



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 1312

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The Fair and Balanced Media Scholarship Program will provide tuition assistance and scholarships to Florida students enrolled in media programs at the Miami Media School.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2023-2024

Type of Funding	Amount
Operations	500,000
Fixed Capital Outlay	0
Total State Funds Requested	500,000

7. Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	500,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2023-2024	500,000	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.



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M&S Media, Inc is the parent company of Miami Media School and 6 other schools in other states. M&S received a PPP loan totaling \$1,483,000. Of that loan, \$142,516 was allocated to expenses at the Miami Media School Miami Media School received \$187,104 from the CARES ACT HEERF Institutional Fund.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

☐ Planning ☐ Design ☐ Construction

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Other: 100% direct scholarship assistance provided directly to students who are Florida residents	500,000
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		500,000

14. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

Scholarships will be provided to Florida students to alleviate the cost of a college education and to help create more fair and balanced students in the media industry.

b. What activities and services will be provided to meet the intended purpose of these funds?



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Scholarships will be provided to Florida students at the Miami Media School receive a Digital Media or Radio and TV Broadcasting Certificate. These programs are 8 month in length and tuition is all inclusive of curriculum and access to radio, podcast and video equipment.

c. What direct services will be provided to citizens by the appropriation project?

Florida students wishing to enter the media field will be provided with a scholarship to receive a fair and balanced education in the media industry.

d. Who is the target population served by this project? How many individuals are expected to be served?

This money is expected to serve 35 Florida students.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

The benefit of this project is to provide students with 100% scholarship to complete a Digital Media or Radio and TV Broadcasting Certification. The outcome will be measured by student completion rates.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

Revoke and return funding.

15. Requester Contact Information

a. First Name Last Name
b. Organization
c. E-mail Address
d. Phone Number Ext.

16. Recipient Contact Information

a. Organization
b. Municipality and County

c. Organization Type

- ☐ For Profit Entity
☐ Non Profit 501(c)(3)
☐ Non Profit 501(c)(4)
☐ Local Entity
☒ University or College
☐ Other (please specify)

d. First Name Last Name
e. E-mail Address
f. Phone Number



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17. Lobbyist Contact Information

a. Name	Ashley Ellis Spicola
b. Firm Name	Continental Strategy
c. E-mail Address	aspicola@continentalstrategy.com
d. Phone Number	(305)677-2707