

Ethnic Media Outreach Grant Logic Model



Ethnic Media Outreach Grant

A joint venture of the California State Library and the California Commission on Asian and Pacific Islander American Affairs (CCAPIA), this grant program aims to build public awareness of the Stop the Hate Program administered by the California Department of Social Services, which provides support and services to victims and survivors of hate incidents and hate crimes and facilitates hate incident or hate crime prevention measures.

Ethnic Media Outreach Grant Priorities

- Increase awareness of the Stop the Hate program and the services provided.
- Boost the use of services by survivors.
- Educate and engage communities about hate incidents and hate crimes.
- Reduce stigma surrounding the reporting of hate incidents and hate crimes.
- Promote community healing and cross-cultural and cross-racial collaboration.

Logic Model

Conditions

- Existing states
 that are related
 to, that have an
 impact on,
 contribute to, etc.
 the
 planned activities,
 inputs, etc.
- Information related to the conditions that are wanting to be changed.

Inputs

Activities

Outputs

Outcomes

Impact

- Resources
- Activities

- If you have access to inputs, then you can use them to accomplish your planned activities
- Activities needed for necessary learning

- Participation
- Products
- If you accomplish your planned activities, then you will hopefully deliver the amount of product and/or service that you intended
- Knowledge
- Attitudes
- Skills
- Behaviors
- Conditions
- Short-term
- Intermediate
- Measurable and time-limited
- If planned activities are accomplished to the extent intended, then participants will benefit in certain ways
- Behavior change needed for impact
- Knowledge and skills needed for behavior change

- If these benefits to participants are achieved, then certain changes in organizations, communities, or systems might be expected to occur
- What it will look like when we achieve desired sit uation

Mission statement and goals and such...

Ethnic Media Outreach Grant Logic Model

Conditions

- California is the most diverse state in the U.S.
- In 2020, exacerbated by COVID, there was a rise in hate crimes and incidents aimed at AAPI community members.
- There has been an overall rise in hate crimes in California from 2020-2022.
- Ethnic media outlets are trusted entities through which the diverse population of California already access their news and information.

Inputs

- Funding from the State of California
- Ethnic media outlets interested in doing the work
- California State Library staff time
- Connections to CDSS Stop the Hate grantees
- Office Hours
- Trainings + webinars

Activities

- Hiring journalists.
- Investigating stories.
- Conducting interviews.
- Creating social media content.
- Providing training on Stop the Hate and hate crimes and incidents for staff.
- Contacting speakers for events.
- Working with partners to plan roundtables.
- Traveling to convenings and trainings.
- Etc...

Outputs

- Articles published
- Videos shared
- Segments aired
- Events attended
- Events held
- Number of views
- Number of Likes
- Number of comments
- Number of shares
- Number of link clicks
- Number of page visits
- Number of phone calls
- Number of airings
- Number of info flyers handed out
- Number of booth interactions
- Number of attendees
- Etc..

Outcomes

- People become aware/express awareness of services provided by CDSS Stop the Hate grantees.
- More people access services provided by CDSS Stop the Hate grantees.
- Individuals can articulate the difference between a hate crime and a hate incident.
- More people report hate crimes or incidents.
- People express a new or deeper understanding of cultures other than their own.
- Etc...

Impact

- California communities have more connected cultures and neighborhoods.
- Individuals and communities across California feel seen, understood, and celebrated.
- Hate crimes and incidents decline.
- Survivors/victims are able to heal and move forward with their lives.
- Communities and individuals more quickly and robustly access services and recover when there are hate incidents or crimes.
- Ethnic media outlets are seen as critical institutions for sharing resources and providing information.

In order to support a more accepting and equitable California, specifically through building public awareness of California's Stop the Hate Program, investment in ethnic media outlets to conduct outreach will provide information and resources via trusted community outlets that understand the wide variety of cultures and languages of Californians.