



California Documentary Project Public Engagement Grants

Deadline: Monday, October 15, 2012, 5:00 pm

For electronic submission of online application with attached proposal narrative and budget, and for receipt of work samples at Cal Humanities' San Francisco office.

No late or incomplete applications will be accepted.

PROGRAM DESCRIPTION

The **California Documentary Project (CDP)** is a competitive grant program of Cal Humanities. CDP supports the research and development, production, and public engagement stages of film, radio, and new media projects that enhance our understanding of California and its cultures, peoples, and histories. Projects should use the humanities to provide context, depth, and perspective and be suitable for California and national audiences through broadcast and/or distribution. Since 2003, we have awarded over \$3 million to projects that document the California experience and explore issues of significance to Californians.

CDP Public Engagement Grants

CDP Public Engagement grants support the dissemination and engagement activities of previously-funded CDP film, radio, and new media projects. The purpose of this program is to extend the reach and impact of Cal Humanities-supported media projects, deepen understanding and awareness of subjects and issues of relevance to California, and foster critical reflection and thoughtful analysis on the part of audiences.

While there are no specific public engagement activities mandated by this grant program, proposed activities should:

- Be clearly defined in terms of intended audience, reach, and impact;
- Be designed to maximize use of grant funds;
- Seek to leverage impact through strategic partnerships; and
- Have well-defined and feasible goals.

Sample activities may include, but are not limited to: community screenings and discussions; pre- or post-screening panel or speaker presentations; the development and distribution of public education standards-aligned lesson plans, discussion guides, or other educational materials; translation and subtitling; targeted distribution plans; design and implementation of web-based tools; and the repurposing and dissemination of collateral content. Previously-supported CDP film, radio, and new media projects that are completed or at the fine cut stage are eligible to apply.

The Role of the Humanities

CDP supports film, radio, and new media projects in which the humanities are used to provide context, depth, and perspective. Cal Humanities views the humanities as a set of practices and a body of knowledge springing from a fundamental interest in understanding the ideas and values that inform our lives; the need to reflect on the past and the present to make critical choices; and the desire to understand others' lives and experiences as well as our own. They emphasize reflection, analysis, contextualization, interpretation, and the exchange of ideas. Humanities disciplines include, but are not limited to: history, literature, philosophy, folklore, ethnic studies, religious studies, ethics, jurisprudence, and qualitative approaches in the social sciences.

Eligibility

Eligible applicant organizations/project directors must:

- Have tax-exempt organizational status or a tax-exempt organization as fiscal sponsor
- Have a Data Universal Numbering System (DUNS) number prior to submitting an application (see [How to Apply](#) and [FAQ](#) for more information)
- Be in good standing with Cal Humanities (e.g., without unfulfilled reporting requirements), if a previous grant recipient
- Not have an open grant with Cal Humanities or submit more than one application per deadline, unless a Cal Humanities-approved fiscal sponsor (see [FAQ](#) for more information)

Funding Level

Previously-supported CDP projects may request up to \$10,000. The grant request must be matched by at least a 1:1 amount of cash or in-kind contributions from non-federal sources.

Project Requirements

Public engagement projects must meet all of the following requirements:

- Undertake specific, clearly defined public activities that extend the reach and impact of previously-supported CDP projects
- Create opportunities for critical reflection and thoughtful analysis of the documentary's subject matter for audiences
- Deepen understanding and awareness of subjects and issues relevant to California (in-person activities should be California-based)
- Increase awareness of and connection to humanities-related subjects

Review Criteria

Applications will be evaluated using the following criteria:

Quality

- Clarity and strength of project design and approach
- Potential to engage audiences with the subject matter
- Experience of project staff and partners
- Significance of project goals and impact

Capacity

- Feasibility of proposed activities, budget, and timeline

Eligible Costs

Include, but are not limited to:

- Salaries and professional fees for project staff and technical consultants
- Honoraria and stipends for humanities advisors
- Programmatic expenses
- Travel, lodging, and per-diem expenses for project staff, consultants, etc.
- Supplies and materials for program activities
- AV equipment rental
- Translation and subtitling
- Publicity expenses, such as printing or mailing of announcements or flyers
- Public program expenses (e.g., rental of a venue for screenings)
- Office expenses directly related to the project, including phone, postage, photocopying, and printing
- Fiscal sponsor or indirect administrative fees (up to 10% of your total Cal Humanities grant request)
- Project-related administrative salaries and fringe benefits (up to 10% of your total Cal Humanities grant request)

We Do Not Fund

CDP Public Engagement grants do not support:

- Film, radio, or new media production or research and development
- Fundraising activities
- Activities that are primarily promotional in nature
- Advocacy

Timeline

- August 2012 Guidelines distributed and made available at www.calhum.org
- September 1, 2012 Online application available at www.calhum.org
- October 15, 2012 5 pm: Deadline for online application and receipt of supporting materials at Cal Humanities San Francisco office
- December 2012: Grant awards announced
- January 1, 2013 Grant period begin

For additional information, please see the Public Engagement FAQ.

GUIDELINES

In your application, please address each of the following sections in this order using the numbered headings at the start of each section. All responses should be in one document, single spaced, and in 12 pt. font.

Proposal Narrative

1. Project Description (maximum length: one page)

- Provide a one-paragraph description of the previously-supported CDP project for which you are applying. Please note whether the project is completed or, if at the fine cut stage, the anticipated completion date.
- What themes, issues, and subjects will be the focus of your public engagement activities?
- How will the humanities inform the proposed activities?

2. Audience (maximum length: half a page)

- Describe the target audience(s) for your project. Provide estimates of size, demographics, and locations.
- Explain why the project's issues, themes, and subjects will be of interest and relevance to this audience.

3. Activities (maximum length: two pages)

- Describe the public engagement activities for which you seek funding.
- How will the proposed activities be designed and implemented? Provide **detailed information**, as applicable, on activities such as:
 - Public screenings (program design, locales, venues and participants, etc.)
 - Panel discussions (program design, participants, talking points, etc.)
 - Educational materials (content overview, contributors, distribution plans, etc.)
 - Web-based activities (content, design, social media, outreach, etc.)
 - Other
- Identify and briefly describe public engagement partners (organizations or individuals, note whether confirmed or invited). Explain each partner's role and responsibilities.
- How will the proposed activities complement non-Cal Humanities funded efforts to extend the reach of your work?

4. Goals and Impact (maximum length: one page)

- What specific goals do you have for this project?
- How will your project deepen understanding and awareness of the subjects and issues described above and foster critical reflection and thoughtful analysis by audiences?
- What other impact do you hope this project will have?
- How will these be evaluated?

5. Personnel, Roles, and Responsibilities

- Project Director: Please provide a **half-page** bio and description of role(s) and responsibilities.

- Project Personnel: Provide brief **one-paragraph** bios, email addresses, and roles and responsibilities of other project personnel (outreach coordinator, panelists, humanities advisors, writer, web designer, etc.).

6. Sponsoring Organization (maximum length: one paragraph)

- Provide a brief description of the sponsoring organization. Please include the name of the organization's executive officer.
- Explain the sponsoring organization's role in the project.

7. Fundraising Strategy (maximum length: one paragraph)

- Describe the strategy for raising additional funds necessary to complete the public engagement project.
- Provide information on all sources and amounts of project income received to date. List the status of other sources of funding currently under consideration, whether to be applied for or pending.

8. Timeline (maximum length: one page)

- Provide a timeline detailing major project activities from the beginning of the grant period, January 1, 2013, until completion. Please note that project activities for which you seek Cal Humanities funding cannot occur prior to funding notification and that the maximum term of this grant is one year (funded project activities must conclude by December 31, 2013).

Provide a timeline detailing a schedule for the proposed activities in this format:

Sample Timeline: Community Screenings and Panel Discussions	
TIME PERIOD	ACTIVITY
January 2013	<ul style="list-style-type: none"> • Identify and establish partnerships with regional community organizations • Contact list of potential regional screening venues (CSU campuses, libraries, community organizations) • Distribute preview DVD copies to prospective venues • Research potential panelists
February-March 2013	<ul style="list-style-type: none"> • Contact and confirm panelists • Begin design and production of publicity materials (poster, flyer, email announcement) • Distribute MOU for screening venues and partners, detailing roles and responsibilities of each organization
April-May 2013	<ul style="list-style-type: none"> • With community partner and venue, publicize screenings • Continue outreach to local communities
June 2013	<ul style="list-style-type: none"> • Hold first series of screenings and panel discussions
	Etc.

9. Work Samples

If submitting a completed project, describe length, format, and broadcast, exhibition and/or distribution history. If submitting a project at the fine cut stage, describe the project's status, explain what remains to be done, and provide a brief timeline for completion.

Required sample materials:

- Two copies on DVD/CD or Internet link(s) to the completed or in-progress Cal Humanities-supported project

Work samples should be mailed directly to Cal Humanities' San Francisco office to be considered for review and must arrive **before 5 pm** on October 15, 2012.

10. Project Budget (Excel template to be uploaded separately)

- Public engagement projects may request up to \$10,000. The grant request must be matched by at least equivalent 1:1 contribution of non-federal funds and/or in-kind services and materials or any combination thereof. All contributions must be reflected in your 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 Public Engagement FAQ for in-kind details.
- Please download the **public engagement budget template** from the Cal Humanities website. The budget should reflect all itemized costs associated with the public engagement stage of the project, including previously spent funds, Cal Humanities grant funds, matching funds, and funds yet to be secured. Please customize the budget template to reflect categories applicable to your project.

11. Budget Narrative (maximum length: half a page)

- Clarify any budget items that need a narrative explanation. For example, if travel is budgeted at \$300, provide a breakdown of costs and explain here why this is necessary for the project (travel: 2 RT flights x \$150 for travel to screening). The narrative should also be used to identify other project funders and sources of income. Give an estimate of individual support (names not necessary). Please include the budget narrative in the proposal narrative.

HOW TO APPLY

A complete application requires both electronically submitted and mailed materials (if applicable). All must be received by **5 pm on MONDAY, OCTOBER 15**. No hand-delivered, faxed, or emailed applications will be accepted.

1. Electronically submitted:

- Online application form
- Proposal narrative
- Budget (Excel template)

2. Mailed (if applicable):

- Two copies of the completed or in-progress Cal Humanities-supported project on DVD/CD

Send work samples to:

California Documentary Project Public Engagement Grant
Cal Humanities
312 Sutter Street, Suite 601
San Francisco, CA 94108

Work samples on DVD/CD must be clearly labeled with the name of your applicant organization, project title, and project director. Test any AV samples before mailing them. Sample materials will not be returned. If submitting links to online work samples, please provide clearly identified and complete URLs in section 9 of the proposal narrative and in the online application form.

TIPS FOR PREPARING YOUR APPLICATION:

- Download and review the CDP guidelines and budget form.
- Go to the FAQ if you have questions or need clarification.
- Attend an informational workshop or webinar, if desired.
- Prepare your proposal narrative and budget form before starting the online application.
- Legislative district numbers for the applicant organization must be provided. This information can be obtained ahead of time at <http://www.votesmart.org> by using the organization's zip+4 postal code.
- Applicant organizations also need to provide a Data Universal Numbering System (DUNS) number in order to apply. A DUNS number is the nine digit number established and assigned by Dun and Bradstreet, Inc. to uniquely identify business entities who receive federal government contracts and grants. DUNS number assignments are absolutely **FREE** and may be obtained at <http://fedgov.dnb.com/webform>. The process to request a DUNS number by

- telephone takes about 15 minutes, and within one business day via the internet. Indicate that you are a federal grant applicant.
- Allow at LEAST two hours to complete and submit the online application.
 - We strongly encourage you not to wait until the last minute to apply in case you experience serious technical difficulties that might affect your ability to complete the application process by the deadline.

ONLINE APPLICATION FORM

The link to the online application form below will be active on September 1, 2012. The application window for this grant award program is from September 1 to October 15, 2012.

To start a new public engagement application, click here:

https://www.GrantRequest.com/SID_348?SA=SNA&FID=35025

To return to an existing, in-progress application, click here:

https://www.GrantRequest.com/SID_348?SA=AM

APPLICATION HELP

General Assistance

Cal Humanities provides assistance to applicants through several means. Potential applicants are encouraged to review the guidelines and FAQ.

We also encourage you, particularly if you are a first-time CDP applicant, to attend an informational workshop or webinar. Details will be posted on the Cal Humanities website once they become available. Potential applicants may contact Program Officer John Lightfoot at jlightfoot@calhum.org or 415-391-1474, ext. 314 for assistance with interpreting the guidelines and requirements.

Online Application Assistance

If you need technical assistance with the online application form, please try the solutions to common questions provided below or contact Grants and Contracts Manager Lucy Nguyen at lnguyen@calhum.org or 415-391-1474, ext. 315.

1. I did not receive confirmation of application submission.

Issue: A confirmation e-mail is automatically sent to the project director when an application is successfully submitted. However, because of spam filters, some applicants may not receive this email.

Solution: Put lnguyen@calhum.org on your "safe list" before submission, so that you receive Cal Humanities email communications in your inbox.

2. I cannot access the online grant application form because “cookies are not supported.”

Issue: Some applicants who bookmark the grant application URL may get the following error message when they attempt to log in to the application using the bookmark:

The following error has occurred: Your browser is not configured to support cookies. In order to access this online application, you must adjust your browser settings to allow cookies.

This problem typically occurs because the grant application site tests for cookies by adding characters to the URL; if your browser does not properly save cookies, this error occurs.

Solution: To access the CDP Public Engagement grant application form, type the correct URL—exactly as it appears here—in your web browser’s address bar:

https://www.GrantRequest.com/SID_348?SA=SNA&FID=35025

3. I cannot return to my in-progress application.

Issue: Before you start an online application form you will have to create a user account. The user account allows you to return to edit partially-completed applications and to review applications already submitted. When you create an account, you will receive an automated e-mail message containing your login information and a link you can use to return to your application.

Solution: Click on the following URL to return to your account login page and manage your existing application: https://www.GrantRequest.com/SID_348?SA=AM. Sign in using the e-mail address you provided. If you have forgotten your password, click on “forgot your password” for assistance.

4. I cannot upload certain files to my online application.

Issue: The upload process appears to proceed normally, but when you return to the “Attachments” page, no file has been uploaded. In some cases, you receive a message similar to one of these:

Technical Support Info: [Attachment Upload] Error #300. Arguments are of the wrong type, are out of acceptable range, or are in conflict with one another.

Technical Support Info: [Attachment Upload] Error #3005

Technical Support Info: [Attachment Upload] Error #3001. Arguments are of the wrong type, are out of acceptable range, or are in conflict with one another.

Solution: Upload the file again. If the error still occurs, edit the attachment so that its file size is reduced and try to upload it again. For Mac users with Safari or Firefox as your internet browsers, please check to make sure you're using the latest versions of Safari or Firefox to avoid problems when uploading files.