

**WorkKS: Public Broadcasting Content
Grant**

Application Webinar

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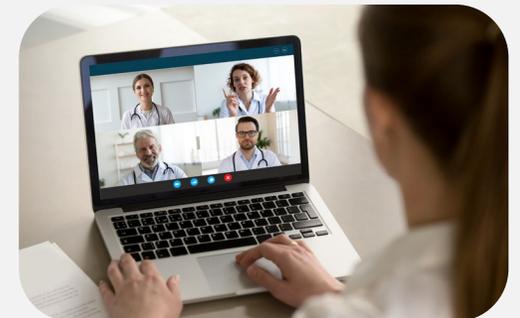
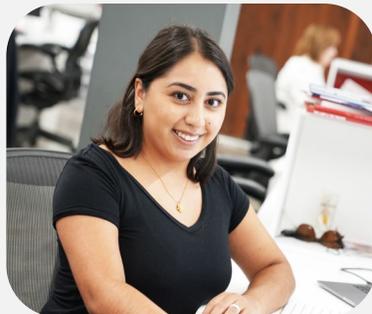
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KANSAS
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Overview

- Purpose
- Grant Guidelines
- Timeline
- Eligibility Requirements
- Eligible Projects
- Application Components





Purpose

This program aims to increase awareness of workforce development tools, workforce opportunities, emerging technology or innovation, and new economic development or community trends that shape how Kansans live and work across Kansas' rural regions. This funding of Kansas Public Broadcasting Station's should aid in development of original, educational content dedicated to these subjects.





WorkS Grant Guidelines

No cash match required – but encouraged



\$10,000

Minimum
Request



\$100,000

Maximum Award
Amount

Total Funding Available: \$500,000

WorkS Grant Award Timeline



Application Opens

The Submittable application portal opens on January 29



Office Hours

11:00 AM – 12:00 PM on Thursdays from February 5 – March 5



Application Closes

The application portal closes at 5PM on March 10



Awards Announced

Awards will be announced in April 2026

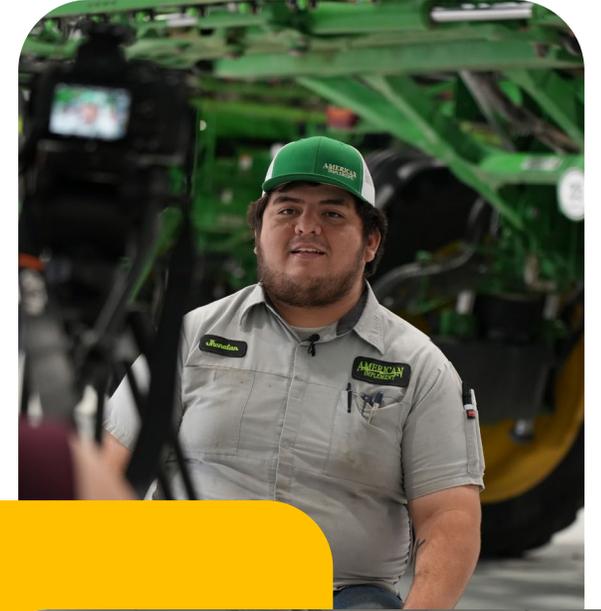
WorkS Grant Project Timeline

Project Start

Community outreach plan must be completed 4 months from
award date

Project Complete

Project must be completed by June 30, 2027.



Eligible Applicants

Licensed Public Broadcasting Stations serving Kansas communities (television or radio).

Eligible Program Costs

Production, postproduction, editing, and other content creation costs, equipment (up to 25% of grant award), labor, supplies, staff time, travel, music or other additional content costs, marketing, administrative costs directly related to project.



Ineligible Expenses

Ineligible expenses include but are not limited to:

- Fundraising
- Taxes, except sales tax on goods and services and payroll taxes
- Lobbyists, political contributions
- Bad debts, late payment fees, finance charges, or contingency funds
- Parking or traffic violations
- Out of state transportation and travel expenses. Kansas will be considered the home state for determining whether travel is out of state.

Ineligible Projects:

- Projects that do not provide content covering the four targeted areas for workforce growth and development in rural Kansas.
- Capital projects, including construction costs.
- Infrastructure related to building or construction
- Administrative or general operating expenses related to the general offices or daily operations of the broadcasting organization.





Eligibility Requirements

Funding is to be used to create educational or documentary style content that addresses one of the four required themes for rural workforce growth and development:

1. Emerging Technologies in Rural Economic Development

How technologies such as broadband, AI, automation, or telehealth are reshaping rural jobs.

Real stories of rural Kansas communities using innovation to sustain local economies.

2. Remote Work Readiness

Best practices for identifying, applying for, and thriving in remote or hybrid jobs.

Educational series on digital literacy, online professionalism, or cybersecurity for rural workers.



Eligibility Requirements

3. Rural Workforce Resources

- Spotlighting state or local economic development programs, workforce training centers, or entrepreneurship hubs.
- Success stories of rural Kansans leveraging these resources to grow careers or businesses.

4. Youth and the Future of Work

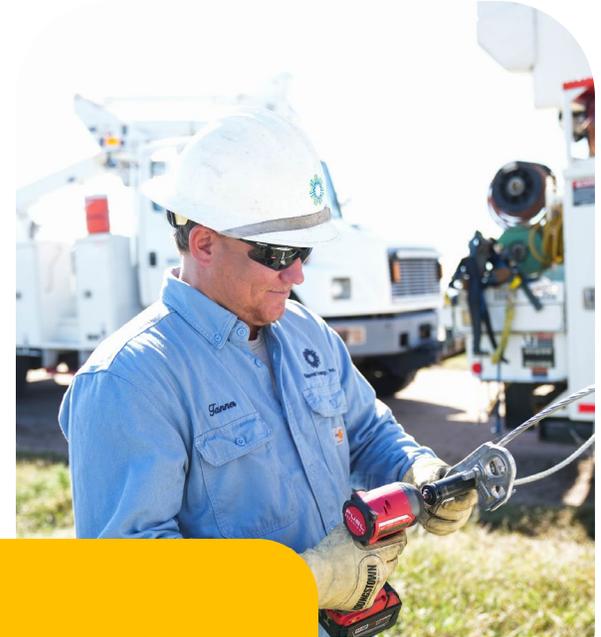
- Content aimed at helping rural high school or college-aged students explore remote or tech-enabled careers that allow them to stay in their rural communities.



Eligible Projects

Emerging Technologies in Rural Economic Development

- How technologies such as broadband, AI, automation, or telehealth are reshaping rural jobs.
- Real stories of rural Kansas communities using innovation to sustain local economies.



Eligible Projects

Remote Work Readiness

- Best practices for identifying, applying for, and thriving in remote or hybrid jobs.
- Educational series on digital literacy, online professionalism, or cybersecurity for rural workers.



Eligible Projects

Rural Workforce Resources

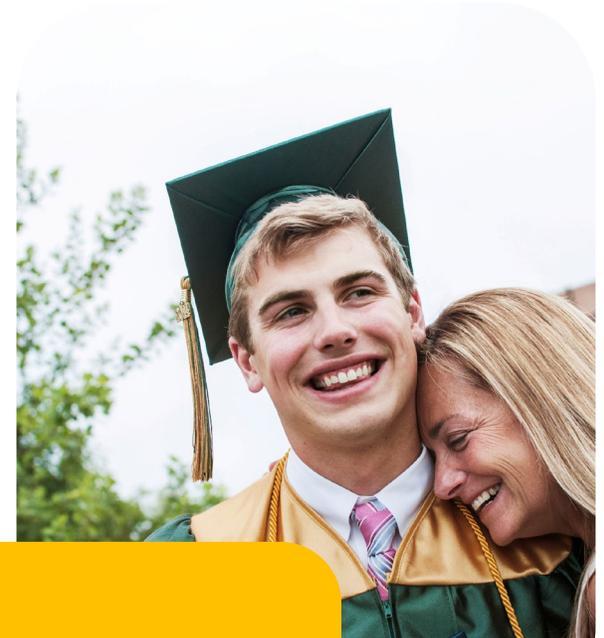
- Spotighting state or local economic development programs, workforce training centers, or entrepreneurship hubs.
- Success stories of rural Kansans leveraging these resources to grow careers or businesses.



Eligible Projects

Youth and the Future of Work

Content aimed at helping rural high school or college-aged students explore remote or tech-enabled careers that allow them to stay in their rural communities.



Each funded station must produce and distribute:

- **At least one broadcast-quality program or series** (TV, radio, or digital format).
- **Accompanying digital content** (e.g., podcast, online article series, or social media shorts).
- A **public engagement plan**, such as town halls, webinars, or community screenings.
- A brief **impact summary** with metrics like audience reach, community engagement, and lessons learned upon project completion and published broadcast period has closed.



Funding Priorities

Projects will be awarded based upon the following:

1. How well the proposal addresses rural workforce and remote work themes.
2. Originality of concept, creativity, and potential to inform and inspire.
3. Strength of collaboration with rural communities, workforce entities, or local orgs.
4. Realistic scope, timeline, and technical capacity.
5. Clarity of audience engagement and sustainability beyond the grant period.



Application Components

Attachments and support materials must be uploaded into the application through submittable. Attachments and support materials will not be accepted by any other method. Required attachments are required for eligibility. The required attachments are:

- “Production and Dissemination Plan” – A general plan for how the applicant plans to air the content
- Letters of Support from partners
- Samples of prior educational or community-focused programming



Application Components



Standard Forms:

- A signed copy of the State Policy Regarding Sexual Harassment Acknowledgment Form
- Signed W-9 of organization
- Signed OPC Form
- If applying for \$100,000 grant request, a signed Israeli Anti-Boycott Form is required.
- Required for Businesses and Non-Profit Organizations: Screenshot Submission of Kansas Secretary of State Good Standing Status. You are not required to pay for a Certificate of Good Standing; a screenshot of the webpage listing for your organization will suffice.
- Required for Individuals, Businesses, and Non-Profit Organizations: Submission Tax Clearance Certificate.



Application Review

- The maximum number of points an application can earn is 100.
- Reviewers will individually score each application or each section that is assigned to them.
- A scoring rubric will be published with the grant opportunity and on the grant webpage.
- Funding priority criteria may be allocated a higher percentage of the total score or weighted more.
- Applications must earn enough points for their application to fall under “Meets Expectations”, “Exceeds Expectations”, or “Exemplary” to be recommended for funding. Meeting one of these values does not guarantee funding for a project.



Selection Criteria

Kansas Commerce has \$500,000 available for the WorkS Public Broadcasting Content Grant. All grant applications approved by the Department of Commerce will be funded according to the process set forth in the following:

- Grant reviewer scores
- Geographic distribution of grant applicants
- Services to specified populations
- History of grant applicant as a state grantee
- Applicant's capacity to perform the work
- Pre-award capacity assessment of applicant
- All awards must be approved by the Secretary of Commerce.

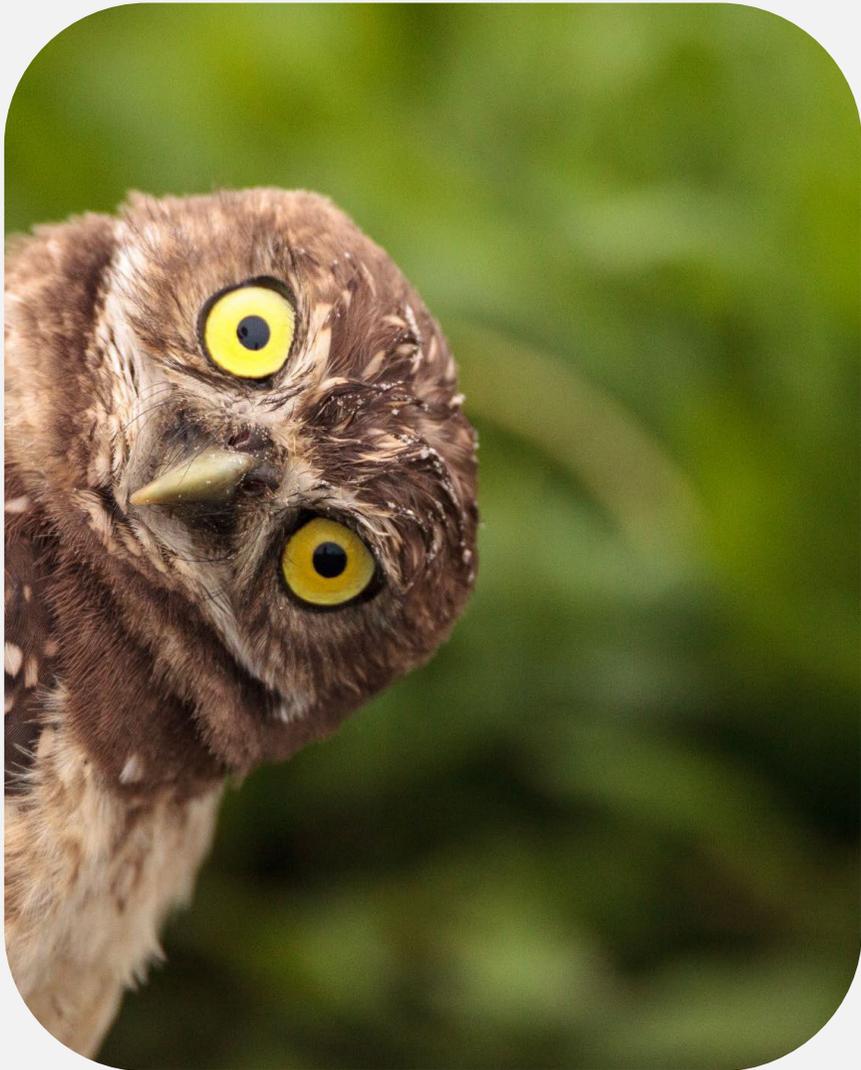


Grant Payments

Payments will be distributed in two installments:

- 1st Payment – 75% of award amount – Upon fully executed grant agreement
- 2nd Payment – 25% of award amount – Upon expending 50% of the grant award amount





Questions?

Join virtual office
hours or contact
Sheena.Thomas @ks.gov!





Let's Talk

www.kansascommerce.gov

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