

Valerie Scoon

Project Title: History of Plantations and Slavery in Leon County

Grant Number: 20.c.pr.800.720

A. Cover Page Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 Specific Cultural Project Grant Guidelines

Application Type

Proposal Type: Individual Artist

Funding Category: N/A

Discipline: N/A

Proposal Title: History of Plantations and Slavery in Leon County

B. Contacts (Applicant Information) Page 2 of 10

1. Grant Contact *

First Name

Valerie

Last Name

Scoon

Phone

Email

vscoon@fsu.edu

2. Additional Contact *

First Name

Theresa

Last Name

Marsenberg

Phone

Email

3. Authorized Official *

First Name

Valerie

Last Name

Scoon

Phone

Email

vscoon@fsu.edu

4. National Endowment for the Arts Descriptors

Applicant Status

Individual

Institution Type

Individual Artist

Applicant Discipline

Media Arts

5. Department Name

C. Eligibility Page 3 of 10

1. What is the legal status of the applicant? *

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated performing company
- Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- Yes (required for eligibility)
- No

3. Do proposed activities occur between 7/1/2019 - 6/30/2020? *

- Yes (required for eligibility)
- No

4. How many years of completed programming does the applicant have? *

- Less than 1 year
- 1-2 years
- 3 or more years (required minimum to request more than \$50,000 in GPS)

5. The following statements must be true for you to be eligible for Individual Artist Project funding. Check all that apply. *

- I have been a Florida resident for at least one (1) year.
- I am at least 18 years of age.
- I am not enrolled in a degree or certificate program.

D. Excellence Page 4 of 10

1. Applicant Mission Statement - (Maximum characters 500.) *

Solo or Individual artists: Provide a brief artist statement in lieu of a mission statement.

A theme that runs through my work is to tell the unknown or hidden story. This documentary project will shed light on the little known history of plantations and the enslaved in Florida.

In creating a visually compelling story that explores the history of a people who contributed so much to what Leon county is today, it can advance a sense of place and identity for hundreds of thousands of African-Americans. In addition, I strongly believe that this documentary will be a useful tool in educating our communities, empowering all of our families, and engaging important conversations.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Goals, Objectives, and Activities - (Maximum characters 5000.)

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Activities: These are the specific activities that achieve the objectives.

Goals

To create a visually compelling 1 hour documentary that reveals and explores the social and cultural history of plantations and the enslaved in Florida.

To specifically explore slavery in microcosm in Leon County, the heart of the cotton belt in from 1824 to 1860.

To partner with community museums and educational institutions so as to foster engagement with citizens and facilitate discourse and knowledge

To increase awareness of the plantation based cotton industry and use of slave labor in North Florida in the early to mid 19th century.

To understand what daily life was like for both the owner and enslaved

To have an understanding of the layout of the plantations and how the system of slavery was run and implemented

To understand Florida in the context of the history of the United States

To explore legacy of the plantations on this region

Objectives and Activities

To Engage in Pre Production Activities:

To conduct research at a variety of Institutions including but not limited to Meek-Eaton Black Archives, Florida Archives, The Grove Museum.

To consult with Historians and Advisors as consultants

To amass visual material --archival prints and images that can be used in the documentary

To identify experts who can be interviewed on camera

To identify candidates for production team

Develop script for documentary

Establish potential locations

Establish a production schedule

To Engage in Production Activities:

Film Interviews

Film Locations

Digitize prints and or images

To Engage in Post Production Activities

Transcribe interviews

Prepare a paper edit for the film

Commence Editing

Commence Voice and Music

Conduct test screenings

Lock Film

Engage in Marketing and Screenings

Partner with museums and educational institutions to hold screenings.

Create panel discussions with the screenings with audience questions and answers

Seek television distribution

Partnerships & Collaborations - (Maximum characters 2000.)

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programing (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

As a faculty member, I have the support of the College of Motion Pictures Arts at Florida State University (The Film School). The Film School will be providing support with the use of its state of the art film equipment, cameras light and sound. In addition, the college will provide use of post production facilities for editing and sound mixing. Finally we will also have access to visual effects very important when it comes to reimagining the past. This is a formal agreement.

In addition I plan to invite students and alums of the Film School and or from FAMU etc to work on the documentary.

The John C. Riley House and Museum has offered formal support to host screenings as part of community engagement. (See attached Letter.)

Meek-Eaton Black Archives Research Center and Museum at Florida A&M University has offered formal support to host screenings as part of community engagement.

The Grove Museum, which was the home of Keith Richard Call who owned one of the largest plantations in Leon County in the 1850's, has offered formal support to host screenings as part of community engagement. (See attached Letter)

Museum of Florida History-- Seeking to have screenings and discussions

We have spoken to the Director of The Florida African American Heritage Preservation Network which encompasses over 30 African American museums and cultural centers throughout Florida and they are supportive and interested in sharing documentary with their network. (See Attached John C Riley Letter)

Dr. Larry Rivers Consultant. He has taught for more than thirty (30) years, and has authored or co-authored eight (8) books. His books *Slavery in Florida: Territorial Days to Emancipation, and Rebels and Runaways have captured several national book awards.* (Letter Attached)

National Education & Empowerment Coalition, Inc. has offered formal support. (Letter Attached)

Certainly Educational Partnerships would be vital. We would seek to partner with Universities Statewide (including of course FSU and FAMU and TCC in Tallahassee) as well as with Secondary institutions

We would seek partnership with Commissioner of Education's African American History Task Force.

We would seek television distribution with Local PBS Affiliates throughout Florida and parts of Georgia.

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Timeline

From July 1 through October 1 working with historians engage in archival research regarding the plantations and enslaved in Leon County.

October 1 to January write a rough draft of the documentary on paper and share with advisors for comments

January 1 to March 1 B-roll archival and visual research from paintings to sketches to early photographs and maps

March 1 to April 1 Conduct interviews with Professors and Historians

April 1 to June 30 Edit and Post Production

3. Artist Project - (Maximum characters 5250.)

What makes your project artistically strong? What is your motivation for this project, how will it advance your career and creative practice? What is the artistic context of this project to your creative practice?

A common thread throughout many of my films and documentaries is a desire to share the little know story. Sometimes I have found that story in history and other times in literature. For example with the film "The Great Debaters," I was able to develop a story that shed light on a historically black college that in spite of Jim Crow laws was able to become national debate champions.

For my documentary "Grenada: Colonialism and Conflict" I examined the psychological legacy of colonialism. While many know of the 1983 Grenadian Revolution and subsequent US involvement, the documentary began at the beginning with the indigenous populations encounter with Europeans.

While "Their Eyes Were Watching God" by Zora Neale Hurston is a classic novel, adapting it to film brought more people to the work.

I was drawn to this current documentary project to examine the little known history of plantations and the enslaved for many of the same reasons as I was attracted to my previous work. It is a compelling subject that is not well known.

I live a block a way from a Betton Hills slave cemetery and was moved to research it. (Perhaps the only marked slave grave yard in Tallahassee).I decided to research this particular plantation thinking it was one of just a few.

I was astonished to learn that Leon County and Tallahassee held the most dense number of plantations and the enslaved then anywhere else in Florida. I believe that this is indeed an unknown story that needs to be shared. Much of the plantation history has been erased or covered by housing and development. It can only serve to enrich the community and the state of Florida to shed light on our collective past.

I believe this project will advance my career as both a narrative filmmaker and as a documentarian. This project shows I can identify something that is important to both mediums --compelling material. As mentioned earlier it compliments my body of artistic work.

In addition, as a Professor I will be able to work with students and with alums. This will increase their education and give them professional experience. Creating new work always helps to inform my teaching.

E. Impact Page 5 of 10

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

1. What is the estimated number of proposal events? *

1

2. What is the estimated number of opportunities for public participation? *

150

3. How many Adults will be engaged? *

500

4. How many school based youth will be engaged? *

1,500

5. How many non-school based youth will be engaged? *

75

6. How many artists will be directly involved? *

7

Total number of individuals who will be engaged?

7. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

- Children/Youth (0-18 years)
- Young Adults (19-24 years)
- Adults (25- 64 years)
- Older Adults (65+ years)

8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

- Black/African American
- White

9. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

Several public viewings at Florida A & M University, Florida State University, Tallahassee Community College, the John G. Riley House and other museums, churches, libraries and community organizations are anticipated. The Leon County school district and other school districts would also have access to the presentation during field trips and other events related to African-American history in the capital city. Several entities have expressed an interest in sharing the documentary with their clients, members, colleagues and visitors.

10. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

- Gadsden
- Jefferson
- Leon
- Liberty
- Wakulla

11. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

Solo Artists: Include any positive social elements and community engagement anticipated from the project.

The facts, artifacts and historical documents highlighting Plantation life in Florida's capital city will expose Floridians of all ages, particularly students to the reality, economy and inhumanity of slavery. The compelling and engaging production transports viewers to the past without leaving their classroom. Additionally, the story would be a useful compliment to a teacher's history, civics, cultural and or economic lesson plan. Presenting the documentary to students prior to a field trip to Kingsley Plantation, The John G Riley House or similar sites often visited by students, tourists and historians would better prepare them for the experience and give them a visually relevant lesson that directly and specifically connects them to Florida's history. The documentary resurrects a piece of Florida's past currently hidden by development, time and faded memories. In addition to its value in the classroom a story such as this would be useful in African American museums, cultural centers and visitor centers in Leon County and throughout the state. Additionally, various organizations that list historical markers and other documents related to slavery on their website would increase visitor engagement by including a link to the program. A video link would also be beneficial to members of Florida's African and African American History task force as they assist schools with the teaching of African American history.

12. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

Access to publicity and community awareness would be garnered through local newspaper, television and radio reports conducted prior to and upon the completion of the documentary. A professionally drafted media release would be sent to multiple media outlets to publicize community viewings/screenings of the documentary and panel discussions with local historians and other stakeholders. Details about the viewings would also be included in community calendars. Information on how the film could be accessed would also be made available during these events.

13. Artist Project *

Please identify Division Goals addressed by your project (check all that apply)

- Enhancing education through arts and culture
- Advancing leadership in arts and culture in the state and nation
- Promoting healthy, vibrant, and thriving communities
- Advancing a sense of place and identity

F. Management and Operating Budget Page 6 of 10

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

Describe your ability to complete the proposed project. Include examples of successfully completed projects.

I have worked in the film business for over 30 years and as such have overseen films from early idea through the script phase to the successful release in theaters or on television. These projects adhered to strict budget guidelines.

In addition I have produced a documentary with the support of the College of Motion Picture Arts successfully in the past. As in this case, I utilized the cameras and equipment and post production facilities as in kind costs. The project again adhered to a strict budget. It was received very well and has been screened in NY, Los Angeles, in addition to other cities. Internationally it has screened throughout the Caribbean and in countries in Africa.

In addition production planning and budgetary responsibilities is something that is taught daily at the film school.

Finally my co producer Theresa Marsenburg has been a producer on a dozen or more Florida Crossroads documentaries and as such brings a wealth of budget planning experience to the project.

2. Evaluation Plan - (Maximum characters 1750.) *

Describe the expected outcomes of the project. How will you determine the success of the project?

The expectation for the documentary is that it will effectively and visually present the history of plantations and the enslaved in Florida with a focus on Leon County area.

Throughout the process from research to script to rough cut to final version, we will consult with historians for accuracy and effectiveness.

During the editing phase we will have "test" screenings with community members. This will allow us to ascertain what is clear and what is not as well as what is working best.

After the film is completed, we will determine the success of the project from screenings and panel discussions. At each of the screenings/panel discussions we will distribute questionnaires to elicit more feedback from the audience.

The success of the project will be determined by how many museums, cultural centers and educational institutions throughout Florida seek to screen it.

Having it televised is another measure of success.

G. Management and Proposal Budget Page 7 of 10

1. Rural Economic Development Initiative (REDI) Waiver *

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Producer	\$3,000	\$0	\$0	\$3,000
2	Co Producer	\$2,000	\$0	\$0	\$2,000
Totals:		\$5,000	\$0	\$0	\$5,000

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Cinematographer	\$5,000	\$0	\$0	\$5,000
2	Editor	\$4,000	\$0	\$0	\$4,000
3	Composer	\$2,000	\$0	\$0	\$2,000
4	Narration Talent	\$1,000	\$0	\$0	\$1,000
Totals:		\$12,000	\$0	\$0	\$12,000

Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Consultant	\$1,000	\$0	\$0	\$1,000
Totals:		\$4,000	\$0	\$0	\$4,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Insurance	\$2,000	\$0	\$0	\$2,000
3	Researcher	\$1,000	\$0	\$0	\$1,000
Totals:		\$4,000	\$0	\$0	\$4,000

Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Screenings, Panels	\$1,250	\$0	\$0	\$1,250
2	Website	\$750	\$0	\$0	\$750
Totals:		\$2,000	\$0	\$0	\$2,000

Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Archival Expenses	\$2,000	\$0	\$0	\$2,000
2	Camera	\$0	\$0	\$3,000	\$3,000
3	Sound	\$0	\$0	\$2,000	\$2,000
4	Lighting	\$0	\$0	\$1,000	\$1,000
5	Edit Suite	\$0	\$0	\$3,500	\$3,500
6	Post Production Sound	\$0	\$0	\$3,000	\$3,000
Totals:		\$2,000	\$0	\$12,500	\$14,500

Amount of Grant Funding Requested:

\$25,000

Cash Match:

In-Kind Match:

\$12,500

Match Amount:**\$12,500****Total Project Cost:****\$37,500****3. Proposal Budget Income:**

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

Total Project Income:**\$37,500****Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	67%
B.	Cash Match	\$0	\$0	0%
	Total Cash	\$25,000	\$25,000	67%
C.	In-Kind	\$12,500	\$12,500	33%
	Total Proposal Budget	\$37,500	\$37,500	100%

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

H. Accessibility Page 8 of 10

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

We will provide closed captioning and open captioning for the hearing impaired.

We will screen at buildings that are compliant with Federal ADA guidelines.

We will include this information on our marketing materials with the use of appropriate symbols.

For some screenings we will try to have a sign language interpreter for panel discussions

I. Attachments and Support Materials Page 9 of 10

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
W-9.pdf	33 [KB]	6/1/2018 3:10:57 PM	View file

Work Sample *

File Name	File Size	Uploaded On	View (opens in new window)
Samples.pdf	13 [KB]	6/1/2018 4:34:47 PM	View file

Resumes of Significant Personnel *

File Name	File Size	Uploaded On	View (opens in new window)
Resumes.pdf	116 [KB]	6/1/2018 3:37:51 PM	View file

Florida Residency Documentation *

File Name	File Size	Uploaded On	View (opens in new window)
I.D. Florida.pdf	104 [KB]	6/1/2018 3:46:17 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Letter_Leaon County.docx	Support Letter from Dr. Keith Parker		133 [KB]		View file
The Grove Museum Support Letter.pdf			139 [KB]		View file
John G Riley and Florida African American Heritage Preservation Network.pdf			96 [KB]		View file
CURRICULUMVITAE2-26-10edited7-20-10.doc	Dr. Larry Rivers CV		165 [KB]		View file
Dr. Larry Rivers Support Letter.pdf	Letter of Support Dr. Larry Rivers		194 [KB]		View file
The Great Debaters - Trailer.mp4	The Great Debaters Trailer		15847 [KB]		View file
The Wedding.mp4	The Wedding Trailer		283564 [KB]		View file

J. Review & Submit Page 10 of 10

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Valerie Scoon and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

Signature (Enter first and last name)

Valerie Scoon

