



DIVISION OF **PUBLIC PROGRAMS**

## **MEDIA PROJECTS: DEVELOPMENT GRANTS**

Deadline: January 8, 2020 (for projects beginning September 1, 2020)

The Division of Public Programs accepts applications for the two Media Projects programs (Development and Production) at two deadlines a year: in January and August.

Catalog of Federal Domestic Assistance (CFDA) Number: 45.164

Funding Opportunity Number: 20200108-TD-TR

OMB Control Number 3136-0134, Expiration Date: 06/30/2021

If after reading this document you have questions about this program, contact the staff of NEH's Division of Public Programs at 202-606-8269 or [publicpgms@neh.gov](mailto:publicpgms@neh.gov). Applicants who are deaf or hard of hearing can contact NEH via Federal Relay (TTY users) at 800-877-8399.

## Executive Summary

The National Endowment for the Humanities (NEH) Division of Public Programs is accepting applications for the Media Projects: Development Grants program. This program supports the collaboration of media producers and scholars to develop humanities content and to prepare documentary film, television, radio, and podcast projects that engage public audiences with humanities ideas in creative and appealing ways. All projects must be grounded in humanities scholarship.

Funding Opportunity Title:	Media Projects: Development Grants
Funding Opportunity Number:	20200108-TD-TR
Federal Assistance Listing Number (CFDA):	45.164
Application Due Date:	January 8, 2020, 11:59 p.m. Eastern Time
Estimated Number and Type of Award(s):	5 grants
Estimated Award Amount or Funding Range:	Up to \$75,000
Cost Sharing/Match Required:	No
Period of Performance (Award Period):	Six months to twelve months
Eligible Applicants:	U.S. nonprofit organizations with 501(c)(3) tax-exempt status, state and local governmental agencies, federally recognized Native American tribal governments, and accredited public and 501(c)(3) institutions of higher education
Program Resource Page:	<a href="https://www.neh.gov/grants/public/media-projects-development-grants">https://www.neh.gov/grants/public/media-projects-development-grants</a>

The Media Projects funding opportunity has two application packages available in Grants.gov. Media Production Development applicants should select application package **TD12020**.

This program is authorized by 20 USC §956 *et seq.* Awards are subject to [2 CFR Part 200 Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards](#), and the [General Terms and Conditions for Awards to Organizations \(for grants and cooperative agreements issued December 26, 2014 or later\)](#).

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## I. Program Description

The Media Projects: Development Grants program supports the collaboration of media producers and scholars to develop humanities content and to prepare documentary film, television, radio, and podcast projects that engage public audiences with humanities ideas in creative and appealing ways. Awards should result in a script (for documentary film or television programs) or a detailed treatment (for radio programs or podcasts) and may also yield a plan for outreach and public engagement. All projects must be grounded in humanities scholarship (read a [detailed description of the humanities](#)) Projects must also demonstrate an approach that is thoughtful, balanced, and analytical. The approach to the subject matter must go beyond the mere presentation of factual information to explore its larger significance and stimulate reflection. NEH is a national funding agency, so the projects that we support must demonstrate the potential to attract a broad general audience.

The Division of Public Programs encourages media projects that promote a deeper understanding of American history and culture and advance civic education. The Division of Public Programs also supports media projects that examine international themes and subjects in the humanities.

**Film and television development projects** may be a single film or a series addressing significant figures, events, or ideas. Programs may be intended for regional or national distribution, via traditional carriage or online distribution. This Media Projects: Development Grants program does not fund development of single short films. Proposed films must be longer than thirty minutes. Series of multiple films may be any length.

**Radio and podcast development projects** may involve single programs, limited series, or segments within an ongoing series. They may be intended for regional or national distribution.

NEH encourages projects that engage public audiences through multiple formats. Proposed projects might include the development of supplementary components to a film, television, radio, or podcast project: for example, book/film discussion programs, supplementary educational websites, or museum exhibitions.

Applicants must have clear central ideas and a solid command of the major humanities scholarship on their subject, and they must have consulted with a team of scholarly advisers to work out the intellectual issues that the program will explore. The scholars must represent major fields relevant to the subject matter, have a strong record of research and scholarship in the humanities, and offer diverse perspectives and approaches.

### **All projects applying to the Media Projects program should:**

- build on sound humanities scholarship
- deepen public understanding of significant humanities questions
- approach a subject analytically, presenting a variety of perspectives
- involve humanities scholars in all phases of development and production
- involve appropriate media professionals
- employ appealing and accessible program formats that will actively engage the general public in learning

To be ready to apply for a Development Grant, you must already have settled on a subject, an

approach, and a project team. In particular, you should have:

- selected your humanities subject and assessed the major scholarship related to it
- reached out to scholars and experts who work in the relevant subject area(s) to assemble a group of humanities advisers
- consulted with the humanities advisers to clarify the interpretive ideas that the project will consider
- formed a media team to see the project through its development period
- considered how your content will appeal to public audiences and will convey what they should learn from the project
- chosen the project's format(s)
- identified project resources (such as archival materials and potential interviewees)

Media Projects: Development Grants may support activities such as:

- meetings with scholars
- research and preliminary interviews (including scholarly research and development of humanities themes)
- preparation of program treatments and/or scripts
- production of a work-in-progress or trailer
- creation of partnerships for outreach activities and public engagement

Media Projects: Development Grants may not be used for:

- development of a single short film (under 30 minutes)
- fictional films, including 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
- promotion of a particular political, religious, or ideological point of view
- advocacy for a particular program of social or political action
- support of specific public policies or legislation
- lobbying
- projects that fall outside of the humanities; the creation or performance of art; creative writing, memoirs, and creative nonfiction; and empirically based social science research or policy studies

NEH funds may not be used to support obscene, libelous, indecent, or defamatory content (including hate speech, personal attacks, or material constituting harassment).

## Related funding opportunities

If you are ready to produce your program, you should not apply for a Development Grant. Instead you should apply for a Production Grant. Production Grants (up to \$650,000) support the production and distribution of films, television programs, radio programs, or podcasts that promise to engage a broad public audience. See the notice of funding opportunity for [Media](#)

### [Projects: Production Grants.](#)

If you are seeking support for the production and distribution of documentary films up to 30 minutes, you should apply to the Short Documentaries program. Short Documentaries (up to \$250,000) supports production of single films or series of thematically-related short films addressing significant figures, events, or ideas. See the notice of funding opportunity for the [Short Documentaries program.](#)

The Division of Public Programs supports standalone digital projects through a separate program, [Digital Projects for the Public.](#)

Contact the Division of Public Programs (at 202-606-8269 or [publicpgms@neh.gov](mailto:publicpgms@neh.gov)) if you have questions as to which program best fits your project. Program staff is also available to discuss your project with you and to address your questions about the application.

### Application resources

The Division of Public Programs encourages applicants to work with program officers from the outset of the application process. You may submit drafts of all or part of your application. Drafts, which are optional, must be submitted by November 29, 2019. A response cannot be guaranteed if drafts arrive after this date.

While staff comments are not part of the formal review process and have no bearing on the final outcome of the proposal, previous applicants have found them helpful. If you choose to submit a draft proposal, send it as a Word attachment to [publicpgms@neh.gov](mailto:publicpgms@neh.gov).

Applicants are also encouraged to examine the sample narratives from previously funded projects, which are available on the [program resource page.](#)

### NEH areas of interest

NEH is interested in advancing humanities-related work in the areas described immediately below.

#### **“A More Perfect Union”: NEH Special Initiative Advancing Civic Education and Commemorating the Nation’s 250th Anniversary**

As our nation approaches its 250th anniversary in 2026, NEH encourages projects that promote a deeper understanding of American history and culture and that advance civics education and knowledge of our core principles of government. The agency-wide “A More Perfect Union” initiative will help Americans better understand the world’s oldest constitutional democracy and how our founding ideals are met in a modern, pluralistic society.

NEH welcomes consideration of diverse topics in American history, from Native American culture to rural life to the rise of the industrial city, from the Civil War to the Cold War to the Civil Rights movement, projects that examine foundational documents in U.S. history, etc., as well as projects that examine historical objects, places, traditions, events, and individuals who collectively shaped our states and nation. Applications about the contributions of under-represented communities are highly encouraged

#### **Standing Together**

NEH invites projects related to its [Standing Together](#) initiative, which encourages projects

related to war and military service.

In addition, NEH especially encourages projects that include Native American organizations and communities as lead applicants and project partners.

## Providing access to NEH-funded 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. All other considerations being equal, NEH gives preference to those projects that provide free access to the public. Detailed guidance on access and dissemination matters can be found in the “Distribution expectations and rights” section below.

NEH recipients must follow the requirements of Section 504 of the Rehabilitation Act of 1973, which is designed to eliminate discrimination on the basis of disability in any program or activity receiving federal financial assistance. For more information consult [Design for Accessibility: A Cultural Administrator's Handbook](#).

## Copyright information

NEH recipients may copyright any work that is subject to copyright and was developed, or for which ownership was produced, under an award. In accordance with [2 CFR 200.315 \(b\)](#), NEH reserves a royalty-free, nonexclusive, and irrevocable right to reproduce, publish, or otherwise use the work for federal purposes, and to authorize others to do so. NEH has typically exercised this right in consultation with recipients to publish an excerpt from resulting grant product(s) in *Humanities* magazine or on the NEH website.

For more information on NEH’s rights to funded products, see [Article 23 of the General Terms and Conditions for Awards](#).

## 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. Consult the [Acknowledgment and Publicity Requirements for NEH Awards](#) and [Publicizing Your Project](#) pages on the NEH website for guidance on credits and promotion.

## Distribution expectations

Development awards support the creation of a distribution plan during a project’s early stages. 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. Applicants are expected to address their distribution plans in section K of the narrative, “Distribution plan and audiences.”

## Award information

Awards are usually made for a period of performance of six to twelve months. Most awards are made for up to \$40,000, with a maximum of \$75,000 for complex projects that will reach national audiences.

Two or more applications for federal funding and/or approved federal award budgets are not permitted to include overlapping project costs.

At the time of posting, federal appropriations have not been made for fiscal year 2020. This notice of funding opportunity has been issued to ensure that, should funds become available for this purpose, NEH can process applications and award funds in a timely manner.

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

## Outright funds

Outright funds awarded by NEH are not contingent on additional funding from other sources.

## Federal matching funds

When matching funds are requested, the applicant must raise cash contributions from nonfederal third parties and have them certified before the funds are released to the recipient (see NEH's [Federal Matching Funds Guidelines](#)). Funds raised to satisfy a match count toward an institution's cost share for a project (see the discussion of cost sharing below).

## Cost sharing

Cost sharing is not required in this program. Applicants may, however, use voluntary cost sharing for projects in which the total costs exceed the amount awarded by NEH. Voluntary cost sharing includes cash contributions to a project by the applicant and nonfederal third parties, as well as in-kind contributions, such as donated goods and services.

## Eligibility

U.S. nonprofit organizations with 501(c)(3) tax-exempt status, state and local governmental agencies, and federally recognized Native American tribal governments are eligible to apply. Eligible organizations include accredited public and 501(c)(3) institutions of higher education.

Individuals and foreign and for-profit entities are not eligible to apply.

Eligible organizations are encouraged to partner with independent producers. Under this arrangement, the lead applicant submits the application on behalf of the partnership. The lead applicant must not function solely as a fiscal agent, but should make substantive contributions to the success of the project. If the application is funded, the lead applicant is considered the recipient of record and assumes all programmatic, financial, and legal responsibilities associated with the award. See [2 CFR §200.331\(a\)](#) for information that must be included in subaward agreements with independent producers. Per [2 CFR §200.331](#), recipients must monitor the activities of their subrecipients as necessary to ensure that the subaward is used for authorized purposes, in compliance with Federal statutes, program legislative requirements, regulations, and the terms and conditions of the subaward; and that subaward performance goals are achieved. Recipients must ensure that subrecipients track, appropriately use, and report program income generated by the subaward.

NEH generally does not issue awards 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.



## Additional eligibility considerations

Applications must be complete, must observe the specified page limits, and must be validated by Grants.gov under the correct funding opportunity number to be considered under this notice. Late, incomplete, or ineligible applications will not be reviewed.

Eligible applicant institutions may submit multiple applications for separate and distinct projects under this announcement. Project directors may also submit applications for two different projects at the same time. If so, project directors should explain in the applications how they would allocate their time if they received more than one award.

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 by the Division of Public Programs, another application for the same project cannot be accepted by this or any other funding opportunity offered by the Division of Public Programs.

Applicants whose projects have received NEH support may apply for a grant for a new or subsequent stage of that project. These proposals receive no special consideration and will be judged by the same criteria as others in the competition. In addition, such applicants must substantially update their proposals and must include a description of the new activities and a justification of the new budget. Such applicants must also describe how the previously funded project met its goals.

## II. Preparing and Organizing your Application

### Review criteria

Applicants should ensure that their applications respond to the program's review criteria. Reviewers are asked to apply the following criteria in assessing applications:

#### Humanities significance

- 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
- The extent to which the project offers an analytical perspective on the themes and ideas that underlie it

#### Creative approach, treatment, and resources

- The audiovisual approach of the program
- The likelihood that the program will effectively convey the humanities content to a general audience in an engaging manner
- The treatment, archival materials, and other resources that the applicant would use in the program

#### Humanities advisers

- The qualifications and potential contributions of the advising scholars

#### Media team

- The experience of the media team, and the quality of the team's previous work

### Work sample

- The quality of the work sample, especially its demonstration of the qualifications of the media team to develop and produce the proposed project successfully

### Audience and distribution plan

- The quality of the project's distribution plan
- The likelihood that the proposed project would appeal to a broad general audience
- The estimated size of the audience

### Work plan, budget, and likelihood of success

- The extent to which the roles of team members and partners are clearly defined
- The likelihood that the applicant will achieve the project's goals in a timely and efficient manner
- The appropriateness and reasonability of the project's costs

### Overall evaluation

- The quality of the project, taken as a whole

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

## Application components

Your application will consist of four forms that are available with the Grants.gov application package on the [program resource page](#). You will then upload the remaining application components, which make up the bulk of your application, in to the Attachment Form.

### SF-424 Application for Federal Domestic Assistance – Short Organizational

This form asks for basic information about the project, the project director, and the institution. Items 1, 2, and 4 will be automatically filled in; item 3 should be left blank. Provide the following information:

#### 5. Applicant Information

In this section, provide your organization's legal name, address, employer/taxpayer identification number (EIN/TIN), D-U-N-S® number, website address, and congressional district of the institution.

If your institution is located, for example, in the 5th Congressional District of your state, put a "5." If your institution doesn't have a congressional district (for example, it is in a state or U.S. territory that doesn't have districts or is in a foreign country), put a "0" (zero).

Also choose the "type" that best describes your institution (you only need to select one).

All institutions applying to federal grant programs are required to provide a D-U-N-S® number, issued by Dun & Bradstreet, as part of their application. Project directors should contact their institution's grants administrator or chief financial officer to obtain their institution's D-U-N-S® number.

## 6. Project Information

Provide the title of your project. Your title should be brief (no more than 125 characters), descriptive, and substantive. Successful proposals will typically have titles that are descriptive of the project, substantive, and free of specialized language. Most importantly, your title should be easily understood by the general public. NEH reserves the right to retitle funded projects for clarity when announcing its funding decisions and in its own reports and communications, but recipients are permitted to use their preferred title for any award products.

Provide a brief (no more than one thousand characters) description of your project. The description should be written for a nonspecialist audience and clearly state the importance of the proposed work and its relation to larger issues in the humanities.

List the starting and ending dates for your project. All starting dates are on the first day of a month. All ending dates are on the last day of a month.

## 7. Project Director

Provide the name, title, mailing address, e-mail address, and telephone and fax numbers for the project director. The project director is responsible for the programmatic aspects and day-to-day management of the proposed project. Because the project director's involvement in the proposed project is critical to its success, applicants must notify the NEH immediately if the project director listed in the application changes.

## 8. Primary Contact/Grants Administrator

Provide the contact information for the official responsible for the administration of the NEH award (that is, negotiating the project budget and ensuring compliance with the terms and conditions of the award). This person is often a grants administrator or sponsored programs official.

As a matter of NEH policy, the Project Director listed in section 7 may **not** be the same individual listed as the Primary Contact/Grants Administrator listed in section 8. The role of the project director must be distinguished from that of the institutional grant administrator, who functions as the representative of the recipient organization with authority to act on the organization's behalf in matters related to the administration of the award. All financial reports and prior approval requests such as budget revisions, extensions of the period of performance, and changes in key personnel must be signed or countersigned by the institutional grant administrator. Similarly, official correspondence from NEH to a recipient (for example, an offer letter, the award document, an extension, a supplement or amendment) is addressed to the institutional grant administrator and copied to the project director.

## 9. Authorized Representative

Provide the contact information for the Authorized Organization Representative (AOR) who is submitting the application on behalf of the institution. This person, often called an "Authorizing Official," is typically the president, vice president, executive director, provost, or chancellor. In order to become an AOR, the person must be designated by the institution's E-Business Point of

Contact. For more information, consult the [Grants.gov Online User Guide](#).

## Supplementary Cover Sheet for NEH Grant Programs

Provide the following information:

### 1. Project Director

Use the pull-down menu to select the major field of study for the project director.

### 2. Institution Information

Select the appropriate institution type from the drop-down menu.

### 3. Project Funding

Enter your project funding information. [Learn more about different funding types](#).

### 4. Application Information

Indicate whether the proposal will be submitted to other NEH programs, government agencies, or private entities for funding. If so, indicate where and when. NEH frequently cosponsors projects with other funding sources. Providing this information will not prejudice the review of your application.

For Type of Application, check "new."

Enter the primary project discipline (and, if you like, the project's secondary and tertiary disciplines as well).

## Project/Performance Site Location(s) Form

Provide the primary location and any other locations where the project activity will occur during the period of performance. This form allows for the collection of multiple performance sites. If you need to add more project/performance site locations than the form allows, enter the information in a separate file and add it to the "Additional Locations" section. Instructions for each requested data element may be viewed by positioning your cursor over the blank field.

## Attachments Form

Attach your narrative, budget, and the other application components to this form.

Your attachments must be in Portable Document Format (.pdf). Make sure that all files in formats other than PDF (images, Word or Excel files, etc.) have been properly saved as PDF files. Do not simply rename your non-PDF files with PDF extensions. If an attachment contains multiple PDFs, you must merge those documents into a single PDF. Do not attach a zip file containing multiple PDFs.

Visit [Grants.gov's Adobe Software Compatibility page](#) to verify the compatibility of your current software or to download the appropriate version. Even if you choose to complete the online webforms in Workspace, you will need to convert the files that you will attach (to the Attachments Form) into PDFs. If you have a problem installing Adobe Reader, it may be because you do not have permission to install a new program on your computer. Many organizations have rules about installing new programs. If you encounter a problem, contact your system administrator.

When you open the Attachments Form, you will find fifteen attachment buttons, labeled “Attachment 1” through “Attachment 15.” By clicking on a button, you will be able to choose the file from your computer that you wish to attach.

Note the following Grants.gov file naming conventions: Limit file names to 50 or fewer characters. Do not attach any documents with the same name. All attachments should have a unique name. Use only the following UTF-8 characters when naming your attachments: A-Z, a-z, 0-9, underscore, hyphen, space, period, parenthesis, curly braces, square brackets, ampersand, tilde, exclamation point, comma, semi colon, apostrophe, at sign, number sign, dollar sign, percent sign, plus sign, and equal sign. Attachments that do not follow this rule may cause the entire application to be rejected or cause issues during processing.

Grants.gov may accept and validate your submission even if required components are missing. This may result in NEH rejecting your application as incomplete. It is your responsibility to ensure that all required components are properly attached and submitted.

Follow the instructions in the attachments table below regarding how to name each attachment and the order in which to attach them. You must name and attach your files in the proper order so that we can identify them. Do not include the name of the applicant organization, the project director, or the project title in the file names.

### Attachments Table

<b>Component</b>	<b>Page Limit</b>	<b>Naming Convention</b>	<b>Notes</b>
<a href="#">Attachment 1: Narrative</a>	20 pages	narrative.pdf	Required
<a href="#">Attachment 2: Treatment</a>	5 pages	treatment.pdf	Required
<a href="#">Attachment 3: Description of a sample</a>		sample.pdf	Required
<a href="#">Attachment 4: Bibliography</a>	2 pages	bibliography.pdf	Required
<a href="#">Attachment 5: Images, if applicable</a>		images.pdf	Optional
<a href="#">Attachment 6: Résumés and letters of interest or and commitment</a>		resumesandletters.pdf	Required
<a href="#">Attachment 7: Budget</a>		budget.pdf	Required
<a href="#">Attachment 8: Federally negotiated indirect cost rate agreement</a>		agreement.pdf	Conditionally required
<a href="#">Attachment 9: Labor standards assurances</a>		laborassurances.pdf	Required

### Attachment 1: Narrative

The narrative must not exceed **twenty** single-spaced pages, with one-inch margins and at least eleven-point type. It should not assume specialized knowledge, and it should be free of jargon. It should clearly define technical terms, so that they are comprehensible to a nonspecialist audience. It should address the following prompts, in sequence.

#### A. Nature of the request

In one or two paragraphs state the subject and format of the development project, the intended

outcome of the award, and the amount of funding requested from NEH. If you are requesting support for the development of a radio, podcast, or television series, indicate the number and length of programs planned for the series.

## B. Humanities content

Discuss the project's intellectual content and significance to the humanities. Identify the humanities scholarship that informs the project and the specific "humanities themes" that the project will address. A "humanities theme" is a brief interpretive assertion about a topic that shows the educational direction that a project will take. (In the Frequently Asked Questions document, which is available on the [program resource page](#), see the question about humanities themes. For examples, see the sample narratives, which are also available on that page.)

## C. Creative approach

Describe the program's audiovisual style and approach. For example, from what perspective will the program tell its story? Will it use narration, on-camera interviews, dramatic re-creations, animation, or other techniques?

Briefly describe the resources available for the project, including interviews, archival materials, and other audio and visual materials. (You will describe these resources in depth in section E of the narrative, "Collections to be used by the project.")

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

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

## D. Digital Component (if applicable)

If you are requesting funding to develop a digital component that would complement the film or audio project, describe how it will expand the audience's understanding of and engagement with the project's humanities content.

## E. Collections to be used by the project

Describe audio or visual resources, including archival collections, that you plan to use in your project.

## F. Rights and permissions

Discuss the potential for obtaining permissions and clearing rights to use the proposed materials.

## G. Preliminary interviews

If you have conducted preliminary interviews, describe who has been interviewed.

## H. Humanities advisers

Identify the humanities advisers and describe the scholarly contributions that each adviser will make. Include résumés and letters of commitment from each humanities adviser in attachment

6, “Résumés and letters of interest and commitment,” described below.

### I. Media team

Provide information about the principal members of the media team, including the writer and director. In a paragraph, summarize each person’s qualifications, suitability for the proposed project, and expected contributions to the project. Include résumés and letters of commitment from each member of the media team in attachment 6, “Résumés and letters of interest and commitment,” described below.

### J. Progress

Describe the work that has been accomplished to date on the project. Address the additional work that will be done during the NEH period of performance.

### K. Distribution plan and audiences

Although NEH does not require an applicant to have distribution commitments at the development stage, it is helpful to establish distribution goals and a plan.

Provide a distribution plan and identify targeted audiences. If possible, estimate the size of the audience, across different platforms, for the completed project. Explain the basis for this estimate.

The distribution plan should detail how the NEH-funded product might be broadcast, distributed through festivals/theaters, and/or streamed on the Internet. If applicable, discuss partnerships that would help publicize the project.

If you have received letters of interest or commitment from broadcasters or distributors, include the letters in attachment 6 of the application, “Résumés and letters of interest and commitment,” described below.

### L. Fundraising plan and project costs

Describe the total budget for project activities that will be conducted during the period of performance, including those costs that will not be covered by NEH funds. Specify the source and amount of all funds raised to date for all aspects of the project. Provide plans for raising additional funds from other sources, and/or securing in-kind support, to cover the costs that will exceed NEH support.

### M. Work plan

Provide a detailed, month-by-month schedule of the major work to be done during the period of performance, including the specific people involved. The work plan should clearly show how the humanities advisers will be involved in reviewing and shaping the project.

### N. Organization profile

Describe briefly the mission and typical activities of the applicant institution and, if different, the production organization. Each profile should be only one paragraph. Describe the anticipated contributions of the applicant institution to the project. Applicant institutions must not function solely as fiscal agents, but should make substantive contributions to the success of the project.

## O. Social media and audience-generated content

If the project includes a social media and/or an audience-generated component (for either the main media product or any ancillary digital components), describe how this component will add to the humanities content and explain the criteria and process to be used for selecting and monitoring the content. Describe the policies and process to be used to prevent the dissemination of obscene, libelous, indecent, or defamatory content (including hate speech, personal attacks, or material constituting harassment).

### Attachment 2: Treatment

Include a preliminary treatment of no more than five pages that describes how the program would unfold from beginning to end, including the story structure, audio-visual approach, and humanities themes. If you are requesting funding for a series of programs, submit a longer preliminary treatment of one episode and synopses of the other episodes. You may use published humanities scholarship, archival resources, and preliminary interviews that you have conducted as the foundation for your treatment.

### Attachment 3: Description of a sample

All applicants must submit a sample of a previously completed work that best demonstrates the experience and qualifications of the media team to develop and produce the proposed project successfully.

We encourage applicants to submit online samples by providing a link to a video sharing service, such as Vimeo or YouTube. You are responsible for ensuring that the link to the sample remains active and that the sample will be accessible through September 2020. If you are linking through a third party, such as a broadcaster or distributor, confirm that the link will be accessible. Check your links and passwords carefully when you submit your application; periodically check these links after you submit it. An online sample may not be revised after the deadline; however, if you notice that a link is broken after the application is submitted, notify the Division of Public Programs to request permission to fix the link.

Per [2 CFR §200.111](#), an applicant must submit its application in English. Work samples an applicant submits as part of an application that are in a language other than English must be accompanied by a translation (for documents) or include subtitles (for videos and film clips).

If you cannot submit an online sample, you may instead submit the sample on a DVD (standard definition); submit eight copies. Samples will not be retained by NEH, and they will not be returned to the applicant. See the additional instructions in the “Submitting samples” section below.

If you have a trailer, rough cut, or work-in-progress for the proposed media project, you may submit a URL or DVD, **in addition to** the sample of a completed work requested above. A trailer, rough cut, or work-in-progress is not considered a “completed work.”

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

### Attachment 4: Bibliography

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



The bibliography should not exceed two pages.

### Attachment 5: Images

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

### Attachment 6: Résumés and letters of interest and commitment

List on one page the media team and humanities advisers, using the following format: Joan Smith (American studies, University of Maryland), or John Smith (producer, ABC Films). 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. In addition, if you have received a letter of interest or commitment from a broadcaster or distributor about your project, include the letter as part of this item.

### Attachment 7: Budget

Using the instructions below and the sample budget, complete the budget form (MS Excel format) or a format of your own that includes all the required information. Links to the sample budget and budget form are available on the [program resource page](#). Use a font no smaller than 11 point.

All costs are subject to audit, record retention and other requirements set forth in 2 CFR 200.

All of the items listed, whether supported by NEH funds or cost sharing contributions, must be reasonable, necessary to accomplish project objectives, allowable in terms of [2 CFR 200 Subpart E - Cost Principles](#), auditable, and incurred during the period of performance. Also see the property and procurement standards set forth in [2 CFR 200 Subpart D](#).

When indirect costs are charged to the project, take care to ensure that expenses included in the organization's indirect-cost pool are not charged to the project as direct costs. For further information, see the Indirect Costs section below.

If you are requesting federal matching funds, include required cost sharing in your application budget.

#### 1) Salaries and Wages

Staff costs should include the position title, name (if possible), percent of full-time equivalent or total number of hours charged to the project. For support staff, include the title of each position and indicate in brackets the number of persons who will be employed in that capacity. For persons employed on an academic year basis, list separately any salary charge for work done outside the academic year. All salaries and wages claimed must be in compliance with [2 CFR §§200.430](#) and [466](#).

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. Review [Labor Standards on Projects or Productions Assisted by Grants from the National Endowments for the Arts and Humanities](#) to familiarize yourself with applicable regulations.

## 2) Fringe Benefits

Fringe benefits are allowances and services provided by employers to their employees as compensation in addition to regular salaries and wages. Fringe benefits include, but are not limited to, the costs of leave (vacation, family-related, sick or military), employee insurance, pensions, and unemployment benefit plans. All fringe benefits claimed must be in compliance with [2 CFR §200.431](#). List each rate and salary base.

## 3. Consultant Fees

Include payments for professional and technical consultants and honoraria. All consultant fees claimed must be in compliance with [2 CFR §200.459](#).

## 4. Travel Costs

List travel costs for local and long-distance travel. For local travel, outline the mileage rate, number of miles, reason for travel and staff member/consumers completing the travel. The budget should also reflect the travel expenses (for example, airfare, lodging, parking, per diem, etc.) for each person and trip associated with participating in meetings and other proposed trainings or workshops. Name the traveler(s) if possible, describe the purpose of the travel, and provide the number of trips involved, the destinations, and the number of individuals for whom funds are requested. Calculate per diem amounts for meals and lodging using written institutional policy. The lowest available commercial fares for coach or equivalent accommodations must be used. All travel costs claimed must be in compliance with [2 CFR §200.474](#), and foreign travel must comply with article 10 of the [General Terms and Conditions for Awards to Organizations](#).

Travel to regularly occurring professional meetings is not supported with NEH funds. **All trips—both foreign and domestic—must be listed individually.**

## 5. Supplies and Materials

Include consumable supplies and materials to be used in the project costing the lesser of the capitalization level established by the applicant or \$5,000, regardless of the length of its useful life.

## 6. Subawards

The costs of project activities to be undertaken by a third-party subrecipient (e.g., an independent producer) should be included in this category as a single line item charge. A complete itemization of the cost comprising the charge should be provided in an attachment. If there is more than one subrecipient, each must be budgeted separately on the NEH form and must have an attached itemization. See [2 CFR §§200.330 and 331](#) for additional information.

## 7. Other Costs

Include participant stipends and room and board, equipment rental or purchases, duplication, printing, long distance telephone calls, and other items not previously listed under other budget categories or in the indirect cost pool. Note that “miscellaneous” and “contingency” are not acceptable budget categories.

List equipment costs and provide a justification for the need to purchase the equipment to carry out the program’s goals.

Equipment may be purchased for a project if an analysis demonstrates that purchasing is more economical and practical than leasing. Equipment is defined as nonexpendable personal property costing \$5,000 or more and having a useful life of more than one year. (Also see [2 CFR §200.313 Equipment](#) and [439 Equipment and other capital expenditures](#).)

Consistent with [Executive Order 13788](#) (“Buy American and Hire American”), grantees and subrecipients who purchase equipment and products costing \$10,000 or more per unit with grant funds should purchase only American-made equipment and products. This encouragement does not apply to commercial information technology.

If a budget includes compensation for the use of equipment or facilities owned by an applicant and allocable to the project, the applicant must charge depreciation in compliance with [2 CFR §200.436](#). If the equipment was purchased with federal funds under another award, user fees may be appropriate (see [2 CFR §200.313 \(c\)\(2\)](#)). The applicant may not charge both depreciation and user fees.

Per [2 CFR §200.432](#), allowable conference costs may include rental of facilities, speakers’ fees, costs of meals and refreshments, and other items incidental to such conferences. Conference hosts/sponsors must exercise discretion and judgment in ensuring that conference costs are appropriate, necessary and managed in a manner that minimizes costs to the NEH award. If incidental food items and/or meals are provided at no charge during meetings, conferences, training, or other events attended while on NEH-supported travel, the per diem charged to the award must be reduced accordingly. Alcoholic beverages are unallowable and may not be included in your budget.

## 8. Total Direct Costs per year

Total the sum of items 1-7.

### 9 a.- c. Indirect Costs (Facilities and Administration or “F&A”)

Indirect costs are costs that are incurred for common or joint objectives and therefore cannot be readily identified with a specific project or activity of an organization. Items that would typically be regarded as indirect costs include the depreciation on buildings, equipment and capital improvement, operations and maintenance expenses, salaries of executive officers, accounting and legal services.

Indirect costs are computed by applying a federally negotiated indirect cost rate to a distribution base (usually the direct costs of the project)

For applicants seeking reimbursement for indirect costs: Carefully review your institution’s negotiated indirect-cost rate(s) to make sure you are using the most appropriate rate in your application budget. Many institutions negotiate multiple rates—for example, “Research,” “Instruction,” and “Other Sponsored Activities.” With rare exceptions, your institution’s “Research” rate will not be the appropriate rate for inclusion in your NEH project budget, as the use of this rate is reserved for projects involving scientific research, not scholarly inquiry of the type most often supported by NEH.

**If your institution has a current federally negotiated indirect cost rate, indicate on the budget form the appropriate rate, the base, the name of the agency with which you negotiated, and the date of that agreement.**

Note: Except as provided in paragraph (c)(1) of [2 CFR §200.414](#) Indirect (F&A) costs, federal agencies must use the negotiated rates in effect at the time of the initial award throughout the life of the federal award. Award levels may not be adjusted in future years as a result of changes in negotiated rates. Except as provided in [2 CFR §200.414](#) Indirect (F&A) costs, when an educational institution does not have a negotiated rate with the federal government at the time of an award (because the educational institution is a new recipient or the parties cannot reach agreement on a rate), the provisional rate used at the time of the award must be adjusted once a rate is negotiated and approved by the cognizant agency for indirect costs. If the recipient fails to negotiate an indirect cost rate applicable to the period of performance within the period of performance, indirect costs may be disallowed.

**Sponsoring organizations may not charge both a sponsor fee and indirect costs.**

Organizations that wish to include indirect (F&A) charges in the budget but have **never** had a federally negotiated indirect cost rate may choose one of the following options:

1. direct cost all expenses;
2. submit an indirect cost proposal to their cognizant federal agency to negotiate a rate with the federal government within three months of the effective date (period of performance start date) of the award (subrecipients may negotiate a rate with the recipient consistent with the requirements outlined in [2 CFR §200.414](#)); or
3. per [2 CFR §200.414\(f\)](#), the applicant may charge a de minimis rate of 10 percent of modified total direct costs (MTDC)

Per [2 CFR §200.68](#), MTDC means all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of each subaward (regardless of the period of performance of the subawards under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs and the portion of each subaward in excess of \$25,000.

If you choose one of these three options, indicate on the budget form which option you are choosing.

While all items should be justified by the narrative, you may include further explanation in brief budget notes explaining projected expenses or other items listed in the budget. Explain any voluntary cost share in your budget notes. The budget notes may be single-spaced and should be appended to the budget.

## 10. Total Project Costs

The sum of items 8 and 9.

## 11. Project Funding

11a Requested from NEH: Indicate the amount of outright and/or federal matching funds that is requested from NEH.

11b Cost sharing: Indicate the amount of cash contributions that will be made by the applicant and cash and in-kind contributions made by third parties to support project expenses that appear in the budget. Cash gifts that will be raised to release federal matching funds should be

included under “Third-party contributions.” When a project will generate income that will be used during the period of performance to support expenses listed in the budget, indicate the amount of income that will be expended on budgeted project activities. Indicate funding received from other federal agencies.

## 12. Total Project Funding

The sum of 11.a. and 11.b.

### Attachment 8: Federally negotiated indirect-cost rate agreement

If the applicant institution is claiming indirect costs using a current federally negotiated indirect-cost rate agreement, submit a copy of the agreement.

### Attachment 9: Labor Standards Assurances

Applicants must submit the Assurances as to Labor Standards Under Section 5(i) and Section 7(g) of the National Foundation on the Arts and Humanities Act of 1965, as Amended. (This form is available on the [program resource page](#).) Submit the signed and completed document(s) as a PDF. (Review [Labor Standards on Projects or Productions Assisted by Grants from the National Endowments for the Arts and Humanities](#) to familiarize yourself with applicable regulations.)

## III. Submitting your Application

All organizations must submit their applications for NEH funding via [Grants.gov Workspace](#). Before using Grants.gov for the first time, each organization must have an Employer Identification Number (EIN) and register with Grants.gov.

The Grants.gov registration process requires completing information in three separate systems:

1. [Dun and Bradstreet](#)
2. [System for Award Management](#) (SAM)
3. [Grants.gov](#)

In order to apply through Grants.gov, the applicant organization must first have or obtain a valid Dun and Bradstreet Data Universal Numbering System (D-U-N-S®) number, and register (or have an active registration) in the System for Award Management (SAM). Note: If you are registering in SAM.gov for the first time, you must provide an original, signed [notarized letter](#) stating that you are the authorized Entity Administrator for the entity associated with the D-U-N-S® number. Read the [SAM update and FAQs](#) to learn more about this process change. **The initial SAM registration can take up to six weeks.**

Organizations must maintain active SAM registration with current information at all times during which they have an active federal award or an application or plan under consideration by a federal agency. You must therefore review and update your information at least annually after the initial registration, and more frequently if required by changes in information.

Effective June 29, 2018, when you go to SAM.gov and log in, you will be asked to create a Login.gov user account. Your current SAM.gov username and password will **no longer work**. Applicants renewing or updating their registrations are strongly advised to know the e-mail address associated with their current SAM.gov user account. Using the same e-mail address allows SAM.gov to automatically migrate your roles. If a different e-mail address is provided, your roles will need to be reassigned. This could cause delays in renewing or updating your

SAM.gov registration. You can review your organization's SAM registration [here](#). **We strongly recommend that you verify the status of your SAM registration at least two weeks before the application deadline.**

Applicant organizations with a valid D-U-N-S® number and an active SAM registration must then register with Grants.gov. Visit Grants.gov for [complete registration information](#). **The initial Grants.gov registration process can take up to two weeks.**

If your organization has already registered with Grants.gov, you must verify that your registration is still active and that your Authorized Organization Representative (AOR) is current and has been approved. **We strongly recommend that you do this at least two weeks before the application deadline.** Note: Grants.gov passwords expire every 60 days. Accounts that have been inactive for one year or more result in removal of all account roles.

If you have problems registering or verifying your registration with Grants.gov, call the Grants.gov help desk at 1-800-518-4726 or email [support@grants.gov](mailto:support@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](#).

## Application Package

The Media Projects funding opportunity has two application packages available in Grants.gov. Media Production Development applicants should select application package TD12020.

## Submitting samples

If you are submitting your sample on a DVD instead of through a URL, send eight copies and label each copy (both the case and the disk) 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 Media Projects  
Division of Public Programs  
National Endowment for the Humanities  
400 Seventh Street, SW  
Washington, DC 20506  
202-606-8269

Work samples must arrive at NEH on or before the deadline to be considered as part of the application.

## Deadlines for submitting optional draft proposals and applications

Draft proposals, which are optional, must be submitted by November 29, 2019, so that staff will have adequate time to respond. A response cannot be guaranteed if drafts arrive after this date. If you choose to submit a draft proposal, send it as a Word attachment to [publicpgms@neh.gov](mailto:publicpgms@neh.gov).

**Applications must be received and validated by Grants.gov by 11:59 PM Eastern Time on January 8, 2020**, for projects beginning on September 1, 2020. Grants.gov will date- and time-stamp your application after it is fully uploaded. Applications submitted after January 8, 2020, will not be accepted. Samples must also arrive at NEH on or before January 8,



2020, to be considered as part of the application.

**[Confirm that you have successfully submitted your application.](#) It is your responsibility as an applicant to confirm that Grants.gov and subsequently NEH have received and validated/accepted your application.**

## IV. What Happens After the Submission of an Application

### 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. The chairman takes into account the advice provided by the review process and, by law, makes all funding decisions. Learn more about the [NEH review process](#).

Prior to making an award, NEH will conduct a risk assessment of successful applicants, consistent with Administrative Requirements set forth in [2 CFR §200.205](#). (See below the next heading for more information about the Office of Management and Budget's Administrative Requirements, which NEH has implemented.) This assessment guards against the risk that federal financial assistance might be wasted, used fraudulently, or abused. Based on its risk assessment, NEH will include in the award documents specific conditions designed to mitigate the effects of the risk.

### Information for all applicants and for successful applicants

Applicants will be notified of the decision by e-mail in August 2020. Institutional grants administrators and project directors of successful applications will receive award documents by e-mail from the NEH Office of Grant Management beginning in August 2020. Award documents will identify the relevant terms, conditions, and administrative requirements that pertain to successful applications. The [Grant Management](#) section of the NEH website outlines all the responsibilities of award recipients, including anti-lobbying restrictions, in great detail. Applicants may obtain the evaluations of their applications by sending an e-mail message to [publicpgms@neh.gov](mailto:publicpgms@neh.gov).

### Reporting requirements

Award recipients are required to submit performance and financial reports annually during the period of performance. A final financial report, final performance report and a script (for documentary film or television programs) or a detailed treatment (for radio programs or podcasts) are also required. See [Performance Reporting Requirements](#) and [Financial Reporting Requirements](#) on the NEH website.

Help NEH eliminate fraud and improve management by providing information about allegations or suspicions of waste, fraud, abuse, mismanagement, research misconduct (fabrication, falsification, plagiarism), or unnecessary government expenditures, during the period of performance, to the [NEH Office of the Inspector General](#).

## V. Additional Information

### Contact information for the program and Grants.gov

If you have questions about the program, contact:

Division of Public Programs  
National Endowment for the Humanities  
400 Seventh Street, SW  
Washington, DC 20506  
202-606-8269  
[publicpgms@neh.gov](mailto:publicpgms@neh.gov)

If you have questions about registering or renewing your registration with SAM.gov, contact the Federal Service Desk Monday – Friday 8 a.m. to 8 p.m. Eastern Time at:

The Federal Service Desk: [FSD.gov](http://FSD.gov)  
U.S. calls: 866-606-8220  
International calls: +1 334-206-7828

If you need technical assistance in submitting your application to Grants.gov, contact Grants.gov 24 hours a day, seven days a week (excluding federal holidays).

Grants.gov: <http://www.grants.gov>  
Grants.gov help desk: [support@grants.gov](mailto:support@grants.gov)  
[Grants.gov training documents and videos](#)  
Grants.gov support line: 1-800-518-GRANTS (4726)

### 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 *et seq.* The principal purpose for which the information will be used is to process the 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.

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 Funding Opportunity Officer at [grantmanagement@neh.gov](mailto:grantmanagement@neh.gov), no persons are required to respond to a collection of information unless it displays a valid OMB number.

### Application checklist

- Create an account at [login.gov](http://login.gov) and register your institution or verify its**



**registration with the System for Award Management (SAM).** Begin a new registration at least six weeks before the deadline. Read the [SAM update and FAQs](#) to learn more about this process.

- **Register your institution or verify its registration with Grants.gov.** Begin a new registration at least two weeks before the deadline.
- **Access the application package through Grants.gov Workspace.** The [program resource page](#) on NEH's website has a direct link to the package. You can also search Grants.gov for this program. The program resource page has a direct link to the NEH 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 application components as described in the Attachments Table, noting the stated order and naming conventions.
- **Complete and submit your application through Grants.gov Workspace.** NEH **strongly** suggests that you submit your application no later than noon 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](mailto:support@grants.gov).
- [Confirm that you successfully submitted your application.](#) **It is your responsibility as an applicant to confirm that Grants.gov and subsequently NEH have received your application.**

## Timeline

**Before the January 8, 2020 deadline:** Contact Division of Public Programs program officers (at 202-606-8269 or [publicpgms@neh.gov](mailto:publicpgms@neh.gov)) with questions and for advice (optional)

**November 29, 2019:** Submit draft application by this date (optional)

**December 2, 2019:** Applicants that have not registered in login.gov, the System for Award Management (SAM), and Grants.gov should begin the process no later than this date

**December 20,** Applicants that have registered in SAM and Grants.gov should verify their registrations by this date

**January 8, 2020:** Applications must be submitted through and validated by Grants.gov by 11:59 PM Eastern Time on this date

**January 8, 2020:** If applicable, DVD samples must arrive at NEH on or before this date

**March-April 2020:** Peer review panels take place

**July 2020:** Meeting of the National Council on the Humanities, followed by funding decisions

**August 2020:** Applicants are notified of the funding decisions

**August 2020:** Institutional grants administrators and project directors of successful applications receive award documents by e-mail from the NEH Office of Grant Management

**September 1, 2020:** Successful applicants may begin work on their projects