

CALIFORNIA DOCUMENTARY PROJECT
Production Grant
Film, Radio and New Media

Deadline: October 1, 2009

Program Overview

The California Documentary Project (CDP) is a competitive grant program of the California Council for the Humanities in partnership with the Skirball Foundation. The CDP production grant supports film, radio and new media projects that document the California experience and explore issues of significance to Californians. Projects must approach subject matter from a humanities perspective, enhance our understanding of California and its cultures, peoples and histories, and be suitable for California and national audiences.

The Humanities

The humanities grow out of an interest in the language, literature, thought and history of humankind. They emphasize analysis, interpretation, and exchange of ideas. A humanities approach makes use of existing scholarship and research, incorporates a variety of perspectives, and seeks to foster critical reflection and thoughtful analysis on the part of audiences.

Funding Level

Film and radio projects may request up to \$50,000. New media projects may request up to \$20,000. See the FAQ for more information on the new media category.

Deadline

Noon, October 1, 2009

Electronic submission of online application, proposal narrative and budget

5:00 pm, October 1, 2009

Supporting materials received at CCH San Francisco office

No applications will be accepted thereafter.

Project Requirements

Film, radio and new media projects must meet all of the following criteria:

- Document the California experience and explore issues of significance to Californians
- Approach the subject matter from a humanities perspective, making use of existing scholarship and research on the topic, incorporating a variety of perspectives, and seeking to foster critical reflection and thoughtful analysis on the part of the audience
- Actively involve at least **two humanities advisors** in significant phases of the project
- Film and radio only: Be suitable for national broadcast and/or distribution, meeting national broadcast requirements in terms of length, format and technical quality. *A letter of interest from a national broadcaster or distributor must be provided.*
- New media only: Produce an interactive project that is widely publicly accessible. See the FAQ for more information.

- Be conducted by experienced film, radio or new media producers. A previously completed work sample must be submitted
- Have a work-in-progress sample (CD, DVD or web-based) available for submission
- Be submitted or sponsored by a not-for-profit organization or state or municipal government entity, preferably one in California

Review Criteria

Proposals will be evaluated using the following criteria:

Quality

- California and national relevance
- Depth of humanities content and approach
- Experience of project staff and advisors

Capacity

- Feasibility of budget, timeline, fundraising strategy and outreach

Ineligible projects

- Institutional histories produced and/or partially funded by the institution itself
- Projects that advocate on behalf of a cause
- Promotional pieces
- Projects at the research and development stage
- Projects already in post-production (i.e., have completed production)
- Projects from applicants with a currently open CCH grant
- Projects from sponsoring organizations that have a currently open CCH grant unless said organizations are already CCH approved media fiscal sponsors (see FAQ for more information)

Timeline

June 2009:	Guidelines available online
July–August 2009:	Informational grant workshops. Details will be posted on the www.calhum.org once they become available
September 1, 2009:	Online application available on the CCH website
October 1, 2009:	Noon: Online application deadline. 5:00 pm: Supporting material received at CCH SF office
December 2009:	Awards announced

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Guidelines

Please include the following information in your proposal in this order using our headings:

Proposal narrative

1. Program description (suggested length, 2 pages)

Please answer each of the following questions

- What is the story your project will tell? What topics, issues and themes will your project address? How will these topics enhance our understanding of California and its cultures, peoples, and histories? How will this story be relevant and of interest to both California and national audiences?
- What is the style of the documentary and how will you develop it? Please include a short treatment detailing the style, structure and content of your project. (see FAQ for more information) New media only: What interactive elements will be used to engage online audiences?
- What is the current status of the project?

2. Humanities content (suggested length, one page)

- How will the humanities inform your project? For example, how will you use the humanities to develop the broader social, cultural, or historical context for your subject?
- Explain the role the two (or more) humanities advisors will play and how they will be involved in the design and implementation of the project.

3. Project personnel

- Please provide a half page bio, list of production credits and major broadcast, screening, exhibition and award info for the Project Director.
- Please provide brief one paragraph bios for key project personnel (humanities advisors, technical staff, producer, writer, cinematographer, web designer, etc.). Bios should include full contact information (phone number, e-mail, and mail address) and background information about each person's technical or substantive expertise. Be sure to briefly explain each person's role in the project.

4. Outcomes (maximum length, half a page)

- What do you hope to accomplish with this project?
- How will you evaluate your progress toward reaching these outcomes?

5. Outreach and distribution (maximum length, half page)

- Please describe the target audience(s) for your project, including any underserved audiences.
- How do you plan to reach and engage these audience(s)? For example, describe your plans for broadcast, theatrical or community screenings, and educational or outreach materials.
- Be sure to identify the distributor and/or broadcaster. Film and radio projects only: A signed letter of interest or commitment from a national distributor or broadcaster (e.g., PBS or NPR) is required. This letter should be mailed directly to the San Francisco office of CCH and be received no later than 5 pm on October 1, 2009. Please make sure that the letter refers to the project title, the name of the sponsoring organization and the name of the project director.

6. Fundraising strategy (maximum length, half a page).

- Describe the strategy for raising additional funds necessary to complete the project.

- Provide information on all sources of project income. List the status of other sources of funding currently under consideration, pending and secured.

7. Sponsoring organization (maximum length, one paragraph).

- Please provide a brief description of the sponsoring organization.
- Explain the sponsoring organization’s role in the project.

8. Timeline (suggested length, one page)

- Provide a timeline of your project’s activities from the beginning of the grant period, January 1, 2010 until completion. Please provide details of major project activities (e.g. meetings with humanities advisors, major production events, post-production schedule, etc.). Keep in mind that the maximum term of this grant is three years and project must conclude by December 31, 2012.

Please provide the timeline in this format:

TIME PERIOD	ACTIVITY
February 2010	Project team meeting with humanities advisors, Los Angeles Begin archival research, Huntington Library Preliminary phone interviews with potential subjects
March–April 2010	Consult humanities advisors about interview topics and approach Shoot interviews with Los Angeles-based subjects Transcribe and review interview material Shoot B-roll, Los Angeles
June 2010	Plan major location shoot, San Diego

9. Required sample work and explanation of selection (maximum length, half a page)

The following sample materials are required:

Film and radio applicants:

- One DVD/CD copy of previously completed work
- One DVD/CD copy of the work-in-progress for which you seek funding, suggested length 5 to 10 minutes.

New media applicants:

- Internet link(s) to a previously completed web-based project or media samples on CD or DVD
- Internet link to or CD/DVD of the new media work-in-progress for which you seek funding

Both work samples should reflect the work of the project director. Please explain the choice of prior work and briefly outline what role(s) the project director played in its creation. Please provide any necessary background information or context for the work-in-progress.

Note: Work samples are weighed heavily in the review, so be sure to submit your best work and to test your DVD or CD before mailing it. Sample materials will not be returned.

Sample work should be mailed directly to CCH’s San Francisco office to be considered for review and must arrive **before** 5 pm on October 1, 2009. All work samples should be labeled clearly with the project title, the name of the sponsoring organization, and the

name and contact information of the project director. Please do not use sticker labels on DVDs and CDs.

10. Full Project Budget

Film and radio projects may request up to \$50,000. New media projects may request up to \$20,000. The grant request must be matched by at least an equivalent amount of cash or in-kind contributions from non-federal sources. These contributions must be reflected in your full project budget whether these funds are in place at the time of application or projected. Funds from NEH, state humanities councils or other federally-assisted programs may not be used as matching funds. See the FAQ for in-kind details.

- **The itemized project budget in Excel.** Please download the appropriate budget template provided on the CCH website (click on either the film/radio or new media budget button to your left to download). The budget should reflect ALL costs associated with the project including previously spent funds, CCH grant funds, matching funds and funds yet to be secured. Be sure to provide the names of other funders and include the amount of income received or anticipated. Give an estimate of individual support (names not necessary). Indirect administrative fees can account for up to 10% of your request. For other eligible costs covered by the grant, see the FAQ. Film and radio only: Instructions for completing the budget are included in the Excel template, see tab on lower left of budget form.

11. Budget Narrative (new media only)

Clarify any budget items that need a narrative explanation. For example, if travel is budgeted at \$300, provide a break down of costs and explain here why this is necessary for the project (Travel: 2 RT flights at \$150 each for project staff travel to LA for meeting with humanities advisors). The narrative should also be used to identify other project funders and sources of income. Give an estimate of individual support (names not necessary). For other eligible costs covered by the grant, see the FAQ.