



FREQUENTLY ASKED QUESTIONS (FAQ)

What is the Nonprofit Media Fellowship?

DCTV's Nonprofit Media Fellowship is a year-long program that helps nonprofit organizations of all sizes tell better stories to reach more people. This is a participatory program that expands the possibilities for nonprofit support and collaboration in communications and beyond.

Who is eligible for the Nonprofit Media Fellowship?

This capacity building program is open to registered **nonprofit organizations** only. Your organization must have an **active EIN** in the IRS database. There is a required **enrollment fee** to join the program.

How do I apply?

The application is easy! Just visit dctv.org/nonprofits and click the button that says **APPLY NOW**.

The application is tailored to busy nonprofit leaders, so you should be able to complete and submit it in *less than an hour*.

What is the application deadline?

2025 Deadlines

EARLY BIRD DEADLINE: **JANUARY 3, 2025**

10% DISCOUNT DEADLINE: **JANUARY 17, 2025**

FINAL DEADLINE: **JANUARY 31, 2025**

What is the enrollment fee?

The Media Fellowship provides immense value for organizations that need support in communications strategy and management. The enrollment fee supports the administration of the Media Fellowship and represents a tiny fraction of the operating cost for our professional television studios.

Nonprofits located within DC, or nonprofits located outside of DC that primarily serve DC:

Early Bird: **\$2,500** | 10% Discount: **\$2,700** | Full Fee: **\$3,000**

Nonprofits located outside of DC:

Early Bird: **\$3,500** | 10% Discount: **\$3,600** | Full Fee: **\$4,000**

What will I need to fill out the application?

This application is a simple way for us to get a basic introduction to your nonprofit mission and the work you do. Be sure to gather your organization's:

- Administrative information, including EIN
- Mission Statement
- Brief description of your programs
- Brief description of your beneficiaries

The rest of the questions are simple check-box responses.

What are the benefits of joining the program?

We provide professionally produced videos, expert and peer-led training, and workshops and partnership opportunities – all of which will help you build your communications capacity, improve your media strategy, and increase your reach.

Media Training

- **Hands-On Training:** This is a one-year program that includes sessions like:
 - Storytelling Deep Dive
 - Social Media Training for Nonprofits
 - Technical Media Production Training
 - Data Insights: Analytics, Audience Understanding, and Impact Measurement
- **Integration of Video Content:** Learn to strategically use video on social media channels for higher engagement and audience retention.

Professionally Produced Video Assets & Distribution

- One “Program Spotlight”, a short video professionally crafted by DCTV producers that highlights your nonprofit’s beneficiaries.
 - Includes a creative meeting, social media assets, and promotional materials
- Access to distribute your own pre-produced content on DCTV channels (Verizon, Astound, Comcast)

Additional Benefits

- **Networking & Resources**
- **Exclusive Access & Education Discounts**
- **Staff Participation:** Media Fellowship contact person and two additional seats for staff members

What is the schedule of events throughout the year?

The Nonprofit Media Fellowship typically meets monthly, with the following schedule:

- **March 2025 – February 2026:** Sessions are held on the **second Thursday of each month.**
- **April 2025:** We will meet **in-person every Thursday** throughout April.

What will I learn in a typical session?

In a typical session, participants will gain practical skills and knowledge tailored to enhance their effectiveness in nonprofit media communications. Sessions include hands-on activities and discussions that focus on fundraising strategies, community engagement, storytelling techniques, and media production skills. Each session emphasizes peer-to-peer support and interactions, fostering a collaborative environment where participants can learn from one another's experiences and build valuable connections. Whether online or in person, every session is designed to be interactive, providing valuable insights and actionable takeaways that participants can immediately apply to their work.

What types of organizations have participated before?

We have welcomed a wide range of organizations, from grassroots initiatives to local chapters to national nonprofits. Participants have come from across Washington, DC and the DMV area, representing missions as diverse as education, homelessness, poverty alleviation, health, arts, dance, and music. The District is a thriving hub for nonprofits, and we cater to organizations of all shapes and sizes, ensuring a collaborative, educational, and enriching experience.