



# THE BIG READ 2012-2013 FINAL REPORT COVER SHEET

To complete your Final Report, prepare each of the items listed below and submit as instructed. Print and review this checklist, sign the authorization, and mail it as the cover sheet with the other components of your Final Report. Your Final Report is not complete until we receive all of the components below. If you have questions, please call The Big Read team at 612.238.8010.

## FINAL REPORT CHECKLIST

- eGRANT FINAL REPORT (online)**  
Log into eGRANT using your user name and password from the application process, select Final Report, and complete the following items.
  - **SUMMARY DATA**
  - **PROJECT NARRATIVE**
  - **PROGRAM BUDGET (Fill-in Excel form provided in eGRANT)**  
Upload your completed form to eGRANT.
  
- FINAL EVENT LISTING (online @ [www.NEABigRead.org](http://www.NEABigRead.org))**  
Submit your final Event Listing using the Grantee Dashboard-Events tab. Add your attendance figures, verify all your information, then visit the Notify tab and click the [Send Final Event Listing] link.
  
- EXAMPLES OF MEDIA MATERIALS (mail)**  
Mail three examples of media coverage for your Big Read. Coverage could represent print, radio, or TV. Possible formats could include print, digital, or electronic formats such as any links to Web sites, videotapes of television news coverage, or audiotapes or transcripts of radio coverage.
  
- EXAMPLES OF CREDITING/PROMOTIONAL MATERIALS & IMAGES (mail)**  
Mail two or three examples of printed promotional materials that include your organization's crediting of the National Endowment for the Arts' The Big Read. Also, submit any printed photos or digital images of your project on CD (preferably .jpg files).
  
- COVER SHEET & AUTHORIZATION (mail)**  
Mail this signed cover sheet with the examples of your media materials, examples of your crediting/promotional materials, and your photos and/or images to Arts Midwest.

## **AUTHORIZATION**

*I certify that all of the information contained in this submitted Final Report is complete and true to the best of my knowledge.*

---

Grantee Organization

---

Authorizing Signature

Date

---

Print Name

**MAIL FINAL REPORT PACKET TO: The Big Read – Final Report, Arts Midwest,**  
2908 Hennepin Avenue, Suite 200, Minneapolis, MN 55408

# THE BIG READ 2012-2013 FINAL REPORT

## SUMMARY DATA

Please complete the information below by referencing attendance data input into your Event Listing and from other planning documents.

Community population:

Total number of public/private events (excluding book discussions):

Attendance by adults:

Attendance by children (under 18):

Check which of the following types of activities occurred during your Big Read (check all that apply):

- Author appearance/lecture
- Biographer appearance/lecture
- Family/community event (parade, outdoor festival, etc.)
- Film screening
- Musical performance
- Lecture or speech by someone other than biographer or author
- Panel discussion
- Press/media event
- Public official appearance
- Theatrical event
- Visual exhibit or exhibitions
- Other (please describe):

Total number of book club/discussions (minimum of 10):

Attendance by adults:

Attendance by children (under 18):

Total number of volunteers involved:

Total number of libraries involved:

List the name, city, state, and zip of the participating libraries:

LIBRARY NAME	CITY	STATE	ZIP

(This list is expandable.)

Total number of museums involved:

List the name, city, state, and zip of the participating museums:

MUSEUM NAME	CITY	STATE	ZIP

(This list is expandable.)

Total number of schools that participated:

List the name, city, state, zip and grade level (e.g. K-6, 7-8, 9-12, community college, four-year college, university) of the participating schools:

SCHOOL NAME	CITY	STATE	ZIP	GRADE LEVEL

(This list is expandable.)

Total number of other partner organizations involved (excluding libraries, museums, & schools):

List the name, city, state, and zip of other participating partner organizations:

PARTNER ORGANIZATION NAME	CITY	STATE	ZIP

(This list is expandable.)

List the names and types of the media outlets that covered your Big Read activities. Also indicate whether they ran TV or radio public service announcements:

Media Outlet Name <i>E.g., Star Tribune, WCCO, WLTE-102.9 FM</i>	Type of Media <i>E.g., print, radio, TV affiliate, etc.</i>	Description of Coverage <i>E.g., calendar of events, photo with credits, press announcement, article, TV interview, event coverage, etc.</i>	Enter "PSA" if a Big Read-produced radio or TV PSA was aired

(This list is expandable.)

## **PROGRAM NARRATIVE**

Please answer all the questions to recap your 2012-2013 Big Read programming. Please be thoughtful, thorough, and quantifiable in your responses. We are very interested in learning from your experiences in order to guide our work and provide new Big Read communities with the best models.

### **OVERVIEW**

1. Provide a brief synopsis of The Big Read program you orchestrated in your community, including:
  - A. What was the highlight of your experience as part of The Big Read?
  - B. What was successful or unsuccessful?
  - C. Which activities were successful with which audiences and/or demonstrated widespread community participation and involvement?
2. Describe the impact of The Big Read on your community, including:
  - A. If you sponsored community-wide reading programs in the past, what did you do differently with The Big Read programming?
  - B. How did The Big Read's resources allow you to extend your activities differently?
  - C. How did you encourage lapsed or reluctant readers to read your selected book or poet? What were the challenges of reaching this audience?

### **PARTNERSHIPS**

1. Give examples of an especially effective partnership(s).
2. Give examples of other successful Big Read partnerships that included middle/high school students and children (under 18).
3. How many schools actually taught the novel? Is this the same number of schools that participated? If not, why not?
4. Give examples of how local and state public officials participated/supported your Big Read.
5. Did you work with book publishers? If so, in what capacity?
6. Give examples of an especially effective marketing effort/partnership to promote your program, specifically citing any social media examples, if applicable.

### **EDUCATIONAL & PROMOTIONAL RESOURCES**

1. Please describe your use of the printed materials, including:
  - A. How effective were they in advancing your activities?
  - B. How did you distribute them?
  - C. Discuss the quantity provided relative to your use and need.
    - i. Please describe the use and effectiveness of printed and online Big Read resources.  
Please comment on your use of a Big Read produced film, if applicable.
2. Describe the use and effectiveness of the Additional Resources, found in the Grantee Login area's tabs: Plan & Connect, Media & PR, and Grant Management.
  - A. Describe the use and effectiveness of the optional online orientation activities, including:
    - i. Who from your organization and/or partners participated in the online orientation activities?
    - ii. When did you participate in the activities? Did you participate live or review the archives closer to your programming dates?
      - a. If you utilized the archived activities, how did you and/or your partners utilize them?

### **LOOKING FORWARD**

1. What advice would you give to another community electing to hold a similar program?
2. What is your commitment to continue programs similar to The Big Read in your community? Explain.
3. What orientation activities would you like to see in future cycles?
4. What would you change about The Big Read such as ways to improve the granting process, communications, or overall concepts?
5. Comment on the service of Arts Midwest through this program.

## PROGRAM BUDGET INSTRUCTIONS 2012-2013

To complete your Program Budget, please be sure to include all expenses and revenues associated with your Big Read. You may direct questions to Big Read program staff at 612.238.8010 or TheBigRead@artsmidwest.org.

### EXPENSES:

- Include those that have been specifically identified with your program.
- Report only those costs for which you have the supporting documentation (invoices, contracts, travel reports, receipts, cancelled checks/proof of payment, donor letters, in-kind contribution reports, etc.).
- There is a 1 to 1 matching requirement for The Big Read grant awards. For example, if you receive a \$5,000 grant, your total program expenses must be at least \$10,000 and you must provide at least \$5,000 toward the project from nonfederal sources, including additional grants, in kind contributions, or cash contributions.

**Note: Total revenues must be equal to or greater than total expenses**

**Salaries and Wages** cover compensation for personnel who are paid on a salary basis. Include staff who are donating their time. Think about the realistic amount of time to complete the project from planning and programming to reporting. (Funds for contractual personnel and compensation for artists who are paid on a fee basis should be included under "Program Expenses" on the Budget form.) Indicate the title and/or type of personnel, the number of personnel, the annual or average salary range, and the percentage of time that was devoted to the project. Example:

Title and/or type of personnel	# of personnel	Annual or average salary range at % of time devoted to this program	Total Amount
Executive director	1	\$40,000 per yr. @ 10%	\$4,000
Program officer	1	\$25,000 per yr. @ 25%	\$6,250
Marketing and outreach staff	2	\$20,000 per yr. @ 40%	\$16,000
Support staff	2	\$15,000 per yr. @ 25%	\$7,500
Fringe benefits	6	\$25,000 @ 10%	\$15,000

**Travel** covers the cost for participating speakers, performers, artists, etc. to attend an event (e.g. airfare or mileage). Food is an allowable expense for speakers **as part of travel costs only**. Example:

Type of Expense	# of Items	Details	Total Amount
Airfare	1	Flight for speaker @ \$400 round trip	\$400
Mileage	1	200 miles at \$0.555/mile	\$110
Per diem	2	Food @ \$37.00 per day	\$74
Other (include detail)	2	Hotel \$200/night + ground transport.	\$461

**Program Expenses** include book purchases, consultant and speaker fees, contractual services, access accommodations (e.g., audio description, sign-language interpretation, closed or open captioning, large-print brochures/labeling), telephone, photocopying, postage, supplies and materials, publication distribution, transportation of items other than personnel, rental of space or equipment, marketing, and other program-specific costs. **Do not include fund raising, hospitality activities (e.g., receptions, refreshments, meals etc.), concessions (e.g., food, T-shirts for resale), gifts for project participants, prizes, contingencies, miscellaneous, or costs incurred outside of the official period of support.** **Note: sub-granting federal funds is unallowable.** Example:

Type of Expense	No. of Items	Details	Total Amount
Speakers fees	2	\$500 per person	\$1,000

Access accommodations	3	printing, interpretation, recording	\$950
Big Read title (English)	2,500	\$3.09 per book	\$7,725
Big Read title (Spanish)	1,000	\$4.03 per book	\$4,030
Marketing (design, printing, postage, etc.)	3	Print run, newspaper ad	\$3,573
Venue rental	4 sites	\$375 per site rental	\$1,500
Rental of audio/visual equipment	2	\$447.50	\$895
Program supplies	3	Name badges for event, art supplies	\$1,412
Telephone, internet, photocopying	-	Usage during Big Read planning, programming	\$2,573
Volunteers	3	\$15/hour, 10 hours each	\$450

**REVENUES:**

- Grantees must obtain at least half the total cost of their program from nonfederal sources. For example, if you receive a \$5,000 grant, your total program costs must be at least \$10,000 and you must provide at least \$5,000 toward the program from nonfederal sources.
- These matching funds may be grants or contributions, earned revenue, and/or third party in-kind contributions as detailed below. Be as specific as possible.

**Grants & contributions** refer to your total Big Read grant and any other grants or contributions awarded. Federal funds (direct or indirect) may not be used to match this grant. Please do not include other Federal grants or Federal funds sub-granted through your State Arts Agency, Regional Arts Organization, or State Department of Education. Example:

Funding Source	Detail	Total Amount
The Big Read	12-13 grant	\$5,000
Corporation	Community grant	\$6,000
Individual donor	Cash donation	\$1,000

**Grantee Program Contributions** refer to any support attributed to the grantee organization (e.g. salaries and wages). Example:

Funding Source	Detail	Total Amount
Grantee organization	Salaries and wages, administration, venue rental	\$30,750

**Third Party In-Kind Contributions** are items and services donated from partner organizations (e.g. donated space, supplies, volunteer services, etc.). To qualify as matching resources, these same items also must be listed in the program budget as expenses. The dollar value of these non-cash donations should be calculated at their verifiable fair-market value. Identify sources. Reminder: Proper documentation must be maintained for all items noted as "in-kind." Example:

Funding Source	Detail	Total Amount
Partner library	Venue rental	\$4,000
Speaker name	Speaker fees	\$6,250
Local newspaper	Marketing materials	\$9,500
Local radio station	Air time on T.V. or radio	\$1,000

**Earned Revenue** (e.g. ticket sales). Example:

<b>Funding Source</b>	<b>Detail</b>	<b>Total Amount</b>
High school theater dept.	Ticket sales	\$300
Keynote event	Entry fee to hear speaker for 200 attendees	\$5,000

**Remember: Total revenues must be equal to or greater than total expenses.**

SAMPLE