

Contra Costa County  
2020 Fish and Wildlife Propagation Fund  
Application Cover Page

Project Title: The Cannonball Express – Contra Costa County Middle School version

Organization/Individuals applying: Steven P. Kennedy & Pat Winters - applying as a non-profit through Cultural Media Services.

Organization Type: Non-profit sponsored

Address: POB 51852 Palo Alto, CA 94303

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Name and title of contact person: Steve Kennedy

One sentence summary of proposal: To create a video about the scientific principles of conservation for Contra Costa County students in grades 5-8.

Requested grant: \$2,000

Proposal prepared by: Steve Kennedy - Executive Producer

Signature X \_\_\_\_\_ Signed on 1/06/2020

- 2) Description of the project for which funding is requested. Please include an explanation of:
- A) how this project will benefit the fish and wildlife of Contra Costa County
  - B) how this project meets the requirements of Section 13103 (a) of the Fish & Game Code

The Cannonball Express - Middle School version...is an aid to education which covers at least six scientific principles of conservation. This video will benefit the fish and wildlife of Contra Costa County by raising awareness of how conservation efforts can improve habitat, enhance fish and wildlife populations and create recreational opportunities for sportsmen.

Factual gaps have been intentionally left in the script, so the video will dovetail with existing lesson plans to provide a comprehensive learning experience in conservation. (See #4 below)

These are the principles of conservation raised in the video....

- 1) The recovery of once abundant wildlife populations from the Pre-Colombian/Pre-Mission era can be documented annually by the citizen led, Bio-Blitz.
- 2) Obstacles to healthy habitat and collateral damage from human activities, slow wildlife recovery. ie The spread of exotic invasive tree species and careless animal husbandry e.g. sheep enclosures without roofs
- 3) environmental changes resulting from fire exclusion policies will effect game animal species through epigenetic forces. ie brush bucks with narrowed antlers.
- 4) wildlife recovery depends on sometimes marginal habitat niches and appropriate management of human-wildlife interactions. ie cougars in suburbia preying on domestic animals like sheep. (There is a factual gap here for teachers to discuss which wildlife can adapt to suburban life and which species cannot. One "takeaway" can be a County issued brochure or flier about human-wildlife interactions to promote parent/child discussions at home.)
- 5) severely burned wild land is transformed into healthy wildlife habitat through the action of invertebrate life at the bottom of the food chain. ie. Fungi, Bacteria and Insects (the FBI)
- 6) healthy pets equal healthy habitat, abundant fish and wildlife populations and generous opportunities for recreational hunting and fishing. ie toxoplasmosis treatments for cats and distemper shots for dogs, promotes healthy wildlife.

This video project meets or exceeds the requirements of Section 13103 (a) of the Fish & Game Code because it is designed to be part of and enhance, formal supervised instruction in the public schools, pursuant to a planned curriculum.

Section 13103(a) of the California State Fish and Game Code states that funding is available for  
"Public education relating to the scientific principles of fish and wildlife conservation, consisting of supervised formal instruction carried out pursuant to a planned curriculum and aids to education such as literature, audio and video recordings, training models, and nature study facilities."

3) Project schedule (Completion by Spring/Summer of 2021)

March 2020 - pre-production

June 2020 - production

August 2020 - titling, scoring and editing

September 2020 - delivery of final draft, DVD's and links to stakeholders.

October 2020 – submission of our final report to the Fish & Game Commission

4) Project budget (itemized).

We will seek crowd sourced funding on line from [www.GoFundMe.com](http://www.GoFundMe.com) and [www.IndieGoGo.com](http://www.IndieGoGo.com) for a potential Match Contribution.

Item	Funds Requested	Match Contribution	Total Amount
Pre-Production (including 10% of County grant and 10% of all Match Contributions for our fiscal agent's administrative fee)	\$500	\$700	\$1,200
Equipment Rental (commercial and cable access channel)	\$300	\$900	\$1,200
Camera Operator (skilled labor w personal equipment)	\$600	\$600	\$1,200
Drone Operation (skilled labor with personal equipment)	\$100	\$600	\$700
Editing & Titling (skilled labor with personal equipment)	\$250	\$600	\$850
Music (scoring) (skilled labor with personal equipment)	\$50	\$500	\$550
Archival Rights	\$100	\$300	\$400
Insurance	\$100	\$900	\$1,000
<b>TOTAL AMOUNTS</b>	<b>\$2,000</b>	<b>\$5,200</b>	<b>\$7,200</b>

5) Annual budget for the applying organization (not itemized). N/A

6) Statement describing the applying organization, listing the Board of Directors and officers of the organization, and listing all affiliated organizations.

Cultural Media Services, Inc., produced educational radio programs for 30 years and TV programs for 10 years.

It also served as fiscal sponsor for close to 20 years.

President/Executive Director: Josh Wagner

Secretary/Treasurer: Ron Castillo

Board Member: Martin A. Lewis

CMS has no affiliation with any other organization

7) Statement describing the qualifications of the sponsoring organization and participating individuals for completing the project.

As founder of the non profit, Cultural Media Services Inc. (1985), Josh Wagner has produced thousands of hours of educational radio and TV programs. (CMS also offers fiscal sponsorship services.)

The Executive Producer, Steve Kennedy, will be responsible for completing the video project. He will assemble a team of cast and crew, hiring residents of Contra Costa County wherever possible.

Steve Kennedy has become knowledgeable about the scientific principles of conservation by being a lifelong resident of California, going through OutDoor Education Programs in the public schools and teaching Nature Studies at Camp Green Meadows near Wawona, CA. Steve has a BA degree in English/Political Science, has many years of experience attending meetings of County Fish & Game Commissions and has spent 25 years creating a web site around "The Cannonball Express" including a YouTube demo reel. [www.canonbal.org](http://www.canonbal.org)

Please see the 4 "Letters of Interest" on our "Endorsements" page from teacher Alan Fisch and electrician's union labor leaders representing IBEW Locals.

8) List of individuals responsible for performing project and of individuals responsible for overseeing project.

a) Steve Kennedy - Executive Producer

b) Joshua Wagner - Fiscal Agent

c) Pat Winters - Assistant Producer

(End of Proposal)