NATIONAL ENDOWMENT FOR THE
Humanities

DIVISION OF **PUBLIC PROGRAMS**

AMERICA'S MEDIA MAKERS: DEVELOPMENT GRANTS

Deadline: August 15, 2012 (for projects beginning April 2013)

Catalog of Federal Domestic Assistance (CFDA) Number: 45.164

Items referred to in this document needed to complete your application:

☐ Budget instructions
☐ Budget form
☐ Grants.gov application package and instructions

Also see the **application checklist** at the end of this document.

Questions?

Contact the staff of NEH's Division of Public Programs at 202-606-8269 or publicpgms@neh.gov. Hearing-impaired applicants can contact NEH via TDD at 1-866-372-2930.

Submission via Grants.gov

All applications to this program must be submitted via Grants.gov.
We strongly recommend that you complete or verify your registration at least two weeks before the application deadline, as it takes time for your registration to be processed.

I. Program Description

America's Media Makers (AMM) grants support the following formats:

- **interactive digital media;**

- **film and television projects; and**

- **radio projects.**

Interactive digital media may be websites, games, mobile applications, virtual environments, streaming video, or podcasts.

Film and television projects may be single programs that address or a series that addresses significant figures, events, or developments and draw their content from humanities scholarship. They must be intended for national distribution.

Radio projects may involve single programs, limited series, or segments within an ongoing program vehicle. They may also develop new humanities content to augment existing radio programming or add greater historical background or humanities analysis to the subjects of existing programs. They may be intended for regional or national distribution.

NEH encourages projects that feature multiple formats to engage the public in the exploration of humanities ideas. Proposed projects might include complementary components that expand or deepen the audience's understanding of a subject: for example, museum exhibitions, book/film discussion programs, or other formats that enhance the programs' humanities content, engage audiences in new ways, and expand the distribution of programs.

Grant Categories

Development grants enable media producers to collaborate with scholars to develop humanities content and to prepare programs for production. Grants should result in a script or a design document and should also yield a detailed plan for outreach and public engagement in collaboration with a partner organization or organizations.

Production grants support the production and distribution of digital projects, films, television programs, radio programs, and related programs that promise to engage the public. See application guidelines for Production Grants.

All projects should

- build on sound humanities scholarship;

- deepen public understanding of significant humanities questions;

- involve appropriate media professionals, especially a producer, director, writer, or interactive designer;

- involve humanities scholars in all phases of development and production;

- appeal to broad regional or national audiences;

- approach a subject analytically and interpretively through an appropriate variety of perspectives;

- encourage dialogue and discussion; and

- employ appealing and accessible program formats that will actively engage the general public in learning.

Development grants may be used for

- meetings with scholars;

- research and preliminary interviews;

- preparation of program treatments and scripts; and

- creation of partnerships for outreach activities and public engagement.

Grants for America's Media Makers may not be used for

- dramatic adaptations of literary works;

- projects that will satisfy requirements for educational degrees or formal professional training;

- projects intended primarily for students in a formal learning environment (though projects may include components that can be used in classrooms);

- general operations, renovation, restoration, rehabilitation, or construction of station or production facilities;

- preservation or cataloging of materials and collections;

- programs designed to persuade audiences of a particular political, religious, or ideological point of view; or

- projects that advocate a particular program of social or political action.

Before applying, applicants must have a solid command of the major humanities scholarship on their subject, have clarified the ideas that the project will consider, and have consulted with a team of scholarly advisers to work out the intellectual issues that the program will explore. The team of scholars must represent major fields relevant to the subject matter and offer diverse perspectives and approaches. As needed, projects may also include other participants with experience and knowledge appropriate to the project's formats or technical requirements.

Bridging Cultures

Applications that respond to NEH's *Bridging Cultures* initiative are welcome. *Bridging Cultures* is an NEH initiative that engages the power of the humanities to promote understanding of and respect for people with diverse histories, cultures, and perspectives within the United States and abroad. Projects might have an international focus, addressing history, culture, and traditions in other regions of the world. Alternatively, they might explore the great variety of cultural influences on, and myriad subcultures within, American society.

A separate grant program—the *Bridging Cultures* through Film: International Topics program—supports documentary films that examine international and transnational themes in the humanities through documentary films. These projects are meant to spark Americans' engagement with the broader world by exploring one or more countries and cultures outside of the United States.

EDSITEment

AMM supports the creation of curricular materials and educational resources that are components of larger projects for public audiences. NEH's EDSITEment website is a respected source of educational materials for the classroom. We encourage applicants to create resources that would be appropriate for publishing on EDSITEment or promotion through EDSITEment. (In the Frequently Asked Questions document, which is available on the program resource page, see the question about funding resources for students and teachers.)

Providing access to grant products

As a taxpayer-supported federal agency, NEH endeavors to make the products of its awards available to the broadest possible audience. Our goal is for scholars, educators, students, and the American public to have ready and easy access to the wide range of NEH award products. NEH gives preference to those projects that provide free access to the public. For the America's Media Makers program, such products may include radio and television programs and digital media products. Detailed guidance on access and dissemination matters can be found in the "Distribution expectations and rights" section below.

Evaluation

Once production is completed, NEH requires a final report that assesses how well the project met its goals to educate and engage the public. Information on the project's reach (size of audience) and impact must be part of this final report. NEH particularly wants to know how

fully the project met its stated learning goals and how audiences were more deeply engaged in thinking about humanities ideas and questions as a result of the project.

Acknowledgment of NEH support

NEH requires crediting for any program based on or incorporating the materials created with these awards, including any works derived from those materials.

Distribution expectations and rights

Once production is completed, NEH expects that projects will be offered for distribution to broad public audiences, so that the American public will have ready and easy access to the products of NEH awards. NEH must approve all distribution arrangements before they are finalized.

While the grantee owns the rights to the products of the grant, such as program scripts and radio and television programs, NEH reserves a nonexclusive and irrevocable right to use materials produced under a grant and to authorize others to use these materials for federal purposes. For more information on NEH's rights to grant products, please see Article 23 of the General Terms and Conditions for Awards.

Program income

Award recipients are required to report income earned from grant products during the grant period and for seven years following the end of the grant. In addition, a percentage of income earned during this period must be returned to NEH. The percentage is based upon the proportion of NEH support of the total project costs. For further information, please see the NEH Program Income Policy.

II. Award Information

Successful applicants will be awarded a grant in outright funds, matching funds, or a combination of the two, depending on the applicant's preference and the availability of funds.

(Learn more about different types of grant funding.)

Awards for development typically range from $40,000 to $75,000, depending on the complexity of the project, and are usually made for a period of six to twelve months.

Basic development grants of up to $40,000 are available for activities that include collaborating with scholars to refine the humanities content, undertaking archival research, and conducting preliminary interviews. These grants should culminate in the creation of a brief treatment or design document.

Awards of up to $75,000 are available for the creation of a prototype for a digital media project; the scripting of a film, television program, or radio program; and the development of more complex projects that would have exceptionally wide reach to audiences through either of the following:

- collaboration with multiple institutional partners; or

- wide-ranging combinations of diverse formats (such as radio and television programs, exhibitions, book/film discussion programs, websites, lecture series, symposia, neighborhood tours, curriculum guides, publications, etc.).

Cost sharing

Cost sharing includes cash contributions to a project by the applicant and third parties as well as in-kind contributions, such as donated goods and services. Cost sharing also includes gift money raised to release federal matching funds. Although cost sharing is not required for America's Media Makers grants, the program is rarely able to support the full costs of projects approved for funding. In most cases, America's Media Makers grants cover no more than 50-60 percent of project costs.

Other award information

An NEH grant for one stage of a project does not commit NEH to continued support for the project. Applications for each stage of a project are evaluated independently.

III. Eligibility

Any U.S. nonprofit organization with IRS 501(c)(3) tax-exempt status is eligible, as are state and local governmental agencies and federally recognized Indian tribal governments. Individuals are not eligible to apply. Independent producers who wish to apply for NEH funding must seek an eligible organization to sponsor the project and submit the application to NEH. Under this arrangement the sponsoring organization is considered the grantee of record and assumes all attendant responsibilities of a grantee organization.

NEH generally does not award grants to other federal entities or to applicants whose projects are so closely intertwined with a federal entity that the project takes on characteristics of the federal entity's own authorized activities. This does not preclude applicants from using grant funds from, or sites and materials controlled by, other federal entities in their projects.

Applicants are not required to obtain a development grant before applying for a production grant. Applicants may not, however, submit multiple applications for the same project at the same deadline. If an application for a project is already under review, another application for the same project cannot be accepted by this or any other NEH grant opportunity.

Late, incomplete, or ineligible applications will not be reviewed.

IV. Application and Submission Information

Application advice and proposal drafts

Applicants are encouraged to contact program officers, who can answer questions about the review process, supply samples of funded applications (in addition to the samples available on the program resource page), and review preliminary drafts. NEH recommends that drafts be

submitted at least six weeks before the deadline, so that staff will have adequate time to respond. A response cannot be guaranteed if drafts arrive after this date. Staff comments are not part of the formal review process and have no bearing on the final outcome of the proposal, but previous applicants have found them helpful in strengthening their applications. Drafts should not be submitted via Grants.gov, but should instead be sent as attachments to publicpgms@neh.gov.

HOW TO PREPARE YOUR APPLICATION

The following required elements must be submitted through Grants.gov.

1. **Table of contents**

    List all parts of the application with corresponding page numbers.

2. **Narrative**

    The narrative portion of the proposal should range from **twenty to twenty-five** single-spaced pages, with one-inch margins. At least an eleven-point font should be used.

    The narrative should contain the following, in this order.

    A. **Nature of the request:**

        State in one or two paragraphs the subject and format of the project, the intended outcome of the grant, the amount of money requested from NEH, and the anticipated total budget for the production of the project. In addition, briefly describe any multiformat components to be developed.

        If support is requested for one program in a radio or television series, indicate the number and length of programs planned for the series. Also indicate where the proposed program fits into the overall series and the total projected cost to produce the series.

    B. **Humanities content:**

        Identify the humanities ideas, themes, and questions that the project will address. Explain the subject's significance to the humanities and discuss the humanities scholarship that informs the project. (In the Frequently Asked Questions document, which is available on the program resource page, see the question about humanities themes.)

C. **Project format:**

Briefly describe the resources available for the project, including interviews, archival materials, and other audio and visual materials. (You will be able to provide a detailed list of materials at the end of the narrative.) If applicable, also briefly describe any planned reenactments and/or animation techniques that the project would incorporate.

If there are other productions or digital projects on similar or related subjects, explain how the project will make a new contribution.

If you are applying to repurpose content that has already been released, discuss the rationale for the project, describe the value to be added to this content for audiences, and explain how new audiences would be reached.

Applicants may provide visuals in the "Images" attachment below.

D. **Audience and distribution:**

Describe the intended audience and a distribution plan for reaching this audience. Although NEH does not require an applicant to have distribution commitments at the development stage, it is helpful to establish distribution goals. If applicable, discuss partnerships that would help publicize the project.

E. **Rights and permissions:**

Indicate who controls the rights to the materials to be used. Discuss the potential for obtaining permissions to use materials and the likely costs of obtaining permissions and clearing the rights.

F. **Humanities advisers**

List the humanities advisers and briefly discuss the rationale for their choice and the specific contributions that each adviser will make to the creation of the project's content. Résumés (of two pages or less) for each person listed and letters of commitment from all must be included in an appendix.

G. **Media team:**

Provide information about the principal members of the media team. In a paragraph, summarize each person's qualifications and contributions to the project. Discuss the media team's experience and suitability for the proposed project. Résumés (of two pages or less) for each person listed and letters of commitment from all must be included in an appendix.

H. **Progress:**

Discuss the work that has been accomplished to date on the project. Indicate the remaining work that will be done during the NEH grant period. If the request is for a program in a broadcast series, indicate how much of the work on the entire series has been completed and what remains to be done.

I. **Work plan:**

Provide a detailed, month-by-month schedule of the major work to be done during the grant period, the amount of time it will require, and the specific people involved. Be especially clear about when the meetings of the media team with the scholars and other consultants will occur and how these activities will advance the project.

J. **Fundraising plan:**

Specify the source and amount of all funds raised to date for all aspects of the program and related projects. Include information about any previous NEH grants, as well as support for this project received from state humanities councils, foundations, individuals, and other sources. Estimate the project's total cost, and discuss specific plans for raising funds from outside sources to cover the costs that will exceed NEH support. Discuss plans for the sale of rights for distribution.

K. **Organization profile:**

Describe briefly the applicant institution and, if different, the production organization. Provide information about each organization's aims, origin, special characteristics, current activities, and experience with humanities programs. Each profile should be only one paragraph.

L. **List of collections of materials to be used by the project**

3. **Treatment or design document**

The design document and/or treatment describes how you will structure the interactive digital project, film, television program, radio program, and/or related programs to engage the public. The treatment and/or design document should be up to **ten pages**, depending on the scope and complexity of the project.

o If you are requesting support for digital media components such as websites, mobile media applications, or games, include a brief design document that describes how humanities content will be presented. The design document should describe the project's architecture, navigation, and the overall look and feel. Explain how the project uses interactivity to analyze and interpret content.

o If you are applying to script a film, television program, or radio program, include a brief treatment or story description. Describe how the film, television program, or radio program would unfold from beginning to end, including the story structure, themes, voice, and point of view.

o If you are requesting support for all or part of a series, include at least one long treatment that describes a single episode and shorter descriptions of all remaining episodes.

4. **User-generated content (if applicable)**

If the project includes user-generated content (UGC), explain the criteria and process to be used for selecting and monitoring the content that will ultimately be made available to the public. If the project includes UGC, you should also describe how the project will handle obscene, libelous, indecent, or defamatory content (including hate speech, personal attacks, or material constituting harassment).

5. **Bibliography**

Include a short bibliography of the humanities scholarship that significantly informs the project.

6. **Résumés and letters of commitment**

Include résumés (of two pages or less) for and letters of commitment from the key persons on the media team, all consultants (including the humanities advisers and scholars), and participating organizations.

7. **Images (if applicable)**

You may include images with your application. You should group these images in a single attachment. Include in this attachment a list of the images.

8. **Description of a sample**

All applicants must submit a work sample by the project team that best represents the audio and/or visual approach and format of the project under review. The work sample should also demonstrate the experience and qualifications of the media team to produce the proposed project successfully.

If a pilot program from a proposed series exists, it must be submitted as the sample.

If funding is requested for additional support of a series that has received previous production support from NEH, the complete program must be submitted as the sample.

Submit the sample on a **single** DVD (standard definition) or **single** CD, or through an embedded URL. If a sample is on DVD or CD, submit eight copies. Samples may include a completed program, a reel of clips, and/or a work in progress, but all must be contained on a single DVD or CD. Samples will not be retained by NEH; nor will they be returned to the applicant. See the additional instructions in the "How to Submit Samples" section below.

Create an attachment section describing the sample and indicate the roles played by members of the current media team.

9. **Budget form**

Using the instructions and the sample budget, complete the budget form (MS Excel format) or a format of your own that includes all the required information. (You can find links to the budget instructions, sample budget, and budget form on the [program resource page].) Applicants should submit their budgets in a font of at least eleven points. If you wish, you may include separate pages with notes to explain any of the budget items in more detail. Applicants are advised to retain a copy of their budget form.

Please attach a copy of your institution's current federally negotiated indirect cost rate agreement to the budget form.

o **Compensation**

Please identify all key project personnel by name on the budget form. Indicate in the budget if any of these individuals will perform different and separately budgeted functions.

Compensation for key project positions, such as the project director, producer, director, and scriptwriter, will be considered as fixed fees for service, even though the amount of compensation requested is calculated on the basis of the projected length of the project.

o **Department of Labor regulations**

U.S. Department of Labor regulations require that all professional performers, scriptwriters, and related or supporting professional personnel employed on projects or productions supported in whole or in part by NEH be paid not less than the minimum union or guild rates.

A copy of the applicable regulations, "Labor Standards on Projects or Productions Assisted by Grants from the National Endowment for the Arts and Humanities; Final Rule," may be accessed [online] or obtained from NEH's Office of Grant Management, Room 311, 1100 Pennsylvania Avenue, N.W., Washington, D.C. 20506 (202-606-8494).

o **Equipment**

Normally, NEH does not allow the purchase of equipment, but applicants may use their own equipment and include charges for this use, subject to the following:

- for equipment and facilities that are not fully depreciated, actual costs must be determined on the basis of the acquisition costs, divided by the useful life, times the period of use on the project; and

- for equipment and facilities that have been fully depreciated, charges to operate the asset, including the cost of maintenance, insurance, and other related expenses, are allowable.

o **Administrative fee in lieu of indirect costs for sponsoring organizations**

Under certain circumstances, a nonprofit organization may sponsor an independent producer, filmmaker, or group that, without tax-exempt status, is not eligible to apply directly for a grant from NEH. The sponsoring organization, also called an "umbrella" organization, may provide the project with accounting services, office and editing facilities, fundraising assistance, and other administrative support, but may not carry out the project activities itself. Under this arrangement the sponsoring organization is considered the grantee of record and assumes all attendant responsibilities of a grantee. For further information, please see Requirements for Grant Recipients that Serve as Sponsors of Projects.

NEH will allow a sponsoring organization to recover its costs for administering the award by charging an administrative fee of 5 percent of total project costs. This administrative fee may be charged instead of negotiating an indirect-cost rate with NEH.

Applicants that are sponsoring organizations and wish to budget for the 5 percent administrative fee should do so in the "indirect costs" section of the NEH budget form.

HOW TO SUBMIT YOUR APPLICATION

The application must be submitted to Grants.gov. Links to the Grants.gov application package and instructions for preparing and submitting the package can be found on the program resource page.

HOW TO SUBMIT SAMPLES

If your sample is not available at a URL, please send **eight copies** of the sample. Each copy of the sample (both the case and the disk) must be labeled with the name of the project director, the name of the applicant institution, the title of the project, and the title of the work sample. Send the sample to:

Grants for America's Media Makers
Division of Public Programs
National Endowment for the Humanities
Room 426
1100 Pennsylvania Avenue, NW
Washington, DC 20506
202-606-8269

NEH continues to experience lengthy delays in the delivery of mail by the U.S. Postal Service, and in some cases materials are damaged by the irradiation process. We recommend that samples be sent by a commercial delivery service to ensure that they arrive intact by the receipt deadline.

DEADLINES

Applications must be received by Grants.gov on or before August 15, 2012, for projects beginning in April 2013. Grants.gov will date- and time-stamp your application after it is fully uploaded. Applications submitted after that date will not be accepted. Samples must also arrive at NEH on or before August 15, 2012, to be considered as part of the application.

V. Application Review

Applications are evaluated according to the following criteria:

1. **Humanities content**

   The likely contribution of the project to public understanding of the humanities, including the significance of the subject and the humanities ideas; the quality and relevance of the humanities scholarship informing the project; and the extent to which the project offers an analytical perspective on the themes and ideas that underlie it.

2. **Creative approach and format**

   The quality of the storytelling and audiovisual approach of the program as described in the script, treatment, or design document; and the likelihood that the chosen format(s) will effectively convey the humanities content to the audience in an engaging and thoughtful manner.

3. **Audience**

   The appeal of the subject to a general audience, the accessibility of the ideas, and the quality of the project's distribution plan.

4. **Project resources**

   The appropriateness of the materials and resources that support the project's interpretive themes and ideas.

5. **Humanities advisers**

   The qualifications and potential contributions of the advising scholars.

6. **Media team**

   The experience and demonstrated technical skills of the media team, the quality of the team's previous work, and the likelihood of timely and successful completion of the proposed project; evidence that institutional partners will collaborate effectively.

7. **Work plan**

   The likelihood that the applicant will achieve the project's goals in a timely and efficient manner.

8. **Budget**

   The appropriateness and reasonability of the project's costs.

All other considerations being equal, the program will give preference to projects that provide free access to materials produced with grant funds.

Review and selection process

Knowledgeable persons outside NEH will read each application and advise the agency about its merits. NEH staff comments on matters of fact or on significant issues that otherwise would be missing from these reviews, then makes recommendations to the National Council on the Humanities. The National Council meets at various times during the year to advise the NEH chairman on grants. The chairman takes into account the advice provided by the review process and, by law, makes all funding decisions.

VI. Award Administration Information

Award notices

Applicants will be notified of the decision by e-mail in March 2013. Institutional grants administrators and project directors of successful applications will receive award documents by e-mail by May 10, 2013. Applicants may obtain the evaluations of their applications by sending an e-mail message to publicpgms@neh.gov.

Administrative requirements

Before submitting an application, applicants should review their responsibilities as an award recipient.

Award conditions

The requirements for awards are contained in the General Terms and Conditions for Awards, the Addendum to it, any specific terms and conditions contained in the award document, and the applicable OMB circulars governing federal grants management.

Reporting requirements

A schedule of report due dates will be included with the award document. Reports must be submitted electronically via eGMS, NEH's online grant management system.

Interim and final performance reports will be required. Further details can be found in Performance Reporting Requirements.

A final Federal Financial Report (SF-425, PDF) will be due within ninety days after the end of the award period. For further details, please see the Financial Reporting Requirements.

VII. Points of Contact

If you have questions about the program, contact:

Division of Public Programs
National Endowment for the Humanities
Room 426
1100 Pennsylvania Avenue, NW
Washington, DC 20506
202-606-8269
publicpgms@neh.gov

If you need help using Grants.gov, refer to

Grants.gov: http://www.grants.gov
Grants.gov help desk: support@grants.gov

Grants.gov customer support tutorials and manuals:
www.grants.gov/applicants/app_help_reso.jsp
Grant.gov support line: 1-800-518-GRANTS (4726)
Grants.gov troubleshooting tips

VIII. Other Information

Privacy policy

Information in these guidelines is solicited under the authority of the National Foundation on the Arts and Humanities Act of 1965, as amended, 20 U.S.C. 956. The principal purpose for which the information will be used is to process the grant application. The information may also be used for statistical research, analysis of trends, and Congressional oversight. Failure to provide the information may result in the delay or rejection of the application.

Application completion time

The Office of Management and Budget requires federal agencies to supply information on the time needed to complete forms and also to invite comments on the paperwork burden. NEH estimates that the average time to complete this application is fifteen hours per response. This estimate includes time for reviewing instructions, researching, gathering, and maintaining the information needed, and completing and reviewing the application.

Please send any comments regarding the estimated completion time or any other aspect of this application, including suggestions for reducing the completion time, to the Chief Guidelines Officer, at guidelines@neh.gov; the Office of Publications, National Endowment for the Humanities, Washington, D.C. 20506; and the Office of Management and Budget, Paperwork Reduction Project (3136-0134), Washington, D.C. 20503. According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number.

APPLICATION CHECKLIST

☐ **Verify your institution's registration or register your institution with Grants.gov.** Complete at least two weeks before deadline.

☐ **Download the application package from Grants.gov.** The program resource page on NEH's website has a direct link to the package or you can search Grants.gov for this program. The program resource page also has a direct link to the instructions for completing the package.

☐ **Complete the following forms contained in the Grants.gov application package.**

1. Application for Federal Domestic Assistance - Short Organizational

2. Supplementary Cover Sheet for NEH Grant Programs

3. Project/Performance Site Location(s) Form

4. Attachments Form—Using this form, attach the parts of your application as described in the guidelines:

   ATTACHMENT 1: Table of contents (name the file "contents.pdf")

   ATTACHMENT 2: Narrative (name the file "narrative.pdf")

   ATTACHMENT 3: Treatment or design document (name the file "treatmentordesigndocument.pdf.")

   ATTACHMENT 4: User-generated content, if applicable (name the file "usergeneratedcontent.pdf")

   ATTACHMENT 5: Bibliography (name the file "bibliography.pdf")

   ATTACHMENT 6: Résumés and letters of commitment (name the file "resumesandlettersofcommitment.pdf")

   ATTACHMENT 7: Images, if applicable (name the file "images.pdf")

   ATTACHMENT 8: Description of your sample (name the file "sample.pdf")

   ATTACHMENT 9: Budget and copy of your institution's current federally negotiated indirect cost rate agreement (name the file "budget.pdf")

Your attachments must be in Portable Document Format (.pdf). We cannot accept attachments in their original word processing or spreadsheet formats. If you don't already have software to convert your files into PDFs, many low-cost and free software packages will do so. You can learn more about converting documents into PDFs here.

Upload your application to Grants.gov. NEH **strongly** suggests that you submit your application no later than 5:00p.m. Eastern Time on the day of the deadline. Doing so will leave you time to contact the Grants.gov help desk for support, should you encounter a technical problem of some kind. The Grants.gov help desk is now available seven days a week, twenty-four hours a day (except on federal holidays), at 1-800-518-4726. You can also send an e-mail message to support@grants.gov.