

RECIPIENT NAME:ZERODIVIDE

AWARD NUMBER: 06-43-B10540

DATE: 10/29/2012

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted Department of Commerce, National Telecommunications and Information Administration	2. Award Identification Number 06-43-B10540	3. DUNS Number 829939854
4. Recipient Organization ZERODIVIDE 425 Bush St STE 300, San Francisco, CA 941083721		
5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2012	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No	
7. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents.		
7a. Typed or Printed Name and Title of Certifying Official David Veneziano	7c. Telephone (area code, number and extension)	
	7d. Email Address david@zerodivide.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 10-29-2012	

Project Indicators (This Quarter)

1. Please describe significant project accomplishments completed during this quarter (600 words or less).

ZeroDivide Accomplishments:

In Q3, ZeroDivide held a first time joint convening for its BTOP subrecipients (Generation ZD, Tribal Digital Village) and Community Enterprise grantees. During the 3-day convening, participants explored themes related to collaboration, social enterprise and sustainability strategies for their programs beyond the current ZeroDivide/BTOP funding cycle. Highlights from the three-day convening include:

- 23 executive, administrative and program staff from BTOP programs attended.
- BTOP specific sessions included evaluation, disability planning and curriculum development as well as sessions focused on business planning, intellectual property and youth employment law.
- ZeroDivide screened a newly completed 8-minute video presentation featuring the perspectives of the youth, staff and community members on the role of broadband in GenZD communities.

Subrecipient Accomplishments:

Access Humboldt (AH) delivered a host of digital media workshops focus on video production, audio mixing and gaming at sites in Willow Creek, CA. AH completed and piloted custom curriculum for Dream Quest interACTIVE!, a technology and new media art workshop series for K-6 students.

The Akaku YBEAM curriculum was accredited at two Maui schools, Kihei Charter School and Global Tech School in Wailuku. YBEAM alumni correspondents used wifi enabled Mojo Kits to supply media content from the youth perspective Primary Election cable TV coverage. Akaku, Access Humboldt and the New America Foundation are in process to bring national broadband experts to educate Hawaii PUC and policy makers on use of state USF funds for community broadband.

The Boy and Girls Club of Santa Fe staff has received approval for their Youth Media Project Curriculum. The two-part curriculum focuses on digital storytelling and music production. All media generated media will be distributed through Youth Media Project's various outlets: Audio Revolution! radio broadcasts; online sites such as iTunes, PRX.org, and YouTube.

Community Media Access Project (CMAP) is a major partner in a regional collaborative implementing a community-wide "Get Connected" broadband awareness day in San Benito County. In Q3, CMAP staff conducted outreach to community partners, potential vendors and local stakeholder groups. CMAP staff attended the California Non-Profit Tech Festival to learn and develop youth program strategies, outcomes and collaborations with other local area programs.

In Q3, the Portland Community Media (PCM) hosted its first Summer Digital Festival for nearly 200 residents. Educational activities and games featured information about how the internet works, how to access health and employment information and how to sign up for low-cost internet service. Comcast partnered with Portland Community Media to sponsor the Summer Digital Festival, which was free to the public.

In Q3 Reel Grrls Productions, had its busiest and most active season to date, completing five youth-created media projects for four client organizations: Washington Bus, Yoga Behind Bars, Women in Innovation, and Within Reach. The content is shared on client websites and social media platforms, and is integral to each organization's online presence. Reel Grrls completed a week-long Reel Queer Youth summer program. Now in its fifth year, Reel Queer Youth is a media camp for LGBTQ youth and allies in partnership with Three Dollar Bill Cinema. Staff from Reel Grrls also participated on panels at Geek Girl Con covering socially ethical and responsible internet use, online harassment, and using broadband access to "do good".

In Q3 Spy Hop Records (Spy Hop's student run music record label) changed its focus and format of the class to model itself after the new "net label" concept as a reflection of the changing music industry. Spy Hop Records now releases 801 Sessions to the interested followers via the internet and social media. The 801 Sessions feature local youth music talent through a video, interviews, and free downloads of music.

2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
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	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	71	See Section 3
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below
2.c.	Awareness Campaigns	-	Progress reported in Question 4 below
2.d.	Outreach Activities	-	Progress reported in Question 4 below
2.e.	Training Programs	-	Progress reported in Question 4 below
2.f.	Other (please specify):	-	Progress reported in Question 4 below

3. Please describe any challenges or issues faced during this past quarter in achieving planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

Nearly all Generation ZD sub-recipients noted an ongoing struggle with fundraising to support various programs, operations, key staff positions, and equipment. In Q3 a number of sub-recipients noted challenges related to staff transitions, reassignment and training of new and existing staff and the transfer of organizational knowledge gained through BTOP funded programs.

As noted in previous reports, sub-recipients also sited partnership development and collaboration as an area of challenge. In response, there has been increased effort on the part of sub-recipients to strategically identify, evaluate and engage viable partners at the community, county and regional levels.

In Q3 the ZD Fall Convening offered an opportunity focus on this particular issue through a workshop session, entitled "Courageous Conversations", focusing on how to talk about the difficult issues affecting partnerships and collaborations.

The goals of "Courageous Conversations" session was to have the sub-recipients self-assess and explore methods for achieving effective partnerships and collaboration through an understanding and practice of skills that encourage a candid exchange with current or potential collaborators. In addition, the workshop was designed to help sub-recipients increase their own abilities to have candid internal and external conversations that reflect on the critical issues that may undermine the effective collaboration. Highlighted findings from this workshop include the following:

- There was a widespread sense among the group that there was room for improving capacity to engage in conversations with peers or funders that require "courage". When asked, "How much courage do your organizations demonstrate on important issues of concern?" Sixty three percent responded, "somewhat or not courageous".
- The group felt that the biggest impediments to collaboration were clearly issues around vision, allocating responsibility, and expertise. Nearly 25% of the group cited "allocating responsibility and accountability" as an area where conversation that is more candid needed to occur.
- The group understood the relevancy of courageous conversation to forming transformative partnerships and networks. The "Courageous Conversations" was among the highest rated session for facilitation and content value.

4a. In the chart below, please provide the requested information on your BTOP grant-funded SBA activities. Please also provide a short description of the activity (600 words or less). Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please ensure that the numbers of new household subscribers and business or community anchor institution (CAI) subscribers reflected in the "Total" row represent the unduplicated number of new subscribers that can be attributed to your SBA project as a whole.

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Digital & Broadband Training Activities - All Previous Quarters	Various	See Previous PPRs - Section 4a Detail GenZD -	10,950	8,485	0	0
Digital & Broadband Training Activities Q3 2012	Various	See Q3 2012 Addendum Section 4a Detail GenZD	1,149	822	30	1

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Total:			12,099	9,307	30	1

4b. Please describe your method for determining the number of households, businesses, and/or (CAIs) subscribing to broadband as a result of your SBA programs (600 words or less).

In the case of Akaku: YBEAM content has been viewed online by the tracking of views on MauiTube (1782 new views Q3-2012), assumptions can be made that program content and promotional/educational content on the cable channels have had viewership by some of the 55,000 Maui County cable subscribers made up of private residents, businesses and organizations. Program youth have had an indirect influence on their own families who support them through program. Therefore, it is reasonable to believe that YBEAM has had enough impact in the County to influence one new subscriber per quarter in a home, business or institution. Baseline projected to be 8 new subscribers over the grant period.

Access Humboldt is developing a method similar to Akaku in order to calculate numbers of subscribers.

Note that the remaining subrecipients do not have subscription goals and does not apply. However, through an evolving partnership with the Santa Fe Housing Authority, the Boys and Girls Club of Santa Fe has been able to attribute subscriptions as a result of their broadband engagement and education efforts. This quarter they reported 30 household and 1 business subscriptions.

4c. Please provide a narrative explanation if the total number of new subscribers is different from the targets provided in your baseline plan (600 words or less).

As highlighted in previous reports, the GenZD programs use youth digital media training as a pathway to broadband adoption. Generally, the youth are not the primary purchasers of household subscriptions and Broadband subscribership is not directly tied to participants' successful completion of any GenZD program. Additionally, the ability to track adoption is hampered by IRB restrictions, preventing follow-up measurement over time. This is still under review for possible future tracking.

While ability to track subscribers is limited, subrecipients continue to explore methods to predict adoption and usage. For example, Akaku has designed a mobile Internet platform, specifically utilizing WiFi networks found outside the home as well as in defined public centers. With this method they track participation through their Project YBEAM and equate that activity to adoption. The method assumes that each participant in the project will influence at least one other youth who will access and learn from the in-person and online trainings.

In the case of Akaku: Information on broadband subscription numbers is proprietary information closely guarded by providers, there is no public data base with County information on the number of internet subscribers in general, only information on service availability by regions and types of technology offered through mapping sites, so tracking program impact on new subscriptions is difficult to ascertain.

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 0	Businesses and CAIs : 6
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Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

ZeroDivide will conduct a site visit to the Boys and Girls Club of Santa Fe in Q4. In addition, ZeroDivide will an evaluation project designed to explore how sub-recipients have developed and benefited because of BTOP funded programs and technical support.

Akaku

In Q4 2012, Akaku anticipates broadening outreach and formalizing the deployment of YBEAM at off location sites in order to reach more underserved youth. A specific target for this work includes youth centers in areas of Maui County currently not being served. In addition, Akaku will launch a YBEAM program at a local school site where there is a high concentration of native youth.

Access Humboldt

Access Humboldt will launch a youth news program in November. Staff will formalize a relationship with a local broadcast station

news desk to provide mentorship and training for youth interns. Currently, the goal will be to produce two news programs for broadcast each month.

Boys and Girls Clubs of Santa Fe

BGCSF will continue its collaboration with Santa Fe's Housing Authority to provide maintenance for hardware and software located at all county housing sites. This work will include ensuring that all computers have access to broadband and are set-up to utilize the Alto Street Computer Clubhouse broadband literacy curriculum.

Community Media Access Project

CMAP will collaborate with the Central Coast Broadband Consortium to document the region's current telecommunications assets and to increase access to broadband among under-represented and low-income communities. As part of this effort, the Hollister Youth Media Council will continue to survey community members about local broadcast access issues and challenges.

Portland Community Media

In partnership with Elders in Action and Well Arts, the Portland Community Media Center will launch its Interview Series Project. The goal of this project is to pair you and elders in the production of oral history stories for broadcast.

Reel Grrls

In Q4 Reel Grrls will conduct a comprehensive survey of its mentors, participants and families in an effort to refine and improve it program offerings in the coming year.

Spy Hop

In November, Spy Hop will host the PitchNic Film Premiere 2012. This event will be the 10th anniversary of the PitchNic Film Program. The event will premiere winning four 2012 PitchNic films as well as celebrate the history of the program. In Q4 Spy Hop will focus on board development by conducting searches and interviews for new board members.

2. Please provide the percent complete anticipated for the following key milestones in your project as of the end of the next quarter. Write "0" in the second column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the planned percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	80	See Section 3
2.b.	Equipment Purchases	-	Milestone Data Not Required
2.c.	Awareness Campaigns	-	Milestone Data Not Required
2.d.	Outreach Activities	-	Milestone Data Not Required
2.e.	Training Programs	-	Milestone Data Not Required
2.f.	Other (please specify):	-	Milestone Data Not Required

3. Please describe any challenges or issues anticipated during the next quarter that may impact planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

Youth recruitment and retention, staff turnover and partnership development were cited as anticipated challenges by sub-recipients. For example, Akaku's YBEAM program has steadily gained traction through curriculum adoption and participants in local area schools and youth centers, but as staff extend the program in to more remote areas it has become increasingly difficult to recruit and retain native youth participants. Reasons cited for this include the challenges of conducting outreach in remote areas, transportation to program sites and fully engaged partners. Access Humboldt has faced similar challenges as it seeks to extend it youth program model to more rural locations and engage youth on tribal lands in Northern California.

Program staff turnover continues to be cited as an issue that impacts some of the sub-recipients ability to deliver consistent programming. Even in cases where staff have been replaced, there has been a lag time as new staff transition in to the positions and

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begin program implementation. We anticipate that this issue will generally improved as many of the sub-recipients have been able to formalize their broadband specific curriculum and document their approaches for program recruitment, instruction and evaluation over the last year.

Sustainable Broadband Adoption Budget Execution Details

Activity Based Expenditures (Sustainable Broadband Adoption)

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Budget for Entire Project				Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	\$426,334	\$0	\$426,334	\$189,297	\$0	\$189,297	\$227,667	\$0	\$227,667
b. Fringe Benefits	\$106,584	\$0	\$106,584	\$42,204	\$0	\$42,204	\$51,797	\$0	\$51,797
c. Travel	\$49,350	\$0	\$49,350	\$40,856	\$0	\$40,856	\$45,298	\$0	\$45,298
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
f. Contractual	\$1,105,000	\$605,000	\$500,000	\$936,849	\$426,180	\$510,668	\$1,036,299	\$480,631	\$555,668
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$15,000	\$0	\$15,000	\$931	\$0	\$931	\$2,281	\$0	\$2,281
i. Total Direct Charges (sum of a through h)	\$1,702,268	\$605,000	\$1,097,268	\$1,210,137	\$426,180	\$783,956	\$1,363,342	\$480,631	\$882,711
j. Indirect Charges	\$286,974	\$0	\$286,974	\$204,008	\$0	\$204,008	\$229,836	\$0	\$229,836
k. TOTALS (sum of i and j)	\$1,989,242	\$605,000	\$1,384,242	\$1,414,145	\$426,180	\$987,964	\$1,593,178	\$480,631	\$1,112,547

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: \$1,034,999	b. Program Income to Date: \$747,685
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