



July 18, 2023

Dear Walter Smith:

I am writing in response to your recent request for records under the Virginia Freedom of Information Act (FOIA), Va. Code § 2.2-3700 et seq., for the following records:

- *The promotional stories about the Woodson Institute's Notes on Virginia podcasts references funding from the Bicentennial Fund. I would like to see the grant request submitted by the Woodson Institute to fund the podcasts.*

Attached you will find records responsive to your request. You may also login to the University of Virginia Public Records Center to view and download this response at any time: <https://foia.virginia.edu/request-records> Your user name is the email address with which you registered. If you are a first time user, you will need to setup your password.

Sincerely,

Freedom of Information Act Officer

University of Virginia  
[www.virginia.edu/foia](http://www.virginia.edu/foia)

### **Project Description:**

The Carter G. Woodson Institute for African-American and African Studies applies herewith for funding from the University of Virginia Bicentennial Awards to develop a six-part podcast series, to be released monthly between August 2018 and January 2019. Titled "Notes on the State," the series takes as its impetus and point of departure aspects of Thomas Jefferson's *Notes on the State of Virginia*, with each episode of the series devoted to examining an element of Jefferson's world and world views. Applying the insights and perspectives of African American studies, the proposed project will trace Jefferson's ideas throughout history, focusing on a range of topics, including, but not limited to, questions of race, liberty, equality, citizenship, and progress, which constitute the foundations of the collective history of the University, the Commonwealth, and the nation. As the University celebrates its Bicentennial and envisions its future, this project will promote the University's commitment to civic education, intellectual rigor, amplifying Jefferson's vision of the academical village into next 200 years.

### **Critical Area of Bicentennial Planning:**

In a recent Op Ed in *the New York Review of Books*, Annette Gordon-Reed echoed the observation of two famous historians that "Americans have been trying to claim, or use, Jefferson in one way or another from the time of his death in 1826 up until this very moment." Indeed, Jefferson embodies the aspirational qualities of American democracy, in many ways laying the cornerstone to the pursuits that the University of Virginia takes up in its mission: public education, public citizenship, and the commitment to innovation, discovery, and the dissemination of knowledge. Yet, Jefferson, too, represents the profound complexity of our collective history, of writing in the name of liberty, while owning over six-hundred human beings. An early biographer of Jefferson, James Parton, famously wrote in 1874, "If Jefferson was wrong, America is wrong. If America is right, Jefferson was right."

Joyce Appleby reminds us that though Jefferson's writings were prolific, he expressed his ideas unsystematically, that his ideas were not presented as a comprehensive whole. Rather than make authoritative assertions about the "right" or "wrong" Jefferson and map those characteristics onto the nation at large, rather than "claim or use Jefferson in one way or another," the "Notes on the State" podcast seeks to emulate the spirit of Jeffersonian inquiry and promote the values of the University's academical village. The podcast will apply Jefferson's notion of the "query" to investigate our collective history as a University, a Commonwealth, and a nation. Utilizing an interdisciplinary focus comprised of scholars in African and African-American studies, History, English Literature, American studies, Urban and Environmental Planning, and Global studies, the series will leverage the podcast medium to communicate the continued intellectual activity of Jefferson's academical village to new, diverse, and digitally native audiences.

This project addresses the critical areas of the bicentennial planning in three primary ways: (1) the project commemorates UVA's history in a fresh and exciting way,

centering diverse histories of Jefferson and the University to energize new audiences and generate new interest in UVA, Thomas Jefferson, and his fellow founders. (2) The series envisions a future in which the University, the Commonwealth, and the nation, more broadly, actively engage with our complex collective history through the critical lens of African American studies. By prioritizing digital and multimedia learning technologies, (3) the series anticipates forecasts in education to strategize innovative methods for education and outreach, appealing to millennials, teachers, and a growing number of Americans for whom podcasts represent a staple in their digital diets.<sup>1</sup>

By fusing narrative and information, the podcast medium entertains and edifies. As such, it affords an exciting opportunity to eloquently communicate the University's aspirations for its next 200 years. At the moment of the University's Bicentennial, the "Notes on the State" podcast will at once reflect on Thomas Jefferson's legacy, while at the same time position diversity and civic education as a central component of the intellectual mission of Jefferson's academical village. The proposed topics mirror Jefferson's "Queries" in theme and spirit, in many ways reprising the intellectual curiosity of the query, as well as its pedagogical import. Key questions include: what does Jefferson still have to teach us? What are the aspects of Jefferson's life and writings that we can reconcile today? And over which should we still fret? What is the state of Virginia today? And how does the State of Virginia (in 1819, 1919, and 2019) represent and reflect the state of the union and the globe?

The podcast will interview UVA Faculty and visiting guests and collaborate across a number of disciplines and units, including Faculty from the Carter G. Woodson Institute for African-American and African Studies, the John L. Nau III Center for Civil War History, the Center for Cultural Landscapes, the Department of English, American Studies, and Urban and Environmental Planning. Opportunities for collaboration include the foundation of instructional materials for online educational packages with the Wilson Media & Maker Studio, a separate and accompanying mix-tape produced by A.D. Carson, Assistant Professor of Hip Hop and the Global South, and outreach and cross-promotional opportunities through the Virginia Foundation for the Humanities radio programs Backstory and With Good Reason. Throughout the project, funding will be used to involve undergraduate students and link the series to coursework, amplifying student-centered pedagogy and undergraduate career training.

The Carter G. Woodson Institute is uniquely situated to take on this project, due, not least, to (1) its record of producing and sponsoring high quality scholarship focusing on race and (2) its mission of engaging local communities in the intellectual mission of Universities. One recent example of this work is the Citizen Justice Initiative's digital resource entitled "[The Illusion of Progress: Charlottesville's Roots in White Supremacy](#)," which provides an overview of white supremacist activity locally with accompanying interactive resources. Since its release in late August 2017, "The Illusion of Progress" has received close to 2,000 views and 19 individual reviews with 52% of respondents

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<sup>1</sup> 40 percent of Americans (112 million) age 12 and older have listened to a podcast at some point and 24 percent (67 million) say they have listened to one in the past month (up from 21% in 2016) ([Edison Research, 2017](#)).

reporting to have spent 1-2 hours interacting with the material. Many of these respondents identified as local teachers and University professors who assigned the resource in their classrooms. In December 2017, the team will conduct a workshop on the project with Albemarle High School students and teachers at a conference at Montpelier. Finally, in March 2018, the Citizen Justice Initiative will conduct a workshop for K-12 teachers facilitated by the Southern Poverty Law Center's "Teaching Tolerance" project and sponsored by the Center for Liberal Arts. This brief overview of adoption reflects the desire for and promise of accessible, engaging, and interactive digital content focused on local history and African American studies upon which the "Notes on the State" podcast seeks to build. As such, the proposal will pilot a sustainable model through which the University can produce similar digital content, piloting a workflow through which to link such content to affiliated online courses.

In conclusion, this Bicentennial Award proposal ultimately seeks to distinguish the University of Virginia from its institutional peers in higher education by (1) producing a high-quality media deliverable that engages with the history of the University and its founder, (2) promotes the intellectual mission of the University to new audiences, and (3) distributes online digital content through innovative avenues. While many Universities have acknowledged their involvement in slavery, few have traced these legacies throughout history in a transparent, engaging, and intellectually rigorous way. In curating a more representative history of Thomas Jefferson and UVA, the Bicentennial Award will draw on expertise across academic units to envision a more diverse and inclusive history, one that aligns with the future of the University both demographically and intellectually, thus helping to attract new audiences and enact innovative forms of engagement with Mr. Jefferson and his University.

### **Budget and Timeline:**

The proposed timeline of activities runs from January 2018 to January 2019 with recording and production occurring from Spring to Summer of 2018 and a release schedule with associated events in the Fall of 2018. The project will pilot a model through which multimedia content might be eventually embedded into online educational packages. To support this project, we are requesting \$20,000, which includes a budget for recording, domestic travel, consulting fees, student assistants, remote recording assistance ("tape sync"), and technical support.<sup>2</sup> Remaining funds will be used for events, programming, and workshops to accompany the podcast release in Fall 2018.

The project timeline is as follows:

- Planning Phase– September 2017 – December 2017
- Recording Phase– February 2018 – May 2018
- Production Phase– May 2018 – August 2018
- Release Phase– August 2018 – January 2019

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<sup>2</sup> For reference on the cost of a pilot production for an original podcast, please see [the 2015 Podcasting Rate Guide](#) produced by the Association of Independents in Radio.

## Appendix A

Activity/Item	Budget Narrative	Rate (average or estimated)	Total
<b>Audio editing</b>	Consultant editor for podcast series	\$50 - \$100 /hr for 9 - 10 hrs and 2 rounds of edits / episode	<b>\$2,000</b>
<b>Audio mixing/mastering</b>	Consulting audio engineer for mixing/mastering podcast	\$50 - \$100 / hr for 9-10 hours	<b>\$1,000</b>
<b>Transcription services</b>	Recorded audio transcribed for editing and story planning	\$1 / minute of recorded audio OR student assistant transcribes (approx 27 hrs of recorded content)	<b>\$1,600</b>
<b>Consulting editor</b>	Consulting editor to review content / story structure	\$50/hr for 9 - 10 hrs and 2 rounds of edits / episode	<b>\$1,000</b>
<b>Music production / scoring</b>	Consultant sound designer / producer to create sound design for podcsat project	\$100 / hr or \$150 per track	<b>\$1,000</b>
<b>Student Assistants</b>	Students (2) intersted in media production assist with research, prepping hosts, transcribing, and promoting	\$11 / hr for Summer - Fall 2018 for 2 students working 10 - 20 hours per week (\$1628.2 summer for 8 weeks, Fall for 14 weeks \$1395)	<b>\$6,000</b>
<b>Tape sync</b>	Remote recording services from freelance journalists (if needed)	\$150 plus mileage for estimated 4 remote interviews	<b>\$600</b>
<b>Domestic travel</b>	Recording in the field at historic sites	Domestic travel by train \$150 or plane \$400	<b>\$150 - 400</b>
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<b>Estimated travel expenses (airfare and/or tickets)</b>			<b>\$800</b>
<b>Lodging</b>	Hotel in locations where recording	Federal per diem NYC in February/March \$250	<b>\$250</b>
<b>Lodging</b>	Hotel in locations where recording	Federal per diem SC in February/March \$150	<b>\$150</b>
<b>Lodging</b>	Hotel in locations where recording	Federal per diem Princeton in February/March \$129	<b>\$130</b>
<b>Meals and Incidental Expenses (M&amp;IE)</b>	Recording trip	Federal per diem for Meals and Incidental Expenses (M&IE) \$69 x 3 recording trips	<b>\$210</b>
<b>Total Production Costs</b>			<b>\$14,740</b>

<b>Risk Management</b>		Additional funds for unexpected costs	<b>\$2,000</b>
<b>Teacher Workshop: Food/Catering</b>	Lunch provided for workshop with K-12 teachers for 2 workshops	\$17 per person based on 2017 federal lunch rate for estimated 40 people for 2 workshops = \$1360	<b>\$1,360</b>
<b>Honoraria for guest speakers</b>	Workshop and/or event lecture to source material for podcast	\$1000 for senior scholar for workshop or event	<b>\$1,000</b>
<b>Travel</b>	Visiting speaker for event affiliated with project	\$500 airfare for domestic travel	<b>\$500</b>
<b>Lodging</b>	Hotel in Charlottesville	Federal per diem in Charlottesville \$126 for 2 nights	<b>\$250</b>
<b>Meals and Incidental Expenses (M&amp;IE)</b>	For visiting speaker in Charlottesville	Federal per diem for Charlottesville, 2017 = \$69 for 2 days	<b>\$150</b>
<b>Total Estimated Costs</b>			<b>\$20,000</b>
<b>Requested Amount</b>			<b>\$20,000</b>