



Application

19671 - Short Order Project 2019-II (Arts In Education, Dance, Multidisciplinary Arts/Culture, Music, Theater, Visual Arts and Local History)

19724 - Inside Stories Podcast

Project

Status: Awarded

Submitted Date: 07/31/2019 9:01 PM

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## Primary Contact

**Name:\*** Mr. Jen Rubin  
Salutation First Name Middle Name Last Name

**Title:**

**Email:** rubinjen@gmail.com

**Address:** 1232 Spaight St

**\*** Madison Wisconsin 53703  
City State/Province Postal Code/Zip

**Phone:\*** 608-698-5885  
Phone Ext.

**Fax:**

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## Organization Information

**Name:** Individual Artist

**Organization Type:** Individual (age 18+)

**Organization Website:**

**Address:** 1232 Spaight St

\* Madison Wisconsin 53703  
City State/Province Postal Code/Zip

Phone:\* 608-698-5885  
Ext.

Fax:

Date when organization received 501(c)(3) federal tax-exempt status (mm/dd/yyyy)

Benefactor No

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## Project Information

*Primary activities must fall within project period described in Funding Opportunity.*

Project Start Date: 11/02/2019

Project End Date: 04/25/2020

Select category that best describes project (selection influences which advisory panel reviews application): Multidisciplinary Arts/Culture

Date(s) during which community can attend and/or participate in project:

Inside Stories has a new episode each week. A podcast is a radio show on the Internet. Anyone with access to the Internet or the ability to have a Podcast app on their phone can listen to the podcast.

Specific venue(s) or location(s) where community will attend and/or participate in project:

Not applicable. Inside Stories is accessible to the public. There is no cost to listening to the podcast. It does require a listener to have access to a computer or smart phone to download or stream the podcast.

Estimate Number of Individuals Engaged or Served

500

Estimate Primary Community/Population Served

Ethnicity:

Black/African American: 30.0%

American Indian: 0%

Asian American: 2.0%

Hispanic/Latino: 8.0%

White/Caucasian: 50.0%

Other: 10.0%

Combination of all ethnicities: 100.0%

**Age Group(s):**

Youth (less than 18):	2.0%
Adult (18 to 30):	15.0%
Adult (31 to 60)	65.0%
Older Adult (60 plus):	18.0%
Dane County Supervisory District:	All

Indicates the communities your project will serve. To look up your district(s):  

**Community/Population Description:**

We know anecdotally that a diverse group of people listen to the podcast. (Only total numbers and location analytics are available.) We intentionally feature racially diverse storytellers to share a range of stories on the podcast. Our listenership range grows weekly as each new storyteller shares the podcast with their networks. Our population of listeners might change once WPR's Wisconsin's Life plays some stories on the radio.

*Additional notes about community/population served that explain selections. (Max. length is 50 words)*

**Abstract:**

*Provide a one or two sentence summary that could be used in future press releases to describe your project. (Max. length is 50 words.)*

Inside Stories explores Madison one story at a time. We listen to a story told in front of an audience then interview the storyteller to learn the story behind the story.

**Fiscal Receiver / Secondary Contact Information**

*Use this section to enter the contact information for your Fiscal Receiver, if your organization is using one. If you are not, you may use this section to provide information for an additional project contact person, if appropriate.*

<b>Fiscal Receiver:</b>	Arts Wisconsin
<b>Contact Person:</b>	Anne Katz
<b>Title:</b>	Executive Director
<b>Mailing Address:</b>	PO Box 1054
	Madison, WI 53701
<b>Phone:</b>	608-255-8316
<b>Email:</b>	akatz@artswisconsin.org
<b>How did you hear about this opportunity?</b>	Word of Mouth

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## Project Narrative

### Project Description

*Describe who you are (applicant), project you plan to conduct, and how you will present to the community. (350 words maximum)*

Takeyla Benton and Jen Rubin are co-hosts of Inside Stories Podcast. Takeyla is a bank manager by day and writer by night who has a love for community building. She is the founder of 'We Write Too' - an online based writing coaching service for women writers of color. Jen leads storytelling workshops around Madison, co-produces the Moth StorySlam in Madison, is a writer, and works at the Wisconsin Historical Society Press.

Our project is a weekly storytelling podcast centered in Madison. Featured stories have been told live at events in Madison. Many of the storytellers are from the greater Dane County area. In each episode we share a story, then we interview the storyteller to learn the story behind the story and discuss how the story was crafted.

Jen and Takeyla have collaborated with a wide variety of organizations and groups interested in storytelling. For the first six months of Inside Stories, we are using audio from the events we are connected to, such as: The Odyssey Project writing class, the Moth in Madison, and Listen To Your Mother. Going forward we will collaborate with a broader range of storytelling events, such as the Nelson Institute environmental storytelling event this fall.

Our listenership is growing steadily. Our first episode was published on May 9<sup>th</sup> and as of July 25<sup>th</sup> we have 250 subscribers. We are averaging 25 new subscribers with each episode. WPR's Wisconsin Life is partnering with us to put four of our stories on the radio in the next year, which will help promote our podcast. In July, the Isthmus, the Capital Times, and Madison 365 have all written good reviews about Inside Stories, and we are hearing interest from small businesses about sponsoring episodes of the podcast once we get our subscriber numbers up to 1000. This funding will give us the time we need to build our number of subscribers so we can approach businesses about sponsoring the podcast.

#### **Audience & Public Value**

*Describe intended audience, marketing plans, and benefit to Dane County. (350 words maximum)*

The Moth website perfectly describes the potential impact of storytelling. Stories have the ability "to honor both the diversity and commonality of human experiences, and to satisfy a vital human need for connection." There is a growing interest in storytelling in Madison. There are monthly storytelling events that consistently draw a large audience. Many community organizations, small nonprofits, and cultural institutions host storytelling events as fundraisers or to build community. The people that attend these various storytelling events are excited to hear the stories – both from people whose stories mirror their own and people whose stories are quite different from their personal experience. Our podcast extends the audience for these stories. Our audience is both people that seek out storytelling events and people who are exposed to live stories for the first time because a friend/colleague is featured on the podcast. Not everyone has the time or money to attend live storytelling events. Not every storytelling event is open to the public. Our aim with *Inside Stories* is to make some of the best stories told at live events accessible to whoever wants to hear them. Stories range from a person's experience living in prison to an employee of the Dane County juvenile detention center that leads a weekly cooking class, to someone living with an undocumented grandmother, to an always broadening range of stories. We believe that hearing the variety of life stories across Dane County has the potential to deepen connections within and between communities.

Our marketing plan is to grow our listenership slowly but surely. Each episode that featured storyteller introduces our podcast to their networks. We are averaging 25 new listeners each week. Depending on the theme of the story we share the episode with interested organizations and groups. For example: Episode six featured a surviving cancer story that we shared with Gilda's Club to use in training their ambassadors. Episode ten featured a middle school teacher story that we shared with teacher networks. WPR's Wisconsin Life will feature four stories which will help market our podcast to a larger audience.

#### **Evaluation**

*How will you know if project achieves goals and how will you measure its success? (350 words maximum)*

The best way for us to evaluate the success of Inside Stories is by the number of podcast subscribers. We anticipate the number of subscribers growing each week. Our one-year goal is to have 1,000 subscribers. Reaching this goal will tell us that Inside Stories has traction, the podcast is of interest to the Dane County community. Once we hit this threshold we can follow up with interested business sponsors.

Our goals are to feature some of the best stories told in Madison, showcase the diversity of people that live in Dane County, and impact how listeners think about who lives in Dane County. We anticipate that the range of lived experiences featured on the podcast and the conversations we have with the featured storytellers, will illustrate both how different our lived experiences are and our shared humanity.

We will evaluate our success at reaching these goals several ways. We will measure it anecdotally based on feedback we receive by email, on our Inside Stories Facebook page, and in conversation. We will also measure our success through a listener survey. In early 2020 we will send a survey to our listeners to determine if they like the range of stories we feature, feel like they have learned something new about Madison, and feel they have a better understanding of who lives in their community.

Another measure of success for our podcast is the media interest. The Isthmus, the Capital Times, and Madison 365 all positively reviewed Inside Stories in their newspaper. The producer of WPR's Wisconsin Life is going to put several of our stories on the radio.

Another measure of success is the experience of the storyteller and their interest in being an ambassador for the podcast to their networks. Tandalaya Taylor, who shared a story about cancer, had this to say about being on the podcast. "The feeling is overwhelming to know others listened to my story about overcoming an obstacle that they didn't have first-hand. I wanted to show there can be happiness at the end of the storm."

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## Project Expenses (Cash)

Category	Explanatory Notes (25 char. limit)	Expense Covered by Grant	Cash Amount
Expense 1	Oddly Arranged Media studio time, mixing & editing. @ 30 episodes	Partial	\$2,700
Expense 2	Simplecast - hosting platform for podcast	No	\$180
Expense 3	Social Media ads	No	\$300
Expense 4	Podcast hosts: \$25/hour X 2 X 10 episodes	No	\$500
Expense 5	10% fee to Wisconsin Arts	Yes	\$100
Expense 6			\$0
Expense 7			\$0
Expense 8			\$0
<b>Totals</b>			<b>\$3,780</b>

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## Project Income (Cash)

Category	Explanatory Notes (25 char. limit)	Status	Amount
Income 1	Individual supporters of the podcast	Confirmed	\$700
Income 2	Madison Arts Grant	Confirmed	\$300
Income 3	Business supporters of the podcast	Pending	\$1,000
Income 4	Patreon supporters of the podcast	Pending	\$780
Income 5			\$0
Income 6			\$0
Income 7			\$0
Income 8			\$0
<b>Sub-Total</b>			<b>\$2,780</b>
<b>Totals</b>			<b>\$2,780</b>

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### In-Kind (Non-Cash)

Row	Explanatory Notes (25 char. limit)	Status	Amount
In-Kind 1	Audio Clips from storytelling events. \$25 @30	Confirmed	\$750
In-Kind 2	Podcast hosts: \$25/hour X 2 X 20 episodes	Confirmed	\$1,000
In-Kind 3			\$0
In-Kind 4			\$0
<b>Totals</b>			<b>\$1,750</b>

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### Budget Narrative

*Additional explanation of budget figures. Be sure that any explanation of budget figures in this section matches the budget figures included above.*

**\*\*Expense: \$2,700 to Oddly Arranged Media.** Our most significant cost is the production cost for the podcast. We are renting space and recording equipment from Oddly Arranged Media and Richard Jones (from Oddly Arranged Media) will do the editing to assure the Podcast quality is high. Oddly Arranged Media LLC pieces together urban sound through audio engineering, music production, arts education and community engagement. From the 3 months Inside Stories podcast has worked with Richard Jones, Oddly Arranged has greatly increased its capacity to work with its community. **We are only looking to use Dane Arts funding to pay Oddly Arranged.**

**\*\*Income: \$300 from Madison Arts Grant.** We received a Madison Arts Grant for \$1,820: Grant for June 1st through November 30. The November portion of the grant is \$303.

**\*\*In-Kind cash: \$1000 Podcast hosts.** Takeyla Benton and Jen Rubin have not been paid for their time for the first six months of the podcast. The goal was to launch the podcasts and build up a strong listener base to be able to approach business sponsors and interest listener patreon's. We anticipate that in early 2020 we will have enough listeners to interest business sponsors. We will incorporate payment for the hosts into the sponsorship rates.

**\*\*Grant request: \$1000.** We are asking for \$1000 in funding to cover less than 50% of Oddly Arranged Media's costs.

## Budget Summary

Category	Total Cash Expenses	Total Cash Income	Total In-Kind (Non-Cash)	Total Request Amount	Total Request Percentage	Total Budget
Grant Request Amount	\$3,780	\$2,780	\$1,750	<b>\$1,000</b>	18.08	\$5,530

## Attachments/Supplemental Materials

Attachment	Description	File Name	File Size	Type
IRS federal tax-exempt 501(c)(3) determination for your organization or fiscal receiver	Wisconsin Arts tax ID number	IRSletter.jpeg	15.5 MB	jpeg
<b>Required for Applicants (Using a Fiscal Receiver Only)</b>				Letter of Commitment from Fiscal Receiver
Arts Wisconsin will act as the fiscal receiver for this project.	ArtsWI_fiscalagent.pdf	15.5 MB	pdf	<b>Required</b>
			Current Letter of Support #1	Letter of Support from Kevin Mullen, UW Odyssey Project

## Other Optional Attachments

Attachment	Description	File Name	File Size	Type
Current Letter of support #1 from the community at large (highlighting artistic quality/merit, public value, commitment, ability to implement successfully) -- suggested especially for first-time applicants	Support letter from Kevin Mullen, UW Odyssey Project	Mullen support letter Inside Stories Podcast.pdf	15.5 MB	pdf
Work Sample	This is an episode of Inside Stories podcast. It features a Madison storyteller from the Odyssey Project.	106 Tandalaya FINAL.mp3	15.5 MB	mp3
Logo or Image (to be used in listing project/program on a website if awarded a grant)	This is the logo we use for Inside Stories Podcast	Inside Stories Logo.png	15.5 MB	png
Other	This is an episode of Inside Stories Podcast. It features a storyteller from Lake Mills.	109 Bill FINAL.mp3	15.5 MB	mp3

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## Fields

**Applicant/Authorized Official** Jen Rubin

**Title** Co-host, Inside Stories Podcast

**Date Signed** 07/29/2019



July 25, 2019

TO: Jen Rubin

FROM: Arts Wisconsin



RE: Fiscal receiver services agreement

This letter confirms that Arts Wisconsin, a 501c3 organization registered with the IRS and the state of Wisconsin, acts as the fiscal receiver for monetary donations and public grants for the Inside Stories . Arts Wisconsin will receive donations and grants from corporations, foundations, individuals and/or public agencies for these programs and services, and prepare checks made payable to you, less the administrative fee and other fees (such as insurance costs) for our services.

The administrative fee for this service is as follows:

- o 10% of donation amount up to \$999
- o 8% of donation amount of \$1,000-\$24,999
- o 6% of donation amount of \$25,000-\$49,999
- o 4% of donation amount of \$50,000-\$99,999
- o 2% of donation amount of \$100,000 and above.

This agreement is valid from July 26, 2019 - July 25, 2020.



**Odyssey Project**  
UNIVERSITY OF WISCONSIN-MADISON

July 25, 2019

Dear Dane Arts Grant Committee:

I am writing this letter in strong support of Jen Rubin and Takeyla Benton's proposal for support of the *Inside Stories* podcast project. I have been thrilled to see their podcast expand its reach in our community and gain exposure such as in a recent feature in *Isthmus*.

I have known both Jen and Takeyla for several years, mostly through my work with the UW Odyssey Project. At its core, Odyssey is a two-semester humanities course where 30 adult students facing economic barriers to higher education earn six credits from UW for free. Over the last 16 years, this program has been a bridge for over 400 students that has led to college degrees, increased civic engagement, and meaningful work in the community.

Jen has been a writing tutor with Odyssey for the last five years, and Takeyla is a graduate of the program. These two talented writers have been leading the storytelling section of my English 100 writing class for Odyssey alumni for the last few years, and they have a terrific chemistry together. I've seen firsthand how transformative it can be for students to craft and then tell their own stories, and this project has become a real highlight of the class. It can be terrifying to talk about your own thoughts and experiences in front of an audience, but through Jen and Takeyla's thoughtful guidance, each one feels ready to step up to the microphone and tell their story.

But the large impact this exercise can have is not confined just to the storytellers. Many of these students have taken their story beyond the classroom to live storytelling stages, writing conferences, academic spaces, and various media platforms, and I've seen the difference these stories make in their audiences as well. Storytelling has a way of amplifying voices and lowering fences in our community, and I can imagine this project as having a similar impact.

Much like their work with Odyssey Project students, the *Inside Stories* podcast demonstrates Jen and Takeyla's deep commitment to empowering people to find and use their voices. To date, they have featured four powerful UW Odyssey Project storytellers on the podcast, and we anticipate that is just the beginning.

I know Jen and Takeyla have the commitment and experience to continue growing this successful new podcast, especially with the support of a Dane Arts grant. If you have any questions or concerns, please do not hesitate to contact me (kevin.mullen@wisc.edu or 608-333-2028).

Sincerely,

Kevin Mullen

Assistant Professor of Continuing Education; Co-Director, UW Odyssey Project



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UNIVERSITY OF WISCONSIN-MADISON

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Sincerely,

Kevin Mullen

Assistant Professor of Continuing Education; Co-Director, UW Odyssey Project