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

APTS
America’s Public Television Stations

GREATER PUBLIC
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!

Source: Media Impact Funders and Foundation Center
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
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
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
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
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.
Thank You

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Questions?
Chloe Kougias
Manager
National Engagement & Partnerships
WETA
Why Community Engagement Matters

- Builds Audience & Engages New Partners
- Demonstrates Value
- Increases Sustainability
- Provides Your Audience a Voice
- Brings People Together

#PubMediaEducates
Engagement Goals

- Expand Audience Reach
- Maximize Engagement
- Engage diverse perspectives
- Explore new models of engagement
- Share untold stories
- Build strong, durable partnerships
Our Process

1. Announce RFP via The Loop
2. Release RFP via The Loop
3. RFP Deadline
4. Review RFP
5. Award Funding
6. Develop/send assets to stations
7. Program Premiere
8. Post-broadcast engagement & impact measurement

Feedback
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
How can we best support YOU?
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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WETA

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PBS KIDS
Please share your feedback by completing the session survey.

Go to the session details page in our Guidebook mobile app, found under Schedule.

Scroll to the bottom of the page and click the survey link.

Thank you!