



2022 GUIDELINES BROADCASTING HOPE MEDIA GRANT

Florida Humanities' **Broadcasting Hope Media Grant** provides funding to Florida public media stations, nonprofits, cultural organizations and public institutions to support public media projects rooted in the humanities. Supported projects are intended to produce impactful and inspirational public media programming (whether through television, radio broadcasts, podcasts, digital platforms, and other community engagement activities) which showcase local Florida communities coming together to inspire hope, broaden perspectives, and foster unity.

AWARD

Applicants may apply for either:

- **Development award: up to \$25,000**
- **Production award: up to \$50,000**

ELIGIBILITY

Florida public media stations (TV and radio), nonprofit organizations, institutions of higher education, state and local governmental agencies, and federally recognized Native American tribal governments.

IMPORTANT DATES

RFP Launch: May 31, 2022

Application Deadline: August 17, 2022 at 12:00 PM (noon) EST

Informational Webinar: June 28, 2022 at 1:00 pm EST

Funding Notification Date: October 3, 2022

Contract Period: October 3, 2022 - October 3, 2023

HOW TO APPLY

Applying is easy (and we're here to help if you get stuck!).

- Sign into the **Online Application Portal** or create an account at www.FloridaHumanities.org/Apply
- Reach out to Grants Director, Lindsey Morrison to discuss your project and **request an Access Code.**

CONTACT:

Lindsey Morrison, Grants Director
Florida Humanities
lmorrison@flahum.org



Overview:

Florida Humanities' **Broadcasting Hope Media Grant** provides funding to support the development, production and distribution of radio programs, podcasts, digital resources and documentary films that engage general audiences with important Florida-focused topics through a humanities lens in creative and appealing ways. Projects should showcase local communities coming together to inspire hope, broaden perspectives, and foster unity.

The humanities enable us to pursue an understanding of our shared human experience, giving people a sense of grounding and a vehicle through which to gather and discuss modern problems through a historic lens. Humanities inspire, engage, and enrich us. Funded projects must be grounded in humanities scholarship and demonstrate an approach that is thoughtful and balanced. Proposals must also demonstrate the potential to attract a broad general public audience and focus on topics that enhance our understanding of Florida and its culture, people, and history.

All Projects Must:

- Demonstrate a key message of **unity and hope for communities**
- Deepen public understanding of significant humanities questions and inspire **constructive dialogue with the public**.
- **Approach a subject analytically**, presenting a variety of perspectives
- Involve **humanities scholar(s)** and other subject-area experts in all phases of development and production
- Actively engage the general public through **accessible** program formats, and be free or not cost prohibitive.

What are the humanities?

The Humanities are academic disciplines that study human culture, using methods that are primarily critical and have a significant historical perspective. Through the humanities, we learn how to think creatively and critically, to reason, and to ask questions, coming to a broader understanding of our shared human experience.

The term 'humanities' includes the study and interpretation of:

- Language, both modern and classical; linguistics; literature; history; jurisprudence; philosophy; archeology; comparative religion; ethics; the history, criticism and theory of the arts;
- Aspects of the social sciences which have humanistic content and employ humanistic methods;
- The application of the humanities to the human environment with particular attention to reflecting our diverse heritage, traditions, and history and to the relevance of the humanities to the current conditions of national life.

Timeline:

Projects must be completed within the following 1-year contract period:

- **Contract Begin Date:** October 3, 2022
- **Contract End Date:** October 3, 2023.

Awarded funds cannot be applied retroactively, and may only be used for activities occurring within the contract period.

Award Amount:

Broadcasting Hope Media Grants offers two levels of funding: Development and Production. Applicants may apply for either Development or Production grants, but cannot apply for or receive both. Applicants are not required to obtain a Development award before applying for a Production award.

Development – up to \$25,000

Development awards enable media producers to collaborate with scholars to develop humanities content along with other program elements. Awards must result in a script or detailed treatment and incorporate a significant level of outreach and public engagement in collaboration with partner organizations and humanities scholars. Development awards may support activities such as:

- Meetings with scholars
- Research and preliminary interviews
- Preparation of program treatments and/or scripts
- Production of a work-in-progress trailer
- Outreach activities and public engagement to solicit public feedback and insights

Production – up to \$50,000

Production awards should result in the production and distribution of radio, podcast, television, and/or documentary film projects. Production awards may support activities such as:

- Archival research and rights clearances
- Meetings with scholars
- Script refinement
- Production and distribution of films, television programs, radio programs, and podcasts
- Development of resources related to the proposed media project, such as websites, that explore the humanities content and themes central to the project
- Outreach and public engagement to present the final production, such as film screenings with panel discussion, community conversation, etc. Programs can be in-person, virtual, or hybrid.

Cost Sharing

Cost share is the portion of the project costs not paid by Florida Humanities funds. Applicants are required to record all eligible cost share, while a minimum 1:1 cost share (i.e. match) is required to be eligible. The match can be met by either in-kind services, cash, or a combination of the two. Cost-share may include indirect costs (overhead) totaling no more than 15% of the awarded/expended funds.

All cash and in-kind contributions are acceptable as the recipient's cost sharing when such contributions meet the following criteria:

- they must be verifiable from the sponsoring organizations records;
- they must not be included as contributions for any other federally-assisted program;
- they must be necessary and reasonable for the proper and efficient accomplishment of project objectives;
- they must be used to support activities that are included in the approved project workplan; and
- they must be incurred during the award period (October 3, 2022 – October 3, 2023).

Eligibility:

This funding opportunity is open to Florida public media stations, both **TV** and **Radio**, as well as private nonprofit organizations, institutions of higher education, state and local governmental agencies, and federally recognized Native American tribal governments. Organizations that apply for funding must be constituted for nonprofit purposes.

Eligible applicants may only submit one grant proposal for consideration each cycle. Applicants may not currently have a Broadcasting Hope Media Grant currently open, but may hold another Florida Humanities grant or program (i.e. Community Project Grant, Greater Good: Humanities in Academia, Florida Talks, etc.), so long as the funds are not directed at the same project.

Sponsoring Organization and Partnerships

Eligible organizations are encouraged to partner with independent producers and other skilled professionals to carry out programmatic activities. In these cases, the lead applicant submits the application on behalf of the partnership(s). The lead applicant (i.e. sponsoring organization) assumes all programmatic, financial, and legal responsibilities associated with the award, including adherence to and compliance with federal regulations and the terms and conditions of the award. The assigned Project Director must be officially affiliated (i.e. staff member or contractor) with the sponsoring organization.

Individuals, foreign or for-profit entities are ineligible for funding.

Special consideration will be given to the following:

- Projects that actively partner with diverse and underserved communities
 - **Underserved communities** can be defined as those whose access to the humanities is limited by geography, ethnicity, economics, or disability.
- Projects that are **strengthened by partnerships** with other organizations or institutions, including but not limited to humanities nonprofits, K-12 schools, universities or colleges, libraries, or public media stations.



(Above) The Friends of the Florida Maritime Museum's "Stories from the Gulf Coast commercial fishing industry in Cortez: Environmental Changes." (Photographer: Shaun Greenspan, Triforce Pic)

Unique Entity ID (SAM) and SAM.gov

A **Unique Entity ID (SAM)** and **Federal-ID** number are required to apply. Applicant organizations are processed through GuideStar Charity Check with their Federal-ID to ensure they are in good fiscal standing. All applicants will be required to have a Unique Entity ID (SAM) through the SAM.gov website. This 12-character number replaced the DUNS number as of April 4, 2022.

Application:

Before beginning the application process, applicants must review the entire guidelines and contact Florida Humanities staff with any questions or concerns. Please note that all grants are awarded on a competitive basis and are dependent on the availability of federal funds from the National Endowment for the Humanities.

Applications must be received by the deadline. Incomplete or ineligible applications will not be considered for funding.

To apply, interested applicants **must email Grants Director Lindsey Morrison** to discuss their proposed project. Eligible applicants will be provided with an **Access Code** to apply.

Lindsey Morrison
Grants Director
Florida Humanities
lmorrison@flahum.org

Grant Period, Award Payments and Program Dates:

All projects must be completed within **12 months**. Grantees will receive funds in two installments:

- **70%** at start of project,
- **20%** at successful submission and review of interim report, due at the interim point in the project as agreed upon by Florida Humanities and the awardee
- **10%** on a reimbursement basis contingent upon receipt and approval of all required final reports.

All public programs/events supported by grant funds **may not begin sooner than 6 weeks** after the contract start date.

Narrative Questions:

All applicants must complete each of the following narrative fields within the online application:

1. Organizational Mission and Reach:

Provide a brief organizational history and mission statement for the applicant organization. Provide an overview of the geographic reach of your organization. Describe your annual viewership, listenership, or membership/constituent makeup, and annual programming, particularly noting any programming that received nominations, awards, or accolades. Note any prior programmatic history with Florida Humanities. *(limit 2,000 characters with spaces)*

2. Project Summary and Humanities Content:

State the subject and format of the project, the number and/or length of programs planned for the series, and intended outcome of the award. Describe the project's humanities scholarship and significance to the humanities and local/broader community. Identify specific humanities themes that the project will address. Describe any resources that will be developed to extend the reach of the project and how those resources will be made available to the public. *(limit 3,500 characters with spaces)*

3. Creative Approach and Rights/Permissions:

Describe the program's audiovisual style and approach. Will the program use narration, a host, interviews, dramatic re-creation, animation and/or other techniques? If there are other productions on similar or related subjects, explain how your project will make a new contribution. Describe your intended process for obtaining permissions and clearing rights to use the proposed materials. *(limit 2,000 characters with spaces)*

4. Target Audience, Promotion Plan and Reaching Underserved Communities:

Describe your target audience and the need for the project in the community, the state and/or the nation. Provide a detailed marketing/promotion plan with relevant outreach metrics (i.e. how many people will be reached by each promotion outlet?). Describe how your project or

programming specifically engages underserved communities, if applicable. Underserved communities can be defined as those whose access to the humanities is limited by geography, ethnicity, economics, or disability across Florida, or the nation. *(limit 2,000 characters with spaces)*

5. Fees:

Specify and describe in detail any fees to be charged to participants/viewers in complementary public programs. Funding priority will be given to projects that are free to the public, but if attendance fees are charged, they must not present a barrier to participation. *(limit 500 characters with spaces)*

6. Project Personnel:

Detail the humanities advisors and scholars and other project participants. Florida Humanities recommends that as much as possible all key project personnel should be confirmed at the time of application.

Humanities Advisors

- Provide short descriptions for the humanities scholars and advisors involved in the project, including their areas of expertise, scholarship, and institutional affiliation.
- Describe the project role of each humanities professional (such as content advisor, researcher, or interview subject).

Project Personnel

- For the primary project personnel (e.g. project director, director, production designer or producer) provide a bio that includes relevant skills and education, credits for digital projects, major broadcasts, or exhibitions, and award information. *(limit 3,500 characters with spaces)*

7. Impact and Evaluation:

Describe the expected impact of your project on the target audiences. Explain how you will evaluate its success and measure results. Florida Humanities is particularly interested in how audiences can become more deeply engaged in thinking about humanities ideas and questions as a result of the project. *(limit 2,000 characters with spaces)*

Budget:

Budget and budget detail must reflect all costs of implementing your project. Florida Humanities requested funds cannot exceed \$25,000 for Development awards and \$50,000 for Production awards, and may only be used for eligible project expenses incurred during the grant period. Because media projects typically require funding at levels greater than Florida Humanities can support, project directors are encouraged to seek multiple sources of support and record all other awarded funds as cost share.

Additional funds will not be granted if applicants fail to finish proposed project within the approved budget.

The required budget form that is downloadable in the online application provides line items for the following fundable categories.

1. Honoraria for Humanities Scholars:

- Stipends or honoraria for humanities scholars and advisors, subject area experts and community experts

2. Fees to Production Staff/Technical Consultants

- Direct programmatic time on the project for production staff and technical consultants. Overhead/indirect costs (i.e. admin, salary and fringe) may not be requested with Florida Humanities funds.
- 3. Travel, Per Diem, Lodging:**
 - Flights, gas, mileage and per diem for production staff/consultants, humanities scholars or subject area/community experts.
- 4. Production and Post-Production: (Development Grants only):**
 - Contracted employees' time spent on programming, or direct production/programmatic time spent on project that are outside normal salaried duties (award funds cannot cover salary, fringe benefits or other instances of overhead.)
- 5. Rights to Archival Materials**
- 6. Equipment, Software or Audio/Visual:**
 - You may purchase equipment if an analysis demonstrates that it is more economical and practical than leasing.
- 7. Publicity and Promotion:**
 - Social media, print or digital advertisements, fliers, banners brochures or other promotional materials.
- 8. Other:**
 - Items directly related to the success of the project but do not fit into above categories.

Ineligible Expenses and Activities:

Florida Humanities funds cannot be used to cover the following expenses:

- Pre-award costs that are incurred before the contract start date
- Capital improvements, building construction, maintenance, restoration, renovation, or preservation
- Entertainment (i.e. dance or musical performances)
- Expenses incurred or paid out before a grant award is made
- Purchase of real property
- Refreshments (i.e. food and drink)
- Scholarships and awards
- Personnel time not related to the project
- Personnel time that is reasonably within salaried responsibilities

Political Action and Advocacy:

While the humanities can be a vessel to bring the public together for timely and deep conversations, Florida Humanities is a proudly nonpartisan organization. Applicants must be aware that since funds from Broadcasting Hope Media Grants originate from the National Endowment for the Humanities, the following activities are banned from Florida Humanities-funded projects:

- promotion of a particular political, religious, or ideological point of view
- advocacy of a particular social or political action
- support or opposition of specific public policies or legislation
- lobbying

Required Supporting Materials:

The following forms and documents must be uploaded to complete the application process:

- **WORK PLAN:** Applicants must create and attach a month-by-month work plan that clearly shows how the project will achieve success, from pre-production to production to post-production and

marketing and promotion. Work plans should demonstrate careful attention to maintaining on schedule and hitting necessary benchmarks.

- **MEDIA SAMPLES:** Sponsoring Organizations must submit at least one and no more than 3 samples of previous work. For Production awards, Florida Humanities would like to see a sample of work-in-progress for proposed project. Samples may be submitted as links or attachments in online application. Do not send originals via postal mail; samples will not be returned.
- **BUDGET FORM:** Download and complete the budget and budget summary form provided in the online application. **All applicants are REQUIRED to use the form provided.**
- **OPERATING BUDGET:** Applicant must attach a copy of the organization's current year operating budget. Must not exceed two pages.
- **SUPPORTING DOCUMENTS:** Support materials must include letters of commitment and resumes from key scholars/presenters; letters of support from partnering organizations; and any items that demonstrate past success. Up to three files may be uploaded, each of which may be multiple pages.

Reviewing and Submitting the Final Application

Before submitting your final application, please review your entire packet by clicking "Application Packet," to ensure all documents uploaded properly, and are therefore able to be evaluated.

It is very important that applicants **review thoroughly** and make any changes before submitting. Once submitted, applicants will no longer be able to make any changes. The Application Packet should be saved as a pdf file and kept by you as your official copy of the final application.

Branding and Acknowledgement, Ownership, and Copyright

While the sponsoring organization retains ownership and copyright, Florida Humanities retains the right of unlimited use to screen and/or to stream the films, podcasts and/or digital productions and/or to edit clips or screengrabs for trailer or other promotional purposes. Applicants are encouraged to submit their completed productions to film festivals or other award events.

Credit:

Guidelines on required recognition will be provided to awarded applicants, including logo usage and branding guidelines.

Need help or have a few questions? We are here to help!

Florida Humanities staff are happy to provide guidance via phone or email on completing an application, determining eligibility, addressing budgetary questions, as well as troubleshooting technical difficulties with electronic forms.

Please allow for 24-48 hours to return your email, and please contact staff well in advance (at least one week) of an application deadline.

Staff comments and suggestions are based solely on prior experience with grant review sessions that include board members. **Adherence to staff suggestions does not guarantee funding.**



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