VIDEO, AUDIO and DIGITAL HUMANITIES GRANT GUIDELINES and Instructions

Projects that can be described as "digital humanities" can prompt special considerations for applicants as they develop their project and budget descriptions. First, while the WHC considers requests for computer hardware and software, their intended use should be clearly described for the project period and beyond. The proposed technology should be demonstrably vital to delivering humanities content. Second, digital humanities projects can often involve multiple team members with diverse and complementary skill sets. A linguist, for example, might collaborate with a geographic information systems specialist to map historic language use in a Wisconsin county. Applicants should clearly describe the project personnel--their roles and qualifications--and submit Project Personnel Forms for key team members, including everyone for whom WHC funds are requested. Finally, digital humanities projects, such as online exhibits, can expand traditional definitions of “audience,” “public,” and “community engagement.” Applicants should thoughtfully consider and clearly describe the audiences for their projects and the nature and duration of the proposed public engagement. If, for example, a project proposes a website, applicants should describe plans to maintain the website.

The following provides instructions and guidance for filling out the grant application that is specific to video, audio and digital humanities grants. For additional information, please consult the Video, Audio and Digital Humanities Planning Tips (URL).

GENERAL INSTRUCTIONS

The media grant application has nine parts. Please complete all parts, use the forms provided, and submit the number of paper copies requested. We do not accept applications that are only submitted electronically. Letters of support do not require a separate form but should be included with the application. All applications should include:

1. Cover Page
2. Certifications
3. Project Description (Sections 1 and 2)
4. Budget Form
5. Budget Description
6. Project Personnel Description and Form(s)
7. Letter(s) of Support
8. Links to or samples of past or in-progress work in the proposed medium.
9. IRS W-9 Form (one copy only)

Hard copies of the proposal must be submitted as follows: One hard copy MUST contain original signatures of the project director and fiscal agent, by their hand, and can be single-sided.
remaining hard copies should be double-sided if possible with the budget table inserted in the appropriate order. The WHC cover page should be the first page of your proposal. In addition to the hard copies, if possible please additionally email a final version of the complete application (as electronic documents or scanned) to the grant program director. Grant deadlines and number of copies required are as follows:

<table>
<thead>
<tr>
<th>Grant Type</th>
<th>Deadlines</th>
<th>Copies Required</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini</td>
<td>February 1, May 1</td>
<td>Four (4)</td>
<td>One Month</td>
</tr>
<tr>
<td></td>
<td>August 1, November 1</td>
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<tr>
<td>Major</td>
<td>April 15, August 15</td>
<td>Twelve (12)</td>
<td>June, October, February</td>
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<td>December 15</td>
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*Hard copies of applications are due in the WHC office (not postmarked) by the day of the deadline.* If the deadline falls on a weekend, applications are due the next official workday.

Send grant applications to:

Wisconsin Humanities Council  
3801 Regent St., Suite 101  
Madison, WI 53705  

If you need help with proposal development please contact WHC staff for additional guidelines and/or information.

We encourage you to discuss your project with WHC staff. We can advise you on project design, help ensure your project meets our guidelines, and offer suggestions for developing a competitive proposal. First-time applicants are strongly encouraged to submit a draft of their application for feedback. Please note that we require draft proposals at least one month in advance of a grant deadline for proper review.

DETAILED INSTRUCTIONS

**Cover Page**

*Grant Type.* Check the appropriate box for the grant for which you are applying.

*Project Title.* This should be a descriptive title.

*Sponsoring Organization.* This must be a nonprofit organization or group located in Wisconsin. This is the organization to which checks will be payable if the proposal is funded.

*Website(s).* Enter the URL(s) of the sponsoring organization and/or the project, if applicable.

*Tax ID Number* (This is often the Employer Identification Number or EIN). This number should be the Tax ID Number for the applicant organization that will be receiving any awarded WHC grant funds.

DUNS Number. All sponsoring organizations that apply for funding from the WHC must obtain a DUNS (Data Universal Numbering System) number, and report that number to the WHC when submitting an application. No WHC grant funds may be awarded to an organization

Wisconsin Humanities Council | 3801 Regent St., Suite 101, Madison, WI 53705  
(608) 262-0706 | [www.wisconsinhumanities.org](http://www.wisconsinhumanities.org)  
(July 1, 2019)
prior to reporting this number. For instructions on acquiring a DUNS number immediately via telephone please see information here https://www.neh.gov/grants/manage/duns-number-requirement. You may also acquire a DUNS number from the DUNS Request Service website (http://fedgov.dnb.com/webform).

**SAM.gov (System for Award Management).**

***Mini-Grant Sponsoring Organizations.*** SAM.gov registration for sponsoring organizations that apply for WHC mini-grant funding is not currently mandatory. However, SAM.gov registration is strongly encouraged. It enables the WHC to award federal funds. If awarded, organizations registered with SAM.gov at the time of their mini-grant application MUST keep that registration active for the duration of their project period. If the sponsoring organization for a mini-grant does not have SAM.gov registration, this will not affect your eligibility to receive a WHC grant as the WHC has a limited amount of grant funds from non-federal sources that may be used to fund mini-grants.

***Major Grant Sponsoring Organizations.*** SAM.gov registration is mandatory for sponsoring organizations that apply for WHC major-grant funding. Organizations must be registered with SAM.gov and keep that registration active for the duration of their WHC-funded project period in order to be eligible to receive grant funds from the WHC.

The WHC must be able to independently verify your organization’s SAM.gov registration. Accordingly, you should be prepared to (1) ensure your organization's registration is made public so that we can see it, or (2) provide proof of current registration upon the granting of an award and at any time that grant funds are requested. You may send proof of your current registration status to the WHC either by U.S. mail or by email.

There is no charge for SAM.gov or DUNS number registration. Several third-party vendors, however, offer to register organizations for a fee. The WHC does not endorse these vendors or the use of their services for SAM.gov registration.

For registration and information, please go to System for Award Management (www.sam.gov). You may also consult Quick Start Guide for New Grantee Registration (https://www.sam.gov/sam/transcript/Quick_Guide_for_Grants_Registrations.pdf). Please note that you will need your DUNS number and Taxpayer Identification Number (TIN) issued by the IRS in order to register with SAM.gov.

Allow up to 12-15 business days after SAM.gov registration is completed before the registration is activated.

*Project Director.* The project director is responsible for directing the proposed program and submitting the final report. The project director and the fiscal agent cannot be the same person.

*Fiscal Agent.* The fiscal agent is responsible for maintaining financial records of grant expenditures and submitting financial reports to the WHC. The fiscal agent and the project director cannot be the same person.

*Brief Project Description.* Use the space provided to describe your project, including the subject, planned activities, and audience. This description acts like an abstract. It should give us the big picture of your project.

*Budget Totals.* Copy the totals from the itemized budget form. The total amount of your matching funds must be equal to, or greater than, the total amount you are requesting from the WHC.

*Legislative Districts.* List the legislative district numbers where the sponsoring organization is located. District information can be obtained from the Wisconsin State Legislature (http://www.legis.state.wi.us/waml/).
Calendar of Events. As much as possible at the time of application, describe the location, date, and time of all planned public programs. Please list only those events that occur within the defined project period. If a grant is awarded, project directors must submit a calendar of events with confirmed specifics for every public program. Public programs will be included in the WHC’s calendar of events and the project director is responsible for notifying the WHC of any changes.

Project Termination Date. The project period begins with the award of the grant. The project termination date is the date by which you will have incurred or legally encumbered all project expenses. Enter this date on the form. It should be some time after the date of the last public program. Within 90 days after this date, WHC grantees are required to submit final financial and program reports.

Estimated Audience Size. Estimate the number of people your program(s) will reach.

Certifications
Use the attached form. Original signatures are required on one copy of the form. Award checks are payable only to the sponsoring organization, not to an individual. Checks are mailed to the person designated as the payee. Please note that this signed form also certifies the participation of project personnel identified and described in the project personnel forms.

Project Description
Your project description should demonstrate a firm grasp of the subject matter of your project, an ability to organize and carry out the project, and clearly defined involvement of humanities experts. If your project description intrigues reviewers, they are likely to think that your project will interest your target audience, too. Write your description in a straightforward style, without jargon, and try to limit your answers to the spaces provided. You are showing us your vision for a product and we need to see how our funds will enable it. You should be well into the planning phase before you begin.

TIP ➔ Are you still thinking through the scope and scale of your project? Our Digital Humanities Planning Tips (URL) asks questions and provides suggestions for a variety of digital projects.

As you answer the project description questions in your project proposal, try to build a cohesive narrative that will help our reviewers envision your project, how our funds will be instrumental in it, and how it engages humanities content.

1. Describe the sponsoring organization—its mission, activities, and public programs. Cite any past experience with the WHC.

This section should give us a sense of the size of your organization and the community it usually serves as well as how you regularly engage with the public.

2. Describe your project. In your descriptions, please address the following:
   a) Provide a thumbnail synopsis that outlines the subject of your media story and the media form it will take (such as short videos or documentary and their length, audio production, web site, etc.)
This condensed statement outlines the subject and the story you are telling. This is usually a tight paragraph.

b) Provide a longer treatment that describes the structure, theme, style, format, voice and point of view of your project. (If you have a completed script/scenario/story board or projected site map for your media project, please attach it to this application and make note of it in your description).

The structure determines how the “story” will unfold from the begging to middle to end and it should include key moments in the story. Whether that project is a documentary, game or website, you are telling a story within a structure. Give us a sense of how the narrative will come through. Your theme is really the underlying point of the story. Style reflects the tools used to achieve a distinctive tone that illuminates the theme and story, such as sound/music, appearance, camerawork or animation, interview techniques or digital interactions. Format explains why the specific media format was chosen for the production and defines the final length or scale of the project. Voice and point-of-view characterize who the “storyteller” is, whose story is being told and why these choices are made.

c) Provide a concise description of how the themes you are developing relate to the humanities content and the roles of the humanities expert(s) in the production.

The humanities content is a critical element of your project. Be sure it is clear to us that you are engaging the subject matter in a manner that incorporates humanities expertise and knowledge, and encourages conversations around the subject matter.

d) Describe the perceived need for the production and audience it is intended to reach. How will you distribute and promote your production?

Give us a sense of how and why this is an important piece of a conversation and to whom it is most relevant. How will you generate that discussion? The “if you build it they will come” approach only works in magical cornfields. What is your plan for attracting that audience and how will you draw them to reflect on your production? What is the local, regional or even national distribution potential of the production? How will it be distributed?

e) Describe the impacts that you hope your project will have on the communities you intend to reach, and your own organization. How will you collect feedback from your audience, humanities experts, and organizational partners and what will you do with that feedback?

This question is asking you to tie the outcomes of your production to the goals you have for it, both internally to your organization and the way it does things as well as for the audience you hoped to reach. What kinds of evaluation methods are you planning to use to measure your impact?
3.) List the names and affiliations of your humanities expert(s) and briefly summarize the roles they will play in your project. Use the required project personnel forms to provide details for each humanities expert, the project director, and other key personnel.

You can attach additional personnel forms as needed. Anyone who WHC will be paying must be listed in personnel (for example experts receiving honoraria, technical personnel designing a digital product or shooting video). Your goal should be to show us the person’s qualifications for the task they are performing.

4.) Explain key details for your budget. Consult the instructions for more information.

The budget narrative is the place where you explain in detail many of the items on your budget. Matching funds include any sources or revenue such as admission fees, grants or gifts, as well as staff salaries and in-kind contributions. This is also the place for clarification of personnel or honoraria costs. Please see the budget details (below) for eligible and ineligible expenses. Please note which funds are secured and which are pending. Provide detail. While you may list in the budget “John Designer – Website development - $2,000,” your budget narrative is where you explain how many hours at what hourly rate and which tasks he is expected to perform. It will also explain details about in-kind and match funds, such as that John Designer is donating additional time to digitize images listed as in-kind match in the budget.

5.) Provide samples (accessible URLs are acceptable) of previous work or work-in-progress in the medium proposed for this project.

If you are providing hard copies of a product (such as a CD), please provide three copies. Please be sure that we can access any URLs that show the quality of work.

Project Budget
Your project budget is as important as your project description. Make sure that the activities you describe are accounted for in your budget. Likewise, make certain that every item in your budget relates to an activity described in your project description. Your budget should represent actual expenses (not any income) related to your project. Please do not inflate your budget, and remember to check your math.

Matching Funds
WHC grants require matching funds that are equal to or greater than the amount requested from the WHC. Matching funds may be cash or in-kind. They include any known sources of grants or gifts, any in-kind contributions, and any sources of revenue, such as admission fees. All anticipated income from fees must be shown in the expenditure budget as part of the matching funds and must be explained. Examples of in-kind match include the dollar value of facilities, services, talents, and time contributed to the project.

Expenses
All WHC funds and matching funds must be directly attributable to the project. All WHC funds and most matching funds may only cover costs incurred or legally obligated during the project period, after a funding decision is made until the termination date. Expenses incurred in preparing your
proposal—such as the cost of materials, duplication, mailing, and the value of your time—may, however, be counted as matching funds.

**Eligible Expenses**

The WHC will fund reasonable project related expenses such as:

- Honoraria for humanities experts
- Per diem and travel expenses for project personnel
- Printing and publicity
- Telecommunications
- Facility rental
- Materials necessary for the project

**Ineligible Expenses**

The WHC will not fund:

- Capital expenditures
- Indirect or overhead costs
- Expenses related to fundraising
- Expenses related to an archival project
- Museum acquisitions
- Re-granting of WHC funds
- Staff salaries

As defined by the WHC, capital expenditures are funds used to purchase equipment or material that will have a significant working life subsequent to the end of the WHC project period.

As defined by the WHC, staff salaries are the usual and customary payment to an individual for work performed for the sponsoring organization. If project personnel work for the sponsoring organization, and receive a regular salary regardless of grant funding, they should not use WHC funding to pay for that salary.

If you have questions about the eligibility of a particular item, you are encouraged to consult with WHC staff before submitting your proposal.

The project budget has two parts—the budget form and the budget description. You must complete both. For additional information about fiscal rules and regulations, consult our Guidelines for Fiscal Agents available on the WHC website at [https://www.wisconsinhumanities.org/grants/](https://www.wisconsinhumanities.org/grants/).

**Budget Form**

Use the fillable Excel budget form available on our website to complete your budget. Insert the completed form into your application in the specified place. We have provided a sample Major Grant budget as a placeholder, and attached it to these instructions.

**Completing the Columns**

- In the “WHC Request” column, itemize your request for WHC funds.
In the “Matching Funds” column, itemize the cash and in-kind expenditures for your project that are not part of your WHC request. Do not include any cash or in-kind costs that have been, or will be, counted as match on any other award of federal funds. Remember that the total amount of your matching funds must be equal to, or greater than, the total amount you are requesting from the WHC.

In the “Total” column enter the total of the first two columns.

Copy the totals for the three columns—WHC request, Matching Funds, and Total—onto the cover page.

Personnel
List expenses individually for each participant. List the amount of time each participant will spend on the project and calculate the value of that time, using his or her basic salary or wage as a measure. For example:

- Project Director: 5% time for 3 months @ $35,000 per year = $437.50; or 15 hours @ $20/hour = $300

The following suggested payment scale reflects a variety of roles commonly played by project scholars. These figures are not fixed rates. Justification for payments of more than $500 per day must be provided in your budget description.

- Moderator: $50 to $100 (two to three hours)
- Panelist: $100 to $300 (two to three hours)
- Lecturer: $200 to $1,000
- Humanities Expert/Scholar: $200 to $1,000 (full-day/program)
  (A limit of $150 per day is recommended for scholars participating in programs on their own campuses.)
- Nationally-known Experts/Scholars: negotiable

Travel, Food, and Lodging
List expenses individually for each participant. The WHC will not pay for the purchase of alcoholic beverages.

We recommend that applicants use the State of Wisconsin travel regulations in determining your budget. As of October 5, 2015, State of Wisconsin rates for travel, food, and lodging are based upon federal rates published on the federal U.S. General Services Administration website: http://www.gsa.gov/portal/category/21283.

- Personal Auto mileage: $0.58/mile
- Hotel Lodging for all Wisconsin locations without a specified rate: $94.00/night
- Per Diem for all Wisconsin locations without a specified rate: $55.00/day

Counties in Wisconsin with specified rates: Columbia, Dane, Door, Milwaukee, Outagamie, Racine, Sheboygan and Waukesha. Please see the GSA website at http://www.gsa.gov/portal/category/100120 for information on rates for these counties.

These rates are subject to change; please consult WHC staff as necessary.

Hospitality
The WHC will only pay for food when it directly contributes to the success of the program. We will consider modest requests for food (for example, pizza at a discussion program for teenagers)
if it can be argued that serving a meal will encourage the participation of a particular audience or otherwise contribute to the program in some substantial way. The WHC will not pay, for example, for a reception celebrating the opening of an exhibition. We will not pay for the purchase of alcoholic beverages.

**Supplies and Services**
These must be directly related to the proposed project. Itemize all supplies. For example: 1,000 brochures @ $0.10 each = $100

Equipment Rental: The WHC will not ordinarily fund equipment purchases of items costing over $300. We may, however, pay for the rental of such equipment if doing so makes economic sense.

Facility Rental: The value of donated space should be included under matching funds. WHC funds should not be requested for facility rental except when the applicant is paying a fee for the use of a program venue.

**Indirect Costs**
No indirect or overhead costs will be paid with WHC funds. Institutions that have a federally established rate may include indirect costs as matching funds.

**Budget Description**
The budget description is your opportunity to explain the details of your budget. Limiting your answers to the provided space, please use the form to:
- Describe the cash or in-kind sources of all matching funds. List your sources of matching funds and what each source is contributing as either an amount of cash or the value of in-kind services. Note which matching funds have been secured and which are still pending.
- Describe the rates and formulas used for figuring donations of personnel time and indirect costs.
- Describe, if you are charging admission or registration fees, the amount per person, the total you expect to collect, and what you plan to do with any surplus. The WHC strongly encourages the use of scholarships, free admission days, and other flexible admission policies that make WHC-funded projects accessible to participants for whom a fee could present an obstacle.
- Explain any other aspects of your budget that need clarification, such as a request for personnel costs (other than honoraria), particularly high honoraria, equipment purchases, and specific supplies.

**Project Personnel Form(s)**
Project personnel forms are required for both Mini Grants and Major Grants. Complete forms for the project director, each humanities expert, and other key personnel, regardless of whether WHC funds are being requested for their services. You must include a project personnel form for every person for whom WHC funds are requested. Please note that by signing the certifications form, the project director certifies that information about project personnel is accurate and that individuals for whom project personnel forms have been submitted have agreed to participate in the project in the ways described. Additional blank project personnel forms can be downloaded from the WHC website as needed.
Letter(s) of Support
Attach a one-page letter from each collaborating organization. Additional letters of support may be included to provide evidence of community interest in and support for your project, the quality of the humanities content of your project, and your organization’s ability to carry out the project successfully. Provide only those supporting materials that are directly relevant to your project.

IRS W-9 Form (one copy only)
One copy of the IRS W-9 Request for Taxpayer Identification Number and Certification form should be completed, signed, and submitted with your application for WHC grant funding. The name and Tax ID number on the W-9 form should match the name of the sponsoring organization (applicant) that is applying for WHC grant funding, and that is listed on the cover page of your WHC grant application.