



NATIONAL ENDOWMENT FOR THE
Humanities

DIVISION OF **PUBLIC PROGRAMS**

Digital Projects for the Public

Deadline: June 12, 2013 (for projects beginning January 2014)

Catalog of Federal Domestic Assistance (CFDA) Number: 45.164

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

- Budget instructions
- Budget spreadsheet
- 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 six weeks before the application deadline, as it takes time for your registration to be processed.

I. Program Description

Digital formats—such as websites, mobile applications, games, transmedia, and virtual environments—are fast becoming central tools in engaging Americans with the [humanities](#). Many educators and humanities organizations across our nation are increasingly employing new digital platforms that reach diverse audiences, deepen understanding of significant ideas and questions, and bring the humanities to life for the American public.

NEH's Digital Projects for the Public grants will provide awards ranging from \$25,000 to \$100,000 in support of projects that significantly contribute to the public's engagement with humanities concepts and spark a deeper understanding of disciplines such as history, literature, religion, anthropology, jurisprudence, and art history. (For a more detailed description of the humanities, please see: <http://www.neh.gov/about>).

Digital Projects for the Public grants support projects that are principally created for digital platforms. These projects can take many forms, shapes, and sizes. But your request to this grant opportunity should be primarily for the digital components of a project. Whether a website, transmedia project, virtual reality game, or mobile application, the project should convey significant humanities themes and have a wide reach on its chosen platform. Given that the NEH is a national funding agency, these projects should demonstrate the potential to cultivate and attract a broad audience. Of course, projects can have specific targeted audiences (including k-12 classrooms), but they should also strive to cultivate a broad, public audience.

If your request is for a smaller digital piece of a much larger project, you should explain how the digital components will deeply add to the users' learning experience and engagement. For instance, if your request to the NEH is for a children's cellphone-based scavenger hunt that would operate within a museum, you should be able to explain how this platform will substantially add to children's education within the museum that could not possibly be conveyed through the existing exhibitions.

If your primary format is an exhibition, documentary film, or radio program, please see other Division of Public Programs grant opportunities. If you are drawing substantially on a previous project, your application should demonstrate how this project will reach new audiences and expand on existing content. NEH expects that the final product will have a thorough plan for sustaining the content financially and technologically after the project is completed.

The Digital Projects for the Public opportunity will invest in engaging projects which seek to deliver quality humanities concepts to the American public. All projects should:

- Deepen public understanding of significant humanities stories and ideas;
- build on sound humanities scholarship;
- involve humanities scholars in all phases of development and production;
- involve appropriate media professionals, especially a producer, director, writer, and interactive designer;
- Reach a broad public through a realistic plan for development and distribution.
- Create appealing digital formats that will engage the general public;
- Utilize widely available hardware and operating platforms; and
- Demonstrate the capacity to sustain themselves for three years.
- deepen public understanding of significant humanities ideas and questions;

Grant Categories

Grants are available to support research, design, and prototyping of projects intended for a broad American audience. Two levels of support are available: Discovery and Prototyping. At this time, support for production and distribution of projects is not available. The Division of Public Programs anticipates phasing in larger production grants for digital projects in the future.

We encourage potential applicants to contact the staff of NEH's Division of Public Programs at 202-606-8269 or publicpgms@neh.gov to help you choose the appropriate grant level.

Discovery awards (up to \$25,000) are designed to fund the early exploratory stages of a digital project. Activities may include: scholarly consultation, refinement of the humanities themes, analysis of platforms and distribution strategies, and technological planning. Discovery grants should culminate in the creation of a design document broad overview that lays out many aspects of the project such as the expected content, technical specifications, user interface, and work plan. The design document should serve as a roadmap for prototyping and eventually producing the project for broad public use.

Discovery grants may be used for

- Consultation with scholars;
- Content research and conceptualization;
- Platform research and selection;
- Evaluation of technological platforms and possibilities;
- Identification of production assets;
- Frontend/backend architecture design;
- Audience evaluation;
- User experience mockups; and
- Wireframe development.

Instructions for completing a Discovery grant application are [here](#).

Prototyping grants (up to \$100,000) support the creation of a proof-of-concept prototype. Proposals for Prototyping grants must submit a design document that describes the project's humanities content and its presentation. Prototyping grants should result in a prototype that demonstrates the key interactive features and humanities content of the project. These completed prototypes need not to have finalized or designed each and every asset, but they should be able to explain the project's technological feasibility. In the case of transmedia projects, the prototype should explicate two or more of the chosen platforms of the project.

Prototyping grants may be used for

- Refinement of humanities content;
- Consultation with scholars;
- Scripting;
- Audiovisual asset creation and enhancement;
- Optimizing production values;

- User experience and backend development;
- Testing (including early launches) and de-bugging;
- Further design conceptualization;
- Targeted audience evaluation; and
- Other significant activities that will advance the project towards the production stage.

Instructions for completing a Prototyping grant application are [here](#).

Digital Projects for the Public awards may not be used for

- purchase of art, artifacts, or collections;
- purchase of hardware or software exceeding 20% of the total grant award;
- the development of software, platforms or user experiences that do not directly serve the humanities content of the project (For grant opportunities supporting innovation in digital humanities, please see [Digital Humanities Implementation Grant](#) and [Start-up Grants](#) programs);
- archival digitization, preservation, or cataloguing of materials and collections (please see the [Division of Preservation and Access](#) grants)
- online encyclopedias;
- general operations, renovation, or construction of production facilities; and
- programs designed to persuade audiences of a particular political, religious, or ideological point of view.

Sample Projects: The Division of Public Programs is open to a wide range of digital projects. The sample projects detailed below are examples only, and only hint at the scope of possibilities that this program supports.

1. A digital media producer and a documentary filmmaker collaborated to receive a **Discovery** grant through a media arts organization to begin the creation of a second-screen experience designed to accompany screenings of a new film. The documentary film interprets the pursuit of natural resources through history (gold, oil, coal, and silver) that led to the movement of people, commerce, and ideas to the American West. The application—which utilizes touchscreen technologies—allows the audience to more deeply explore the issues of the film by supplementing its content with archival footage, audio clips and even a digital game that emphasizes the competitive nature of prospecting. The Discovery grant was used for initial consultations with scholars and interactivity designers and programmers, assessing the technical hurdles of developing the mobile app, performing audience evaluations, and outlining a work plan for producing a prototype. The grant period culminated in the creation of a design document.
2. A team of historians from a university working with a game development company received a **Prototyping** grant to produce and disseminate a multi-part digital game on the Civil War. The

game would allow players to assume the role of a Northern soldier, a white Southern farmer, or an enslaved African American. The game as envisioned would include player-controlled text-based conversations that impact events, mini-games that highlight crucial activities, and correspondences sent to players' email that resemble front-line letters sent home. Accompanying the game would be a website highlighting supplementary images, audio, and archival resources such as newspapers and letters. The prototyping grant was used to consult with scholars on the most significant content and stories to highlight, writers to help storyboard the game scenarios, and archivist to identify primary sources. At the end of the year-long grant period, the project team had created a prototype of the game outlining technological and narrative components, evaluated audience interest, and begun to put in place ideas for distribution through libraries and high schools.

3. An archaeologist who specializes in ancient Mayan sites received a **Prototyping** grant through her museum to begin work on a web-based project recreating several excavated sites. This project would interpret the historical and cultural significance of the sites and allow users to explore reconstructed architecture from a first-person perspective, highlighting the ways that the real-world landscape was designed to tell complex stories. Working with a team of scholars and digital designers, the team utilized a previously completed design document to build a 3-D environment that includes various opportunities for users to access and manipulate objects, trigger audio descriptions of areas of significance and watch film clips of historical excavations and other activities. The Prototyping grant was used to consult with scholars, choose the appropriate graphics engine(s), identify and produce media assets, and work on producing and testing Alpha prototypes as well as developing the interpretative materials to guide users and provide historical context for the users.
4. A public television station received a **Prototyping** grant to create an interactive, GPS-based mobile app exploring the meanings of New Deal murals in its city. In addition to offering a rich array of historical material (photographs, drawings, and archival video and audio recordings), the app would allow users to access art historians, painters, and historians discussing the meanings of the individual murals throughout the city. Users could also upload their own stories or photographs. An innovative map interface was designed to link the mural's site to broader historical themes in the city like labor, immigration, and the city's creation of public spaces. The digital media elements would enable audiences to explore the subject in greater depth and would encourage dialogue between users and humanities scholars.

II. 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. Individuals 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.

All materials for the application must be received by the application deadline. Late, incomplete, or ineligible applications will not be reviewed.

III. 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. 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.

The two grant categories each have different application requirements. Please click on the appropriate instructions for more details on preparing your application. If you have questions about which grant category is appropriate for your project, please contact the staff of NEH's Division of Public Programs at 202-606-8269 or publicpgms@neh.gov.

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 AND PROTOTYPES

If your sample or prototype is not available at a URL, please send **eight copies**. Each copy of the sample or prototype (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:

Digital Projects for the Public
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 June 12, 2013, for projects beginning in January 2014. 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 June 12, 2013, to be considered as part of the application.

EDSITEment

Digital Projects for the Public supports the creation of curricular materials and educational resources. 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.

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. The NEH gives preference to those projects that when possible provide free access to the public. 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. All digital projects (such as websites, video games and mobile applications) are expected to include an acknowledgement to the NEH in the visible and promotional description of the project (for example: in the 'Description' section of the Google Play or iTunes stores). When possible, hyperlinks must be made between the project and the NEH website. Additionally, digital projects must incorporate the following keywords to aid in their findability: 'National Endowment for the Humanities' and 'NEH'.

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, 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](#).

III. Award Information

Awards last for one to three years and may range from \$25,000 to \$100,000. In rare circumstances, awards may exceed this amount, depending on the scope, complexity, and reach of the production.

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](#).)

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, NEH is rarely able to support the full costs of projects approved for funding.

Other award information

A grant from NEH 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.

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. Format and technical design

The quality of the storytelling and creative approach of the program as described in the planning proposal 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. Additional consideration will be applied to the technical design of the project itself and its likelihood for success and future relevance/ prosperity given the programming, platform and hardware it utilizes.

3. Audience

The appeal of the project's subject, format and genre to a general audience, the accessibility of the ideas, the quality of the project's distribution plan; and the likely effectiveness of the proposed audience evaluation for measuring the project's reach and impact.

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. Digital team

The experience and demonstrated technical skills of the digital team, quality of the team's previous work, and 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.

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 2014. Institutional grants administrators and project directors of successful applications will receive award documents by e-mail by March 31, 2014. 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](#) and the [lobbying certification requirement](#).

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 \(SF-425, PDF\)](#) and a program income report will be due within ninety days after the end of the award period. In addition, an annual program income report will be due for seven years following 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 six 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: Design document (name the file "design.pdf.")
 - ATTACHMENT 4: Résumés and letters of commitment (name the file "resumesandlettersofcommitment.pdf")
 - ATTACHMENT 5: Bibliography (name the file "bibliography.pdf")
 - ATTACHMENT 6: Budget (name the file "budget.pdf")
 - ATTACHMENT 7: User-generated content, if applicable (name the file "usergeneratedcontent.pdf")

ATTACHMENT 8: Images, if applicable (name the file “images.pdf”)

ATTACHMENT9: Description of your sample, if applicable (name the file “samples.pdf”)

ATTACHMENT 10:

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.

DRAFT