CALIFORNIA DOCUMENTARY PROJECT
NextGen GRANTS FOR EMERGING MEDIAMAKERS
Program Overview & Application Instructions

MONDAY, MARCH 16, 2020, 5 PM

Deadline for submission of online application with attached proposal narrative, budget and resume/s. Late or incomplete applications will not be accepted.

PROGRAM OVERVIEW

Since 2003, California Humanities has awarded nearly $5.5 million through the California Documentary Project (CDP) grant program to nonfiction film, audio and interactive media projects that document California in all its complexity. Each CDP project that uncovers, interprets and shares the experiences and stories of California and Californians adds a new layer to a complex and growing portrait of this state. Together, these productions help us better understand who we are and where we live.

CDP NextGen GRANTS

California Humanities is now pleased to offer **CDP NextGen**, a new funding opportunity through the California Documentary Project grant program in support of California's next generation of documentary mediamakers age 18 and under. Presented in alignment with **CA 2020: Youth Perspective and the Future of California**, our new statewide initiative focusing on the lives and experiences of young Californians, CDP NextGen invites applications from California-based nonprofit organizations and public agencies with established track records in youth media programming to provide training and support to emerging mediamakers in the creation of short, insightful nonfiction films and/or podcasts that tell original stories about life in California today. We seek compelling and accessible projects that reflect a broad cross-section of young Californians' stories, bring new and previously unheard perspectives to light, and help to reveal the breadth and range of California's cultures, peoples and histories. Eligible applicants may apply for funding up to **$15,000**.

PROGRAM PURPOSE

If California is at times seen as an indicator of where the United States is headed, then the state's 9 million young people under the age of 18 will play an increasingly significant role in shaping who we are and the issues that we care about both regionally and nationally in coming years. With an eye toward the next national election and the goal of amplifying youth voices, we want to hear the insights and

perspectives of soon-to-be-voting-age Californians on the subjects and issues that both divide and unite us. CDP NextGen intends to support short documentary films or podcasts that shed light on not only the problems we face, but also on the solutions that youth are proposing and the futures they envision.

CDP NextGen is designed to nurture California's next generation of documentary mediamakers and help bring a broad range of young Californians' perspectives to bear on the subjects, issues and ideas that will shape California's future. The focus of proposed projects may take many forms, though all should address subjects and issues relevant to the lives and experiences of young people in California today and should emerge from the interests, cares, concerns and inquiries of the participating youth mediamakers.

California Humanities is particularly interested in projects that, in addition to providing technical training in media production, actively support young Californians in thinking critically about media messages. Competitive proposals will also encourage reflection and deepened understanding of subjects and issues relevant to participants' lives and communities.

THE ROLE OF HUMANITIES

CDP NextGen supports documentary media productions that use the humanities to provide social, cultural, and/or historical context and broadened perspective. The humanities grow out of an interest in the language, literature, thought, and history of humankind. They emphasize analysis, interpretation, and exchange of ideas. Humanities disciplines include, but are not limited to, history, philosophy, literature, folklore, ethnic studies, religious studies, gender studies, ethics, jurisprudence, and qualitative approaches in the social sciences. These fields are differentiated from—though not exclusive of—the creative expression of the arts or the quantitative explanation of the sciences or social sciences.

California Humanities encourages applicants to make use of relevant humanities expertise in planning and implementing projects and to approach subject matter from a perspective informed by the humanities—e.g., make use of existing or new scholarship and research on the topic for context and perspective; ask informed, critical questions; and seek to foster insight, reflection and thoughtful analysis on the part of the audience. CDP NextGen Grants also require that a humanities expert (academic scholar, humanities professional, or culture bearer) serve as an advisor to the project. Please see the FAQ for more information.

ELIGIBILITY

Only California-based non-profit organizations with tax-exempt status or state/municipal public agencies such as arts councils, schools, universities, or libraries may apply for the CDP NextGen grant. Individuals and organizations lacking tax exempt status may not apply directly for funding but can apply under the auspices of a fiscal sponsor. Eligible applicant organizations and project directors must:

- ☐ Be in good standing with California Humanities (e.g., without unfulfilled reporting requirements), if a previous grant recipient

- ☐ Not have an open grant or application under consideration with California Humanities or submit more than one application per California Humanities deadline, unless acting as a California Humanities-approved, multi-application fiscal sponsor (see FAQ for more information)

For more information, see the FAQ or contact Debra White at dwhite@calhum.org.

PROJECT REQUIREMENTS

All CDP NextGen projects should:

- ☐ Provide training and support to emerging mediamakers age 18 and under in the development and production of short nonfiction films and/or podcasts from concept to final edit
- ☐ Focus on subjects and issues chosen by participants as relevant and meaningful to their own lives and communities
- ☐ Involve an experienced mediamaker or media instructor as the project lead
- ☐ Actively involve at least one humanities advisor as an integral member of the project team
- ☐ Approach subject matter from a perspective informed by the humanities
- ☐ Hold a public community screening or presentation of the produced projects designed to engage audiences in dialogue and discussion
- ☐ Seek additional exhibition and distribution opportunities where available

FUNDING LEVEL, GRANT PERIOD AND ELIGIBLE EXPENSES

- ☐ Applicants may request funding up to $15,000. California Humanities grant funds must be matched by at least a 1:1 amount of cash or in-kind contributions from non-federal sources.
- ☐ The maximum grant period is one year (May 1, 2020 to April 30, 2021)
- ☐ Grant funds may be used to support eligible project-related activities and expenses during the grant period, including but not limited to: stipends for youth participants, production and post-production costs; honoraria for humanities advisors; salaries and fees for staff and other personnel directly involved in the project; supplies and materials, public presentation, publicity and promotion; etc. Some restrictions apply, including a 10% cap on indirect costs, organizational overhead and fiscal sponsorship fees.

GRANT REQUIREMENTS

If selected for funding, California Humanities requires grantees to:

- ☐ Submit a grant agreement signed by the authorizing official of the applicant organization/fiscal sponsor and the project director.
- ☐ Provide an expiration date for a federal System of Award Management (SAM) registration. SAM requires a Data Universal Numbering System (DUNS) number for the applicant organization/fiscal sponsor in order to receive grant funds (see FAQ for more information).
- ☐ Participate in California Humanities' grant reporting and evaluations processes and provide copies of final productions once completed.

- ☐ Collaborate with California Humanities on exhibition and distribution opportunities, including but not limited to providing royalty-free non-exclusive rights to include the final productions in a California Humanities-curated and packaged series of CDP NextGen short films or podcasts for festivals, online or streaming sites, broadcast or other forms of distribution.

CDP NextGen Grants Do Not Support:

- ☐ Media productions in which new or emerging filmmakers 18 years or under do not play the primary creative and leadership role
- ☐ Narrative or fiction media projects
- ☐ Advocacy or projects aimed to advance a specific policy or partisan agenda
- ☐ Projects that are primarily promotional in nature

TIMELINE

January 2020	Guidelines posted at www.calhum.org
January 29	**Informational webinar** on how to apply for CDP NextGen, 11am-noon To attend, please register here.. Online application available at www.calhum.org
March 16	5 pm: Deadline for submission of online application, proposal narrative, resume/s, budget, and links to media samples
May 2020	Awards announced, grant period begins, funds disbursed
April 30, 2021	End of grant period

REVIEW CRITERIA

Applications are evaluated by peer reviewers and California Humanities staff and board members for eligibility, completeness, and competitiveness according to the following criteria:

Quality

- Potential to fulfill the goals of the CDP NextGen program
- Clarity and strength of overall project purpose and design
- Connection to participating youth and community
- Clarity and strength of approach to story development and media instruction
- Depth of humanities content and approach
- Plans for outreach and public programming
- Strength of prior work sample/s

Capacity

- Suitability of the applicant organization to successfully implement the project as shown by prior experience
- Ability of the project team to successfully implement the proposed project as shown by prior experience
- Feasibility of project timeline, budget, outreach, and evaluation plans

Other factors related to the accomplishing the mission of California Humanities will also be considered as part of decision making.

HOW TO APPLY

Application for **CDP NextGen** is through an online process. No hand-delivered, faxed, or emailed applications will be accepted. Applications must be submitted by the deadline, **5 pm on MONDAY, MARCH 16, 2020.**

To submit electronically by 5 pm on MONDAY, MARCH 16, 2020:

- Online application with URLs to media work sample
- Proposal narrative (Word or PDF attachment)
- Resume/s of Project Director and/or Lead Media (Word or PDF attachment)
- Budget (Excel template attachment)

To start a new application, use the following link:

https://ch-grants.smapply.io

Applicants will need to complete an online form, provide a brief project summary (100 words), provide contact information for the Project Director and Authorizing Official of the applicant organization as well as other pertinent information including location address, legislative district information, demographics of the service area, and federal tax ID (EIN).

California Humanities will accept applications without a DUNS or active SAM registration. However, we encourage all organizations to start the process now. A DUNS is available through Dun & Bradstreet. A DUNS must be registered with SAM at sam.gov in order for an organization to receive federal funds. Be sure to allow sufficient time (2-4 weeks) to obtain the DUNS number and complete the registration process. See FAQ for more information.

APPLICATION ASSISTANCE

California Humanities provides assistance to applicants through several means:

- Frequently Asked Questions or FAQs (including technical assistance/troubleshooting)

- **An informational application webinar will be held Wednesday, January 29 from 11am to noon**. To attend, please register here in advance. A recording of the webinar will be made available soon after at http://calhum.org/funding-opportunities/california-documentary-project/. (Join our mailing list to receive the most recent information about upcoming webinars and grant resources.)

- Please contact Senior Program Officer John Lightfoot (jlightfoot@calhum.org) for questions about guidelines or grant requirements.

- Please contact Grants Manager Debra White (dwhite@calhum.org) for technical assistance with the online application submission process or obtaining a DUNS number or SAM registration.

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APPLICATION GUIDELINES

PROPOSAL NARRATIVE

Please address each of the following sections in this order. All responses should be single-spaced in 12 pt. font and in one single document (to be uploaded as an attachment to the online application). Please note recommended lengths of each section.

1. **Project Information**
   Please clearly indicate the following information at the top of the first page:
   - Project Title
   - Applicant Organization/Fiscal Sponsor
   - Project Director

2. **Project Description (two paragraphs)**
   Provide a brief overview description of the proposed project. How will it address the purpose and intent of the CDP NextGen grant program? What are some of the possible stories, issues or themes that the project might focus on? Describe the format, length and production style of the short films or podcasts. How many will be produced? What is the current status of the project?

3. **Applicant Organization and Project Team (two paragraphs)**
   Describe the applicant organization and its youth media program/s. Please include details on the organization's mission, community served, media production facilities and access to technology, staffing, and any other relevant information. Please include a one paragraph bio for the Project Director and/or lead Mediamaker/Instructor detailing experience with youth media production

and/or training. *(Note: A resume for the project director or lead media instructor must be uploaded directly to our website as part of your application.)*

4. **Youth/Community (two paragraphs)**
   Who are the young people who will participate in the project? What community, population or constituency do they represent? Does the organization already have a connection to this community? If not, how will you approach building this relationship? What are some of the issues and challenges this group faces? What are some the strengths and successes? Describe how the CDP NextGen project will respond to the needs or opportunities of this community. How will you recruit and retain youth?

5. **Story Development and Media Training (two paragraphs)**
   Describe the process for deciding which stories, issues and themes are the focus of the CDP NextGen project. How will these stories be developed into short documentary films or podcasts? Describe the plans and/or curriculum for teaching media production skills, nonfiction storytelling techniques (point-of-view, voice, etc.), and the ethical considerations of documentary mediamaking.

6. **Humanities Approach and Advisor/s (two paragraphs)**
   How will you use the humanities to frame and contextualize subject matter and support a critical and analytical approach? What role will the Humanities Advisor play in the design and implementation of the project? What other sources will you consult to provide broader context, depth and perspective? Provide a short bio for the one (or more) Humanities Advisor, describing area of expertise; relevant scholarship, research, or writing; and position and institutional affiliation, if applicable.

7. **Goals and Impact (one paragraph)**
   Please list the specific goals for this project. What is the impact you hope it will have on the youth producers? What impact do you hope it will have for your organization or program? How will these be evaluated?

8. **Exhibition and Outreach (one paragraph)**
   Describe your initial plans for the public presentation of the finished projects. What audiences would you like to reach and how do you plan to reach them? Describe potential outreach partnerships and any additional distribution plans or strategies. Provide an estimated completion date.

9. **Fundraising Strategy (one paragraph)**
   If additional funds are required, describe the strategy for raising these funds. List sources and amounts of project income received to date, if applicable. List the status of other sources of funding under consideration.

10. **Timeline**
    Provide a detailed timeline of relevant project activities and stages from research and development through completion and exhibition. Activities for which you seek California Humanities funding must occur during the one-year grant period.

11. **Work Sample/s**
    To demonstrate prior experience with youth media, please submit a link (or links) to a previously completed film or podcast that was produced by youth in your program. Briefly describe the selection and who participated in its production. Note that all work samples should remain available online through May 2019.

12. **Project Budget** (Excel template to be attached and uploaded with the online application)
    Each project may request up to $15,000 in outright funds. The grant request must be matched by at least an equivalent amount of cash or in-kind contributions from non-federal sources. (See FAQ for in-kind details.) Please use the CDP NextGen budget template to itemize expenses and income. Note that you may modify the form by adding, deleting or renaming lines as appropriate for your project and format.

Thank you and good luck!