



# Meet the Funders: Station Grant Opportunities from NEH and WETA

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# Introductions

- **David Weinstein**

Sr Program Officer, National Endowment for the Humanities

- **Chloe Kougias**

Manager of National Engagement, WETA

- **Amy Labenski**

Sr Director, National Impact and Engagement, WETA



# Grant Center For Public Media

A partnership between:



**GREATER  
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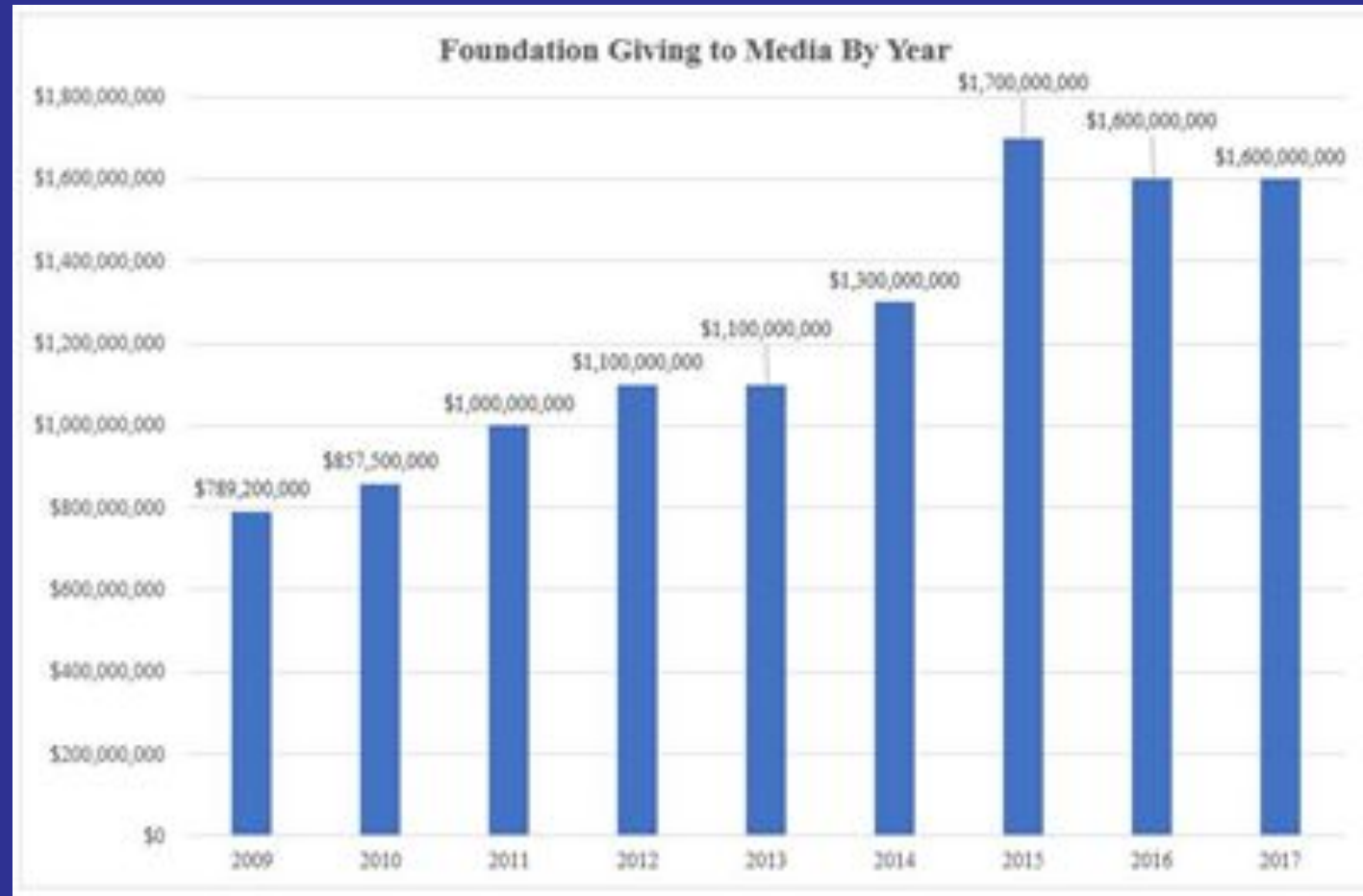
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# What We Offer

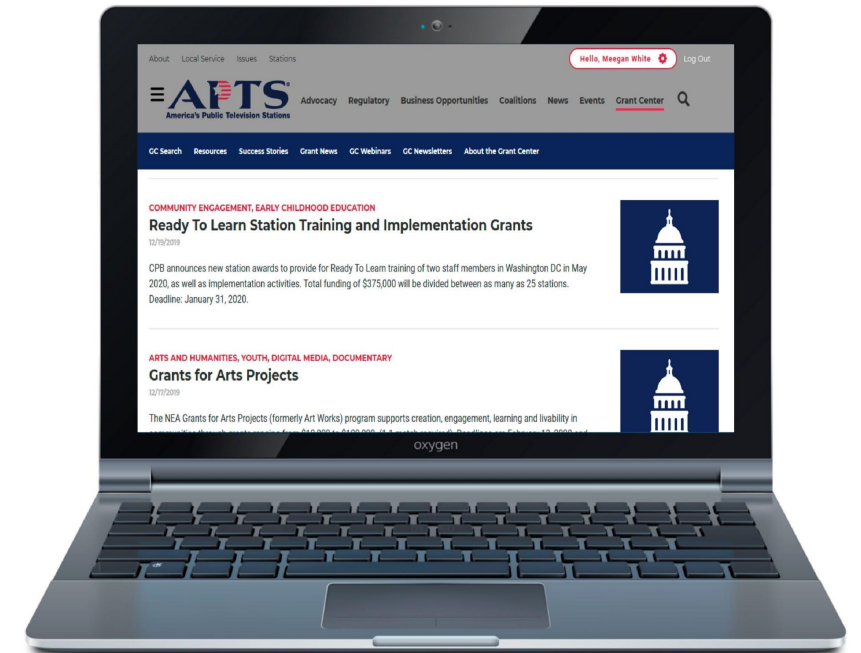
- Searchable database of 500+ grants tailored specifically to public media
- Timely alerts about new and upcoming grant opportunities
- Foundation Funding Roundup newsletter
- Custom prospect research
- One-on-one consultations
- And more!

# Foundation Giving to Media \$1.6 billion in 2017!



# Connect with The Grant Center

- **Sign up for our free newsletter**
- **Follow us on Twitter**  
**@aptsgrantcenter**
- **Contact Meegan for an online**  
**tour for your team**



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# Welcome

David Weinstein  
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www.neh.gov  
@NEH-PubPrograms



# What We Do-NEH

- Seven divisions or offices at NEH
- Occasional initiatives
- Website lists grant opportunities
- We all fund projects in humanities disciplines/subjects
  - History, literature, philosophy (to name a few)
  - <https://www.neh.gov/about>



# A More Perfect Union

- [New initiative](#) for U.S. Semiquincentennial in 2026
- Advancing Civic Education and Commemorating the Nation's 250th Anniversary.
- Diverse topics in American history and culture

# Division of Preservation and Access

- Humanities Collections and Reference Resources
- Preservation and Access Education and Training

# Division of Education Programs

- Several programs including [Summer Seminars and Institutes](#)
- [EDSITEment](#)

# Office of Challenge Programs

- [Infrastructure and Capacity Building Challenge Grants](#)

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# Office of Federal State Partnership

- State Humanities Councils

# Division of Public Programs

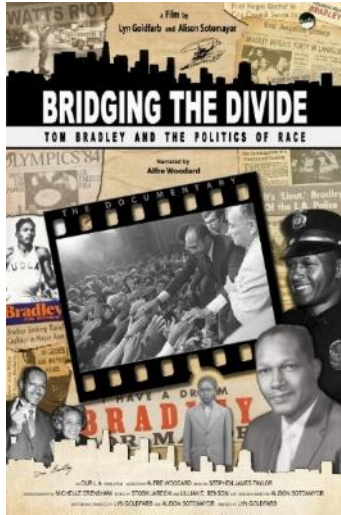
## Several Programs

- [Digital Projects for the Public](#)
- [Public Humanities Projects- Humanities Discussions](#)
- [Short Documentaries](#)
- [Media Projects](#)

# What's New in Public Programs

- Short Documentaries
- A More Perfect Union
- Production scripts shorter- 15 pages/hour
- Development treatments now 5 pages
- For August other changes possible-posted in June

# Division of Public Programs Funded Films



*Bridging the Divide: Tom Bradley and the Politics of Race (2016)*  
by Lyn Goldfarb and Alison Sotomayor



*Adios Amor: The Search for Maria Moreno (2018)*  
by Laurie Coyle



*The Loving Story (2012)*  
by Nancy Buirski



*Worlds of Ursula K. Le Guinn (2019)*  
by Arwen Curry

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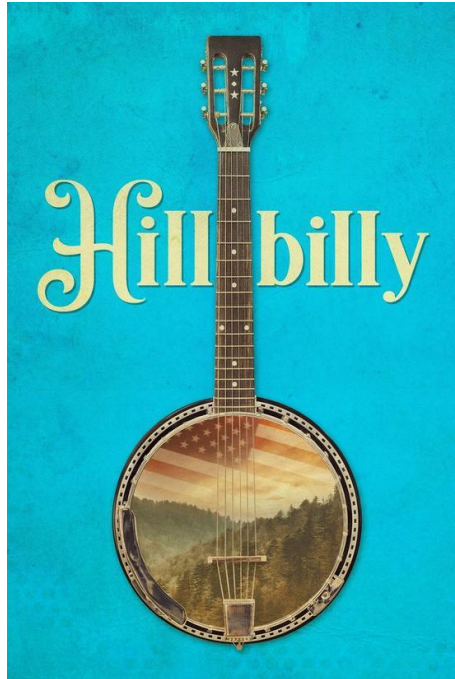
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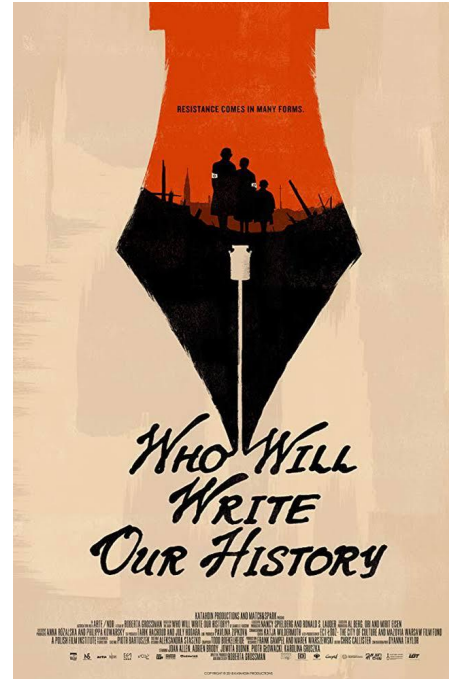
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# Division of Public Programs Funded Films



*Hillbilly (2018)*  
By Sally Rubin and Ashley York



*Who Will Write Our History (2019)* by Roberta Grossman



*Mr. SOUL!: Ellis Haizlip and the Birth of Black Power TV (2018)* by Samuel D. Pollard and Melissa Haizlip

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## Visit NEH.gov

You will find:

- NOFOs/Guidelines
- FAQ's
- Sample proposals
- Lists of funded projects
- Other resources



## Considering Applying?

**Contact a program officer early in the process.**

**We are happy to answer questions and review draft proposals.**

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# Thank You

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@NEH-PubPrograms



# Questions?

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**Chloe Kougias**

**Manager  
National Engagement &  
Partnerships**

**WETA**

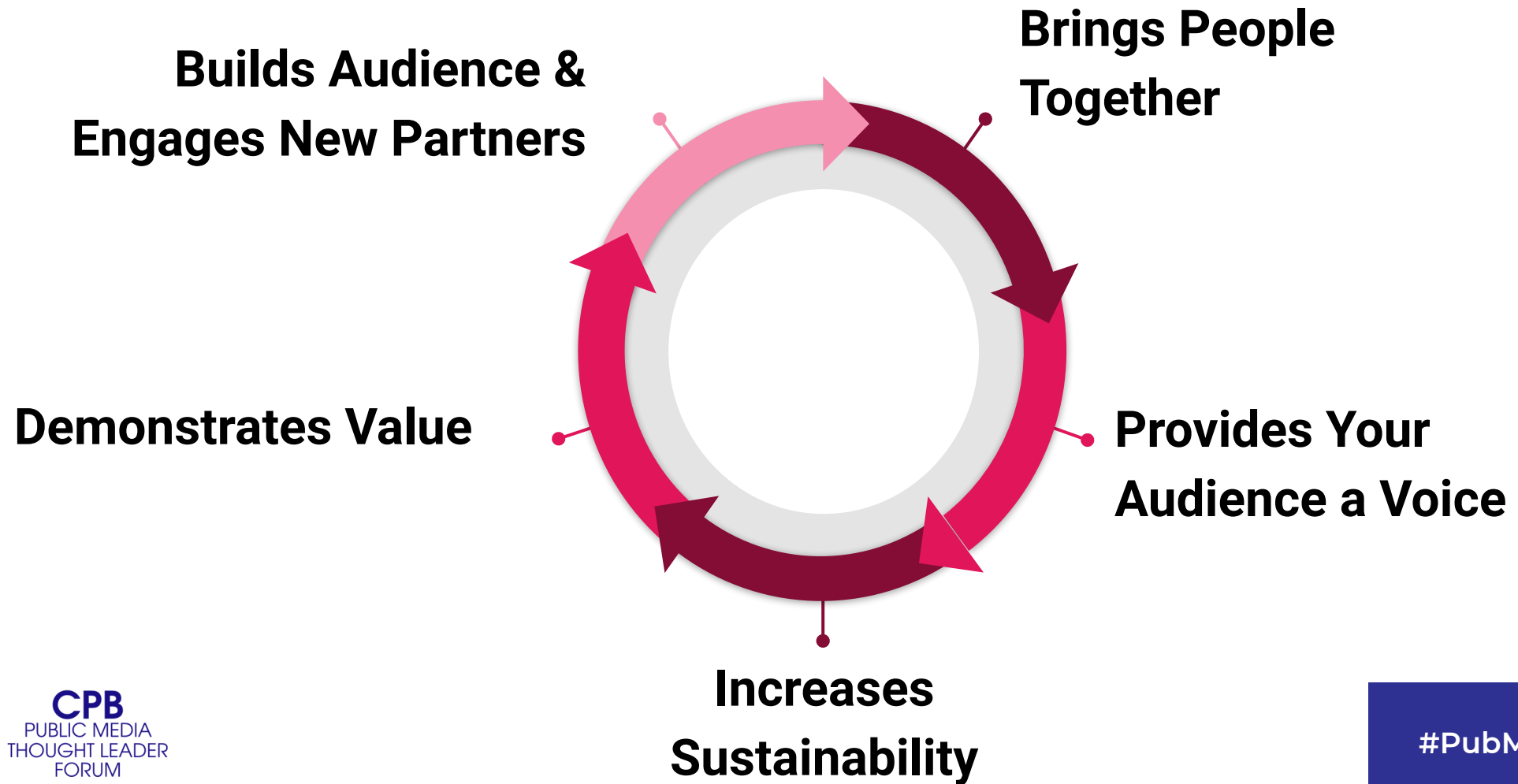
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# Why Community Engagement Matters



# Engagement Goals



**Expand Audience Reach**



**Maximize Engagement**



**Engage diverse perspectives**



**Explore new models of engagement**



**Share untold stories**



**Build strong, durable partnerships**

# Our Process



**Announce RFP**  
*via The Loop*

**RFP Deadline**

**Program Premiere**

**Release RFP**  
*via The Loop*

*Review RFP*

**Award Funding**

*Develop/send assets  
to stations*

*Post-broadcast engagement  
& impact measurement*

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# Resources for ALL Stations

- **You do not need to have a grant for us to support you!**
- All stations are given access to project assets:
  - Screening reel(s)
  - Graphics, images, artwork
  - Access to national partnerships
  - Standards-based lesson plans for educators
- You can still put on events, even without grant funding.  
Strong partnerships build the best engagement efforts.

# Maximizing Impact & Best Practices

## What makes a good project?

- **Clear goals**
  - What do you want people to walk away knowing?
- **Consideration to audience**
  - Who are you trying to reach?
  - Is who's on stage as diverse as who is in the audience?
  - Are multiple perspectives considered?
  - How can the audience participate?
- **Strong partnerships**
  - Internal, cross-departmental within the station
  - External, with local and national organizations
- **Unique approaches to localize content**

# Best Practices

- 1) Subscribe to *The Loop* for updates on resources and assets from WETA.
- 2) Develop local PARTNERSHIPS!
- 3) Metrics to measure engagement (audience surveys!)

# Upcoming Opportunities

## 2020

- *East Lake Meadows*
  - additional engagement grants
- *The Gene: An Intimate History*
  - additional engagement grants
  - teacher-training grants
- *Finding Your Roots, Season Six*

## 2021

- *Finding Your Roots, Season Seven*
- *Hemingway*
- *Ali*
- *The Holocaust & the U.S.*
- *The Black Church: This Is Our Story, This Is Our Song*

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# How can we best support YOU?

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# Session Resources

*Underlined text is hyperlinked*

- Sign up for [The Loop](#)
- Take the [WETA Station Survey](#) to provide us with feedback
- Learn more about [The Grant Center for Public Media](#)



# Contact Information

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