: Can deliver flat fold or can be press folded in half, Tied Bundles  
DELIVERY: FOB Our Plant

PRINTING PRICES:

4 Tab on Newsprint \$256.00  
8 Tab on Newsprint \$309.00  
4 Tab on Electrobrite \$272.00  
8 Tab on Electrobrite \$320.00

ADDITIONAL CHARGES:

One Additional Color \$60.00 per flat\*  
Process Color \$125.00 per flat\*

\*On the 4 page tab: Pages 1 & 4 are on one flat, pages 2 & 3 are on one flat

\*On the 8 page tab: Pages 1,4,5,8 are on one flat, pages 2,3,6,7 are on one flat

Delivery to Venice \$60.00

Tax 9.75%

TERMS:

To be paid in full prior to printing, sorry we cannot accept credit cards.

Sincerely  
Roger Wirsing  
American/Foothill Publishing Co., Inc.

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## PROJECT PLANNING SHEET

PAGE 4

**WORK PLAN** (Include a TIME-LINE for the project with beginning date and completion date of each phase)

*The Venice Wave's* structure will be a collaboration between adult teams who will organize ahead of successive project deadlines:

- **Designers:** Supervising layout, representing the students' work with the highest possible standard of professionalism, and making the final publication accessible to the audience. Our designers come from both web and print backgrounds.
- **Writing tutors:** Engaging students in writing, in publication assignments that require content identification, research, drafting, and revision.
- **Workshop leaders:** Finding resources for the project to enhance its presentation, recruiting special guest volunteers to offer students interviews with local experts or instruction in specialized reporting.

The journalism workshops will be on four-week writing cycles, followed by a week of design-intensive focus; after that, students will take an evaluative look at the news reporting they've done and decide what changes could make a more compelling future publication. The print publication layout is an original template, but content-wise overlaps slightly with the blog.

The first issue of *The Venice Wave* will be published in August 2010 and approximately every six to eight weeks thereafter throughout the year.

**MAINTENANCE PLAN** (If applicable)

N/A



**ORGANIZATION SHEET (If applicable)**

(Only complete this form if the applicant is an organization. If so, do not complete Page 7)

<b>ORGANIZATION NAME</b>	685 Venice Boulevard, Venice, CA 90291
<b>ORGANIZATION ADDRESS</b>	826LA
<b>ORGANIZATION DESCRIPTION AND PURPOSE (Include the experience that your organization has in the execution of similar projects)</b>	
<p>826LA is a nonprofit organization with locations in Venice and Echo Park. Our Venice site is located in the historic SPARC building, a decommissioned police station that houses arts and writing organizations. 826LA is dedicated to supporting students ages 6 to 18 with their creative and expository writing skills and to helping teachers inspire their students to write. Our services are structured around the understanding that great leaps in learning can happen with one-on-one attention and that strong writing skills are fundamental to students' future success. With this approach and objective in mind, we provide in-school tutoring, assistance with student publications, after-school tutoring, after-school workshops, and help for English language learners. 826LA has a long history of successfully executing projects similar to the one proposed in this Application. Our instruction is based on the proven pedagogy of project-based learning, rooted in the conviction that teaching is most effective (and most fun) when it is centered around the execution of a project, whether that be a newspaper full of student stories and interviews, a chapbook full of poems and stories, or a CD full of just-written songs.</p>	

<b>TOTAL MEMBERS</b>	<b>The proposal must include the names and SIGNATURES of 5 members of the organization (preferably Board members)</b>	<b>YEAR ESTABLISHED</b>
14		2005

BY SIGNING BELOW, I declare in good faith that I am a member of the organization named above. I realize the Venice Neighborhood Council may contact me to verify my membership and participation in this organization.

NAME	ADDRESS	PHONE	SIGNATURE
Sally Willcox, Bd. Pres	Creative Artists Agency 2000 Ave. of the Stars Los Angeles, CA 90067	(310) 288-4545	
Joel Arquillos, ED	1714 W. Sunset Blvd. Los Angeles CA 90026	(213) 413-3388	
Jodie Evans, Bd. VP	2010 Linden Avenue Venice, CA 90291	(310) 827-3046	
Julius Diaz Panaringan	685 Venice Blvd. Venice CA 90291	(310) 305-8418	
Lee Schube	685 Venice Blvd. Venice CA 90291	(310) 305-8418	



**COMMUNITY INVOLVEMENT SHEET**

Use this sheet to establish the involvement of Venice stakeholders in this project. This sheet may also be used to document pledges of volunteer hours.

PROJECT NAME: An Introduction to Journalism - The Venice Way APPLICANT: 826LA

NAME	ADDRESS	SIGNATURE	DATE SIGNED	NATURE OF INVOLVEMENT	HOURS PLEDGED
Aurora Maxima	3926 W 111 St. Inglewood Ca. 90303	<i>Aurora Maxima</i>	3/22/10	Westminster Ave. Elementary 826LA after school tutoring	
Karen Ellis	2106 Pisaní Pl. Venice	<i>Karen Ellis</i>	2/24/10	parent	
Herminia Cruz	12618 Pacific Los Angeles	<i>Aurora Lopez</i>		Padre	
Kelby Arayo	1433 Electric Ave 90291	<i>Kelby Arayo</i>	2/24/10	Volunteer	
Julius Diaz-Panoriano	3811 Lyman, LA 90066	<i>Julius Diaz-Panoriano</i>	2/24/2010	826LA Dir. of Education	30
John Medina	2217 Marian Pl, Venice	<i>John Medina</i>	2/24/2010	Volunteer	90
Marcina Hernandez	676 Flower Ave Apt 1 Venice Venice ca	<i>Marcina Holtz</i>	2/25/2010	Parent	
Cecilia Lopez	2122 Penmar AV H 2 - 90291	<i>Cecilia Lopez</i>	2/25/2010	Parent	
Antonio Sanchez	517 Indian Ave #203 area	<i>Antonio Sanchez</i>	3/25/10	Parent	
Debra J.T. Padilla	685 Venice Blvd. Venice CA	<i>Debra J.T. Padilla</i>	2/25/10	in our bldg @ SPARC	
Danny Hom	685 Venice Blvd. Venice, CA	<i>Danny Hom</i>	2/25/10	Coordinator, 826LA west	100
Julio Lopez	2122 Penmar, Venice	<i>Julio Lopez</i>	2/25	Student	90

Attach letters of support from the community behind this page. Letters that state something unique about the project or from people who will be directly affected by the project will have a greater impact.

Attn: Venice Neighborhood Council

February 28, 2010

To Whom It May Concern:

I have lived in Venice since 2005 and have been volunteering at the 826 writing center in Venice since 2006. I moved to Los Angeles after several years in the Bay Area, where I volunteered with the 826 writing center in San Francisco. My experience volunteering, both in the after school program and most recently in the year-old journalism program, have given me a much broader understanding of how necessary it is to have additional resources convenient to students' homes and schools that give them a safe place to write and learn.

Schools make up the backbone of any community, but since I'm not a parent I have little interaction with the local educational system. Volunteering at 826 has given me a huge amount of insight into the successes and shortcomings of local schools. There are students at 826 from many different backgrounds, a wide range of educational resources at home, and a variety of types of schooling, including home school and private schools as well as the magnet and public institutions. Having a place beyond the classroom with volunteers who are accomplished in their fields and can spend one-on-one time with students can make a huge difference.

In the journalism program, students generate story ideas to create a monthly newspaper by and for young people in the neighborhood. They have interviewed Venice residents and covered topics ranging from the Green Dot charter school program to marble championships, from the Twilight book series to the benefits of vegetarianism to local skateboarding legends. Regardless of how difficult my day at work was or how tired I am, I never regret dropping my baggage at the door and spending a few hours a week with this group of students. They are motivated, savvy, and have great ideas they want to share about what's going on in our community.

Thank you for considering 826 West for a grant. They are a hugely deserving organization and I am grateful to have them as part of the Venice community.

Sincerely,



Laura Hertzfeld



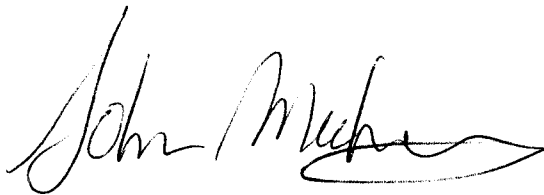
To the Board of the Venice Neighborhood Council,

I'm writing in support of the grant proposal 826LA has submitted. I have lived in Venice just a mere three and a half years but in this time I have tried to involve myself with the community as much as possible. I've come to VNC board meetings and have sat on the Vehicular Living and Homeless Committee with some of you, but before my involvement with the VNC I got involved with another Venice community organization - 826LA. I've been involved with 826 for a little over two years now and to give you a brief description of the organization they work with children 6-18 with their homework, reading, and a variety of creative projects focused around writing.

About a year ago 826, a group of kids, and a couple of volunteers (me being one of them) started a newspaper, The Venice Wave. It was started to offer a new perspective that the Beachead, the Argonaut or the Santa Monica Mirror didn't have; one from youth. Over the last year we taught the children the basics of journalism had them write articles and got them to become more involved in community issues. Community issues is an underlying theme we try to convey to each and every kid. 826 is located in Venice and most of the kids who are involved in the paper are from Venice so our main beat is Venice and its surrounding areas. Eight papers later the kids have covered a wide variety of issues. Some serious issues involving their schools and community to an interview with a professional yo-yoer.

With the grant proposal 826 is putting forward we can actually create a «real» newspaper, lifting the production quality to somethings kids and the readers can get excited about.

Sincerely,

A handwritten signature in black ink that reads "John Meehan". The signature is fluid and cursive, with a long horizontal flourish at the end.

John Meehan

J. Ryan Stradal  
14 Westminster Ave #2  
Venice, CA 90291

February 25<sup>th</sup>, 2010

Dear Venice Neighborhood Council,

As an 11-year resident of Venice, I've known my neighborhood both before and after 826LA set up shop in the old police station it shares with SPARC. In its five years on 685 Venice Blvd., its effect on the community and its local students cannot be overstated.


I signed up as a volunteer the week it opened, and in under a month, my life and my connection to Venice were irrevocably changed for the better. Getting to know the students of my neighborhood was to know my neighborhood for real, alerting me to the needs and concerns of Venice's younger residents and inciting new responsibilities as a neighbor, voter, and volunteer.

It was clear from the beginning that local school kids would use every resource at 826LA's disposal, and while the non-profit quickly catalyzed a strong cadre of community-minded volunteers, its resources have always lagged behind the incredible demand. From the days of our first ambitious book project, I have seen many students' lives changed and new opportunities opened to them, simply through the help and attention of an adult in their community.

Since its first days, when 826LA began as a place where students from nearby schools came in the late afternoons for help with homework, interest from local students and teachers have evolved the non-profit into a weeklong cavalcade of workshops, in-school projects, and field trips. High school students have published fiction and received free college prep & SAT assistance. Elementary and middle school age kids have created a newspaper and are engaged by working professional journalists who volunteer on a weekly basis to abet the passion and skills of that vital and evolving trade.

In short, 826LA is not only engaging adults from Venice to participate in their community, it's helping create the next generation of community-minded adults, who one day, will remember these experiences and give back themselves. Please do what you can to assist this organization and keep these crucial programs alive, because they've created a bond within Venice that will strengthen this beloved neighborhood for years to come.

Sincerely,



J. Ryan Stradal

Hoy día Jueves 25 de Febrero  
del 2010

Soy la mamá de Carlos Hernández  
le doy las gracias a ustedes  
por ayudar a mi hijo con su  
Tarea pues ya ase 4 años que  
esta viniendo mi hijo a esta  
Programa gracias por el tiempo  
que le dan y por la paciencia  
que le tienen muchas gracias  
a ustedes

gracias a 826 L.A mi hijo  
Carlos Hernández ha mejorado  
y ha sacado Buenas Calificaciones  
por eso yo creo que tenemos a  
826 L.A para que los niños  
mejoren y sacan Buenas  
Calificaciones

~~atentamente~~ Herminia Cruz

TRANSLATION:

Thursday, February 25, 2010

I'm the mother of Carlos Hernández, and I would like to express my gratitude to you for helping my son with his schoolwork. My son has been coming for 4 years to this program. Thank you for the time that you give him, and many thanks for the patience that you have.

My son Carlos Hernández has improved and has received better grades in school thanks to 826LA. This is why I believe that we should have 826LA, so that our children can improve and get better grades in school.

Kindly,  
Herminia Cruz