Applicant details
City: Salinas
State: CA

Previous fiscal year expenses: $725,980.00
Current fiscal year expenses: $804,918.00

Program details
Grant request: $20,000.00
Projected program revenues: $50,710.00
Projected program expenses: $50,710.00

Proposed programming start date: 09-06-2017
Proposed programming end date: 10-15-2017
Number of partner organizations: 42
Number of book discussions: 17
Total number of events: 30
Anticipated total participants: 2,100

Program details
Reading selection: Citizen: An American Lyric
Why did you choose this book?
Many know Salinas as the birthplace of John Steinbeck. Others know of Salinas Valley produce: lettuce, broccoli, artichokes, strawberries. But Salinas is also known for one of the highest gun violence rates in the west. While the nation watched tensions rise in the aftermath of Ferguson, few were aware that there were four officer-involved shootings of Latino residents in Salinas that same year. A subsequent U.S. Department of Justice report described relations between Salinas’ largely Hispanic community and its primarily white police force as “significantly frayed.”

Citizen addresses issues vital to Salinas and Monterey County. Since the 1870s, ethnic migrations and subsequent conflicts have defined this county’s history as waves of ethnic laborers were brought here to work in fields and fisheries—Chinese, Japanese, Filipino, then Mexican. Today, Salinas is 75% Latino. Glaring economic and cultural gaps persist. Keen interest in Citizen is evidenced by the support of the application by nearly three dozen local organizations representing a wide ranging, inclusive target audience.

Please describe your community where programming will take place.
NEA Big Read activities will be inclusive of all Monterey County residents, teenage to adult, with publicity and events in neighborhood libraries, community centers, and schools. A minimum of 2,100 participants are anticipated.
Programming will radiate from the National Steinbeck Center (NSC), located at One Main Street in Salinas, the city’s premier arts and cultural center. The NSC shares physical space with CSU Monterey Bay, and nearby are branches of the Salinas Public Library as well as Hartnell College, together attracting diverse audiences of students, professors, and residents.
A community of 156,000, Salinas, the county seat, is located in the heart of the Salinas Valley, a productive agricultural region. Approximately two-thirds of the city’s population over the age of five is bilingual, 75% Latino. While 12% of Salinas’ residents hold a Bachelor’s degree or higher, nearly 50% of Monterey residents hold the same (only 18 miles apart). In further contrast to the valley, the population of the Monterey Peninsula is made up of predominantly white and English-speaking residents.
Organization Description

Describe your organization’s history, programming, and achievements.

The National Steinbeck Center (NSC) is a museum and cultural center located in Salinas, CA, the birthplace of Nobel Prize-winning author John Steinbeck. The Center is dedicated to serving the community, the region and the nation, enhancing awareness of Steinbeck’s social, cultural, and environmental legacy as well as the values of creativity and the written word. The NSC fosters discussion on issues relating to social justice, the environment, biological sciences, the “common good,” and ethical action as well as ethnic and racial diversity. Drawing from Steinbeck’s own creative vision, the NSC encourages collaborative ventures with other media such as photography, drama, fine arts and film.

Over the past year, the NSC welcomed 27,000 visitors. Additionally, education programs served approximately 15,000 and special events hosted 5,500. Of those attending education programs from throughout Monterey County: 68% were Latino, 24% White non-hispanic, and 3% Asian. An additional 170,000 people were engaged online—a number that is growing steadily because of an active social media presence.

Through conversations with community members, visitor feedback, and a strategic plan initiative, the NSC has identified areas of significant community impact upon which to continue to focus. NEA Big Read programming will incorporate each of these:

A) Programs that engage young people to enhance literacy and creativity.
B) Programs that draw large mixed-age audiences to appreciate culture through visual and performing arts, music, film, the written word.
C) Programs that engage the community in critical thinking and intellectual discussion.

Through forging numerous partnerships, the NSC reaches deeply into the Salinas Valley and Monterey County, sparking interest in John Steinbeck’s legacy while positioning the NSC as the central arts and cultural institution of Salinas. Indeed, the NSC is seen as a community anchor.

Describe your organization’s experience with presenting community-wide programming that demonstrates an ability to conduct a successful NEA Big Read.

Steinbeck Young Authors (SYA) is entering its fourteenth year; This program targets middle school students and focuses on “The Red Pony.” It is taught to over 4,500 students in area classrooms with curricula provided by the NSC. Promising writers visit the NSC for a Day of Writing, where students work with volunteer writing coaches to translate their thoughts to the written word. SYA promotes literacy and encourages students to set their sights on a college education.

With programs like Day of the Dead and the Mariachi Festival, the NSC is steadily increasing the participation of the region’s Hispanic population. And, diverse rotating exhibits have attracted considerable attention of the Japanese, Chinese and Filipino residents. The 2015 and 2016 Comic Cons, co-sponsored with the Salinas Public Library, stressed the value of literacy and the enduring legacy of John Steinbeck’s works through the lens of pop culture, (super-) hero tales, and visual art as a component of literature. As Steinbeck wrote in the 1950s, “Comic strips might be the real literature of our time.”

Other NSC annual programs with high relevance to the local community include:
- The Steinbeck Festival brings people internationally to join locals in celebrating Salinas’ most famous native son.
- Steinbeck and Ricketts Institute, a High School Writing Program focusing on “Cannery Row” and piloted with the Monterey Bay Aquarium in 2014-15, is being redesigned with scientists and English teachers creating integrated curriculum. The NSC is working with the Western Flyer Foundation to develop this program as well as scientific curriculum for the vessel in Monterey Bay (2019).
- Sweet Thursdays is an inventive program touching on various topics, each distinctive, each interactive, inspired by the range of Steinbeck’s creativity, literacy and social engagement.
- Literacy in the Prison, a collaboration with Palma High School, the NSC develops curriculum and leadership for discussion held with “Lifers.”
Organizer Biographies

Outline the key staff and/or volunteers who will plan and implement the programming, including their titles, roles and responsibilities, and experience or capacity for managing an NEA Big Read. Include partner organizations’ staff as applicable.

- Dr. Susan Shillinglaw: Director of the NSC and pre-eminent Steinbeck Scholar. For 18 years, Dr. Shillinglaw was the Director of the San Jose State University Center for Steinbeck Studies, and she was a Professor of English at SJSU for 32 years. During her tenure at SJSU, she successfully completely multiple grant funded projects, including a past NEA Big Read in 2016 and five National Endowment for the Humanities sponsored Summer Institutes for High School Teachers. Dr. Shillinglaw will oversee coordination of the Big Read programs and be the Center’s liaison for guests and media.

- Cary Ann Siegfried: Director of Libraries and Community Services for the City of Salinas. Previously, Siegfried was Director of Libraries and Community Services for Arlington, TX. Under her leadership, Arlington’s library system greatly extended its community services for its diverse community. Siegfried will ensure that “Citizen” is available at all three branches, and she will execute a variety of programs in support of the NEA Big Read.

- Julie Reynolds: Investigative Journalist and researcher in criminal justice. She is the author of “Blood In The Fields” (Chicago Review Press), a book documenting the lives of young gang members in the Salinas Valley that was a finalist for the International Latino Book Award in 2015. Her writing and reporting have appeared on PBS, NPR, Discovery Channel, The Nation, Mother Jones, and other outlets. Julie will present a talk on justice for communities of color.

- Marcos Cabrera: Journalist at the Monterey County Herald and Public Information Officer for the Alisal Union Elementary School District. In addition, Cabrera is an Instructor and Director for the Mosaic High School Journalism Workshop, a free two-week summer program for students interested in journalism at San Jose State University. Cabrera will lead a youth poetry slam.

- Fernanda Ocaña: Community Safety Program Coordinator with the City of Salinas. In 2012, when she was only 19 years old, Ocaña was honored by the White House-Winning the Future Initiative as a “Champion of Change” for her work as a youth leader in Salinas. Fernanda will guide book discussions.

- Melissa Chin-Parker: Artistic Program Director with the Western Stage and member of Hartnell College’s Diversity Committee. Chin-Parker was recently honored by the Arts Council for Monterey County for her over 20 years with the Western Stage and her commitment to representing stories that reflect our complex, multicultural community. She will be responsible for coordinating the commitments of the Western Stage.

- Claudia Melendez Salinas: Journalist with the Monterey County Herald, where she covers education. Melendez Salinas is also the author of the young adult novel “A Fighting Chance.” Melendez Salinas will lead a workshop in Spanish for farmworkers, discussing some of the scenarios in “Citizen.”

- Dr. Carissa Purnell: Lecturer at California State University, Monterey Bay where she teaches service learning classes introducing students to Salinas’ predominately Hispanic and impoverished East Salinas community. Dr. Purnell is also the Director of the Alisal Family Resource Center, a pivotal community resource offering adult classes, translation services, support groups, and health services to the East Salinas community. Dr. Purnell will help to create programs for the NEA Big Read that are culturally sensitive and reach East Salinas residents.

- Michael Roddy: Performing Arts Coordinator for the Salinas Union High School District. Roddy routinely organizes large scale performing arts events and facilitates activities between all four Salinas public high schools. For the NEA Big Read 2017, Roddy will organize a reader’s theatre.

- Frank Wojcik: Director of the CSUMB Library. He was formerly part of the SUNY system and participated in their 2010 Big Read. He will oversee acquiring lending copies of the text and arrange for student discussions.
Project Description

Describe your programming plans in detail. Provide details on the types of activities, target audiences for those activities, locations, and intended dates. Explain how your activities will engage audiences with your selected book.

A. Throughout the BIG READ month:
--Each participating library will hold book discussions: adults in the evening, teens afternoon.
--Participating high schools and colleges will incorporate “Citizen” into fall curriculum.
--Art exhibits of original paintings inspired by “Citizen” will be mounted at libraries and at NSC: talks by Hijos del Sol Arts Collective students.
--Salinas Underground Podcast, a local, popular podcast highlighting stories from the Salinas Valley and its residents, will conduct interviews on perceptions and experiences with race. The interviews will be broadcast on digital media outlets, then housed in the NSC’s archives for future research purposes.

B. Schedule:
SEPT 8: NEA Big Read Community Kick Off Party at the NSC with Monterey Jazz Festival musicians, an art exhibit, lecture and complimentary taco buffet. Partners will set up table displays to promote the month’s activities. Author Claudia Rankine has been invited to be the keynote speaker (pending). An alternative speaker is Benjamin Jealous, editor of “Reach: 40 Black Men Speak on Living, Leading and Succeeding.”
Alternate Tuesdays (SEPT 12, 26, OCT 10) Health workshops: In “Citizen,” Rankine discusses how racial stress might affect her body. Studies have shown the link between stress and health problems, so the YMCA will lead free workshops on coping with stress on Tuesday evenings, once at the YMCA and twice at the Alisal Resource Center in East Salinas. Wednesday film series, “Critical Topics of Race”: Free films + introductions at Maya Cinemas and libraries. Book/film discussion to follow. Salinas Public Library will bus students and residents to Maya.
AUG 30: (pre-read film) Lifeboat, Maya Cinemas
SEPT 6: Do the Right Thing, Maya
SEPT 13: Guess Who’s Coming to Dinner, Cesar Chavez Library
SEPT 20: Imitation of Life, Maya
SEPT 27: To Kill A Mocking Bird, John Steinbeck Library (Banned Book Week)
OCT 4: A Raisin in the Sun, Maya
OCT 11: Dear White People, Gabilan Library
Saturday afternoons, Readers’ theater: Western Stage Theatre will bring Claudia Rankine’s words to life by performing book excerpt adaptations throughout Monterey County. Performances at six libraries, the NSC, and CSUMB
Public lectures/workshops:
SEPT 14: “Justice for Communities of Color”: Each “Script for Situation Video” in Rankin’s text covers national events. Journalists Julie Reynolds and Claudia Melendez Salinas will discuss their work as reporters covering the ethnically diverse Monterey County and what constitutes justice for communities of color. NSC.
SEPT 17: “Micro-aggressions in the Workplace”: In “Citizen,” Claudia Rankine describes overhearing two colleagues make inappropriate comments about black people. Author and journalist Claudia Melendez will lead a discussion in Spanish with farmworkers on this topic. Afternoon, Center for Community Advocacy.
SEPT 22: Poetry slam: Journalist Marcos Cabrera will lead a poetry slam for youth and young adults to recite their poetry inspired by Rankine, On stage at Sherwood Hall Performance Center.
SEPT 28: “‘Citizen’ and Banned Books Week:” The last week of September is Banned Books Week, a celebration of the freedom to read uncensored works. This evening, the NSC Director Susan Shillinglaw will discuss two of John Steinbeck’s frequently banned novels, “Of Mice and Men” and “The Grapes of Wrath,” considering the racial issues in each and tying to Rankine’s text.
OCT 5: “Policing the Imagination: Race, Gender, and Representation:” Professor Sriya Shrestha will discuss the role of historical and contemporary popular images in constructing and propagating dehumanizing stereotypes of people of color. These representations have a direct impact on the micro-aggressions and police violence that Rankine discusses. NSC.
Partnerships Description

(a) Describe your partnerships with libraries (as applicable) and community organizations. (b) Explain the role each partner will play in your program, the activities each partner will undertake with your organization, and whether these partnerships are confirmed or pending. (c) Explain how your partnerships will allow you to reach your intended audience(s) and strengthen or build new communities around the NEA Big Read activities.

Salinas Public Library (SPL) System provides after school programs, tutoring centers, computer literacy classes, GED instruction, citizenship classes, and the lending books. As primary partner, SPL will distribute copies of “Citizen” and provide family-friendly activities at all branches. The NSC and the SPL have a rich history of collaborations, including three past NEA Big Read grants and Salinas Valley Comic Con, with a focus on literacy. Monterey County Office of Education (MCOE) offers teacher workshops, special services, and curriculum development. Assistant Superintendent Dr. Jamie Valenzuela-Mumau and his team will develop lesson plans that align with California Common Core Standards. MCOE will lead an August workshop to provide teachers best practices when discussing race. Additionally, they will publicize Big Read activities, providing unprecedented access to public school teachers and students. Maya Cinemas is one of the largest, independently owned movie theaters in California. Maya will host a free film series. Maya Cinemas’ involvement will attract young adults who constitute a large portion of Salinas’ population; Salinas’ median age is 28.5. Hijos del Sol Arts Collective, founded by brilliant artist Jose Ortiz, is a nonprofit organization that teaches art to children, teens and young adults in the Salinas Valley. Many participants are children of field workers. Students will exhibit original paintings inspired by topics addressed in “Citizen.” The Western Stage (TWS) is one of the most respected regional theaters on California’s Central Coast. TWS and the NSC have launched several cooperative endeavors, including an adaptation of “East of Eden” (featured in the NSC exhibit) as well as adaptations of other Steinbeck works. Actors from TWS have often given readings for the annual Steinbeck Festival. In addition, the NSC and TWS have previously come together to bring NEA Big Read books to life, “Fahrenheit 451” in 2008 and “Sun, Stone, and Shadows” in 2016. TWS’s strength in this partnership is creating a new, less intimidating way for our audience and community to access literature. California State University, Monterey Bay: Student led discussions and art exhibit of reimagined book covers. NSC Director will offer an Osher Lifelong Learning Institute (OLLI) course focusing upon the book. CSUMB is considering “Citizen” for their Common Reading Project for first year students and local high school students. Three CSUMB professors will incorporate “Citizen” into their fall syllabi. Other Community Partners not otherwise mentioned:
- Alisal Family Resource Center (space for health workshops)
- Building Healthy Communities (TBA, lecture + youth involvement)
- The City of Salinas (marketing)
- Community Alliance for Safety and Peace (marketing)
- ESL Providers of Monterey County (reading aloud)
- Hartnell Community College (venue, classes reading text)
- Monterey County Free Libraries, six branches (TBA, two lectures and book distribution)
- Monterey Peninsula College (display and book distribution)
- Monterey Public Library (TBA, lecture by NSC Director)
- NAACP of Monterey County (youth programs)
- Notre Dame High School (11th, 12th graders will read)
- Oldtown Salinas Business Association (marketing)
- Pacific Grove Public Library (TBA, lecture display and book distribution)
- Palma School (upper grades, selective classes)
- Salinas Police Department, “Coffee with a Cop” and the Chief’s Roundtable (book discussions)
- Salinas Union High School District, six schools (excerpts distributed + Western Stage)
- Salinas Valley Adult School Consortium (classes read excerpts)
- York School (summer read for entire school, 8-12)
- Village Project, Seaside (after school programs for African American/Hispanic students; older students will read book)
- YWCA and YMCA of Monterey County (health classes, youth programs being restructured, and literacy emphasized)
Promotional Description

(a) Describe how you will promote your programming. Discuss any proposed or existing partnerships with specific media outlets. (b) Explain how your program will utilize the digital resources found on neabigread.org, and copies of your reading selection.

The NSC will purchase 750 copies of “Citizen; An American Lyric” via the publisher to distribute at libraries, at events, and otherwise gift throughout the community.

A public relations campaign is being developed, “Caught Reading,” that will catch local celebrities, community leaders, and residents in the act of reading the NEA Big Read selection, then their photos or video and testimonials will be utilized in promotions.

Press releases for the overall campaign and each larger event are to be distributed in English and Spanish. The NSC maintains strong, personal relationships with major media outlets in the area, and as a result, hold an impressive record of having stories featured.

The local NBC affiliate, KSBW, partners to create short PSAs for NSC events. In 2016, the Spanish news channel, Univision, created a 10-minute segment on John Steinbeck, and the station frequently covers NSC programs.

PSA scripts promoting the NEA Big Read will be written and provided to local English and Spanish radio stations. The NSC will once again offer a sponsorship opportunity for iHeart Radio, an outlet with multiple stations and deep reach.

The NSC also works with print media, including the Salinas Californian, the Monterey Herald, and the Monterey County Weekly, with a monthly advertisement updated to reflect up-coming events. As part of a partnership with CSUMB, student reporters from the university’s newspaper, the Otter Realm, also cover events.

In particular, the Monterey County Weekly, has expressed a strong interest specifically in the NEA Big Read 2017 and the selection of “Citizen; An American Lyric” as important to them and to their majority readership of 18-35 year olds. And Claudia Melendez, reporter for The Herald, is committed to holding a workshop with agricultural field workers in Spanish.

The quarterly NSC “News” offers readers a more comprehensive look into the inner workings of the Center-available in print and online. The Summer and Fall 2017 editions will focus upon the NEA Big Read. Shorter versions of the News are sent via e-blast to members and subscribers; During periods of high activity, up to two emails per week are distributed.

The NSC has very active Facebook, Twitter, and Instagram accounts to post information about upcoming events, to offer trivia and information, and to promote an increased interest in Steinbeck’s books and literature. While each platform follows a different schedule, postings are generally made to Facebook 5 times per week, on Instagram every day, and at least 3 times per day on Twitter. What’s more, Periscope, a real time streaming device, is utilized to showcase NSC educational and public programs.

Through the duration of the NEA Big Read, links to “Citizen; An American Lyric” digital resource materials, including Rankine’s video essays, will be available on the NSC website, along with a calendar of events and other promotional information. Partners will also be asked to provide these links upon their own websites. Hardcopies of the resource guides will be made available, and large visual displays for both the NSC lobby and traveling purposes will be created.

With the help of partner universities and libraries, promotional materials will be produced and displayed at their institutions, on campuses, and in key locations throughout the County where potential participants gather, such as coffee shops, restaurants, and local businesses.

NEA Big Read program flyers or letters of invitation will be distributed via mail and email to local community organizations serving targeted populations: seniors, youth, disabled, etc. The NSC database also includes a comprehensive list of local dignitaries and community leaders.

Large Community Events that will allow a public promotional display (plus the provided banners and bookmarks) and distribution of books include El Grito Festival and Parade, Ciclovia Salinas, and Salinas Valley Food & Wine Festival.
## National Steinbeck Center

### Revenues

In the revenues section of this form (page 1), indicate all anticipated income for the program from all sources.

#### Grants and cash contributions

Input your grant request and any other grants or cash contributions you expect to receive. Federal funds (direct or indirect) may not be used toward the 1 to 1 cost share/match. Examples of eligible matching items for this section are cash donations from individuals, community grants, or cash from your partner organizations. Indicate if items are confirmed or pending.

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Detail</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEA Big Read</td>
<td>Grant request (pending)</td>
<td>$ 20,000.00</td>
</tr>
</tbody>
</table>

Grants and cash contributions subtotal: $ 20,000.00

#### Applicant organization contributions

Include any funds that the applicant organization will contribute to the program. Examples of eligible matching items for this section are staff salaries, wages, and benefits from the applicant organization, administrative overhead, and facility space. To qualify as cost share/matching resources, these items also must be listed in the program budget as expenses.

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Detail</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Steinbeck Center Staff Salaries</td>
<td>Time of 5 Staff Members, 520 hours (breakout detailed within expenses)</td>
<td>$ 10,390.00</td>
</tr>
<tr>
<td>National Steinbeck Center Fringe Benefits</td>
<td>12 percent</td>
<td>$ 1,250.00</td>
</tr>
<tr>
<td>National Steinbeck Center Indirect Costs</td>
<td>Utilities, phone, etc.</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>National Steinbeck Center General Funds</td>
<td></td>
<td>$ 3,900.00</td>
</tr>
</tbody>
</table>

Applicant organization contributions subtotal: $ 16,540.00

#### Third party (in-kind) contributions

List items and services partner organizations will contribute. Examples of eligible matching items for this section are partner organizations' salaries and wages, donated space, donated supplies, the cash equivalent value of volunteer services, etc. To qualify as cost share/matching resources, these 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. Proper documentation must be maintained for all items noted as “in-kind.”

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Detail</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>California State University, Monterey Bay, Facility Usage</td>
<td>Kickoff event/lectures @ $1,000</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>California State University, Monterey Bay, Audio Visual</td>
<td>Kickoff event/lectures @ $1,500</td>
<td>$ 1,500.00</td>
</tr>
<tr>
<td>Maya Cinemas, Film Series</td>
<td>Hosting of 4 events at Maya, Setup of 3 events at libraries</td>
<td>$ 2,800.00</td>
</tr>
<tr>
<td>The Western Stage, Staff Salaries</td>
<td>Coordination, 1 staff member</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>Local Libraries, Librarian Salaries</td>
<td>9 Librarians @ 9 libraries, 7.5hrs x 4wks each @ $16.00/hr ($480 per library)</td>
<td>$ 4,320.00</td>
</tr>
<tr>
<td>Hijos del Sol Arts Collective, Art Exhibit</td>
<td>Coordination and instruction, volunteer artist - $10 per hour market rate</td>
<td>$ 400.00</td>
</tr>
<tr>
<td>YMCA, Stress Relief Workshops</td>
<td>Coordination and facilitation of 3 - one hour workshops @ $150 each</td>
<td>$ 450.00</td>
</tr>
<tr>
<td>Volunteer Speakers and Group Facilitators</td>
<td>Julie Reynolds (1), Claudia Melendez Salinas (2), Professor Sriya Shrestha (2) @ $200</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>Marco Cabrera, Poetry Slam</td>
<td>Lead Facilitation, volunteer - $10 per hour market rate</td>
<td>$ 200.00</td>
</tr>
<tr>
<td>Monterey County Office of Education</td>
<td>Curriculum Development</td>
<td>$ 1,500.00</td>
</tr>
</tbody>
</table>

Third party (in-kind) contributions subtotal: $ 14,170.00

#### Anticipated earned revenue

In the following section list estimates of anticipated earned revenue from your Big Read programs. Examples of eligible matching items for this section would be ticket sales or entry fees to events.

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Detail</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Anticipated earned revenue subtotal: $ -

### Total match

The sum of all revenues except the NEA Big Read grant request. The total match must be equal to or greater than the NEA Big Read grant request.

$ 30,710.00

### Total revenues

The sum of all revenue subtotals.

$ 50,710.00
Expenses

Program expenses

Program expenses might include book purchases, consultant and speaker fees, artist fees, speaker travel and per diem, contractual services, access accommodations (e.g., sign language interpretation, large-print brochures), administrative overhead, rental of space or equipment, marketing costs, etc. Do not include unallowable expenses such as: fundraising, hospitality activities (e.g., receptions, refreshments/concessions, meals, etc.), gifts/prizes, or costs incurred prior to the receipt of an executed grant agreement. Note: sub-granting federal funds is not allowed. Food is an allowable expense for visiting parties as part of travel costs only.

<table>
<thead>
<tr>
<th>Type of expense</th>
<th>Detail</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books: “Citizen: An American Lyric”</td>
<td>750 copies, quote by Publisher @ $10.00 per</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>Keynote Speaker</td>
<td>Travel, hotel, per diem, honorarium</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Kickoff Launch Event/Lectures, Facility Rental</td>
<td>In-Kind</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Kickoff Launch Event/Lectures, Audio Visual</td>
<td>In-Kind</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Maya Cinemas, Film Series</td>
<td>Hosting of 4 events at Maya, Setup of 3 events at libraries (In-Kind $2,800)</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Film Series, Professor Stipends, 4 Maya and 3 library</td>
<td>7 events @ $200 each</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Hijos del Sol Arts Collective, Supplies</td>
<td>Canvasses, paints, etc.</td>
<td>$500.00</td>
</tr>
<tr>
<td>The Western Stage, Professional Services &amp; Expenses</td>
<td>Actors, Adapter/Writer/Director, Costumes</td>
<td>$1,600.00</td>
</tr>
<tr>
<td>Monterey County Office of Education</td>
<td>Curriculum Development (In-Kind)</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Photo copies of Guides</td>
<td></td>
<td>$200.00</td>
</tr>
<tr>
<td>Graphic Design, Marketing &amp; PR Materials</td>
<td>Building signage, posters, postcards, print flyers, digital flyers, web ads</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Printing, Marketing &amp; PR Materials</td>
<td>Building signage, posters, postcards, flyers</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Postage</td>
<td></td>
<td>$500.00</td>
</tr>
<tr>
<td>Web advertising</td>
<td>Facebook and other social media ads</td>
<td>$500.00</td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
<td>$2,000.00</td>
</tr>
<tr>
<td>National Steinbeck Center Indirect Costs</td>
<td>Utilities, phone, etc.</td>
<td>$1,000.00</td>
</tr>
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</table>

Program expenses subtotal: $32,150.00

Salaries and wages

Outline compensation for personnel from your organization and your partners. Salaries and wages count towards the 1 to 1 cost share/match. Include staff who are donating their time. You may calculate salaries and wages as a percentage of annual income or based on an hourly rate. Think about the realistic amount of time it will take to complete the project from the planning to the final report phase. Funds for contractual personnel and compensation for artists/speakers/performers who are paid on a fee basis should be included under the “program expenses” section of this budget form.

<table>
<thead>
<tr>
<th>Title and/or type of personnel</th>
<th>Total anticipated project hours</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Steinbeck Center Director</td>
<td>120 hours @ $38.46</td>
<td>$4,820.00</td>
</tr>
<tr>
<td>National Steinbeck Center Marketing Coordinator</td>
<td>120 hours @ $19.23</td>
<td>$2,310.00</td>
</tr>
<tr>
<td>National Steinbeck Center Education Coordinator</td>
<td>80 hours @ $19.23</td>
<td>$1,540.00</td>
</tr>
<tr>
<td>National Steinbeck Center Volunteer Coordinator</td>
<td>80 hours @ $12.00</td>
<td>$960.00</td>
</tr>
<tr>
<td>National Steinbeck Center Archivist / Assistant</td>
<td>80 hours @ $12.00</td>
<td>$960.00</td>
</tr>
<tr>
<td>National Steinbeck Center Fringe Benefits</td>
<td>12 percent</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>Hijos del Sol Arts Collective, Art Exhibit</td>
<td>Coordination and instruction, volunteer artist - $10 per hour market rate (In-Kind)</td>
<td>$400.00</td>
</tr>
<tr>
<td>The Western Stage, Coordinator</td>
<td>50 hours @ $20.00 (In-Kind)</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Volunteer Speakers and Group Facilitators</td>
<td>Julie Reynolds (1), Claudia Melendez Salinas (2), Professor Sriya Shrestha (2) @ $200</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Marco Cabrera, Poetry Slam</td>
<td>Lead Facilitation, volunteer- $10 per hour market rate</td>
<td>$200.00</td>
</tr>
<tr>
<td>California State University, Monterey Bay, Librarian</td>
<td>30 hours @ $16.00 (In-Kind)</td>
<td>$480.00</td>
</tr>
<tr>
<td>Hartnell College, Librarian</td>
<td>30 hours @ $16.00 (In-Kind)</td>
<td>$480.00</td>
</tr>
<tr>
<td>City of Salinas, Librarians at 3 locations</td>
<td>90 hours (3 locations, 30hrs @ each) @ $16.00 (In-Kind)</td>
<td>$1,440.00</td>
</tr>
<tr>
<td>Monterey County Libraries, Librarians at 2 locations</td>
<td>60 hours (2 locations, 30hrs @ each) @ $16.00 (In-Kind)</td>
<td>$960.00</td>
</tr>
<tr>
<td>City of Monterey, Librarian at 1 location</td>
<td>30 hours @ $16.00 (In-Kind)</td>
<td>$480.00</td>
</tr>
<tr>
<td>City of Pacific Grove, Librarian at 1 location</td>
<td>30 hours @ $16.00 (In-Kind)</td>
<td>$480.00</td>
</tr>
</tbody>
</table>

Salaries and wages subtotal: $18,560.00

| Total Expenses | This total must be at least twice the number as your grant award amount so that the 1 to 1 match is represented. | $50,710.00 |

Use the space below to provide any additional information about your proposed budget.
January 18, 2017

To Whom It May Concern,

The Salinas Public Library has been proud to partner with the National Steinbeck Center (NSC) on a number of projects that have had a strong role in building literacy, culture and community in the city of Salinas, California.

In the Fall of 2016, the Salinas Public Library was one of many partners in the community’s NEA Big Read event. This event was coordinated by the NSC and involved a series of community programming centered around the collection of Mexican short stories, *Sun, Stone and Shadows*. Programming was held at the NSC, as well as at all Salinas Public Library facilities and in other Monterey County library locations.

Salinas Public Library staff members are very enthusiastic about the choice of Claudia Rankine’s book *Citizen: An American Lyric* for a 2017 NEA Big Read program. The City of Salinas has been committed to the Governing for Racial Equity (GRE) program and has worked closely with Race Forward and other training partners in facilitating staff and community conversations regarding race and ensuring continued commitment to GRE principles. We would welcome the opportunity to utilize Rankine’s work to extend and enrich community discussion in numerous ways.

We are excited about the partnership between our organizations, as we both strive to enhance literacy, creativity, and cultural celebration in Salinas. We have greatly appreciated the leadership and collaboration provided by the NSC in community events like the NEA Big Read and we heartily support the NSC’s request for another NEA Big Read grant program. Please don’t hesitate to contact me if additional information is needed.

Sincerely yours,

Cary Ann Siegfried
Library and Community Services Director
January 22, 2017

Dear NEA Big Read review panel,

I write to express my support for the National Steinbeck Center’s application for the National Endowment of the Arts’ ‘Big Read’ program. I am particularly enthusiastic about the Steinbeck Center’s selection of Claudia Rankine’s *Citizen: An American Lyric*. The timeliness of this text cannot be understated. The illusion of a post-racial American has been shattered by the increased attention to issues of police violence, attacks on immigration, and anti-Muslim policy and rhetoric over the last several years. As an educator and academic with a specialization in issues of race and gender, I am heartened to see the Steinbeck Center take on the urgent challenge of facilitating open and honest discussion about issues of race and racism.

I have lived and taught in the Monterey County area for three years, and I know this community is in need of precisely this kind of dialogue and engagement. The divisions of race and class are stark. As Salinas has struggled under a rise in militarized policing and gang violence, the so-called ‘lettuce curtain’ hangs between this predominantly Latino agricultural community and the majority white communities of the Monterey Peninsula. Historically, covenants kept residents of color out of Peninsula towns, forcing Black servicemen stationed in the area and their families into Seaside. Peninsula residents can often be heard making disparaging and fearful comments about Salinas or Seaside. These articulations use of the coded language of racism that Rankine so artfully dissects in *Citizen*.

I have also worked with youth and other community members who are eager to have productive conversations and imagine genuine solutions to these issues of racial division. I teach at California State University – Monterey Bay (CSUMB). CSUMB is a Hispanic-serving institution with majority first generation college students. For many of them, the university classroom is one of the first spaces they have been afforded to think critically about the violence and discrimination they see in their own lives and communities. Outside the classroom, I organize free, public seminars through the Monterey Community Education project on topics of race and gender. We consistently have a diverse array of attendees.

I know that an established, well-respected institution like the Steinbeck Center will be able to draw an even larger audience from across the county for this community education project. For this reason, I am eager to lend my support by giving a public lecture “Policing the Imagination: Race, gender, and representation.” I will discuss the role of historical and contemporary popular images in constructing and propagating dehumanizing stereotypes of people of color. These representations have a direct impact on the micro-aggressions and police violence that Rankine discusses. The Steinbeck Center’s plan to collect oral histories of people experiences and perceptions of race will also be an invaluable resource that I will have my students utilize as part of ongoing classroom projects. In this sense, the Big Read program will have a sustainable impact that goes beyond the grant period in the resources it will create and the community-building it will engender.

Sincerely,

Sriya Shrestha, PhD
California State University – CSUMB
Humanities and Communication and Global Studies