



The Grant Center is public broadcasting's premier source for grant seekers, providing a one-stop shop for funding opportunities tailored to your needs, along with related news, resources and tools to help you make your case.

A partnership between America's Public Television Stations (APTS) and Greater Public, the Grant Center is a subscription service available to all public media organizations.

**INSIDE THIS ISSUE**

Summit News 1

New Funding Research 1

Year in Review 2019 3

Grantseeking 101 4

Federal Funding Opportunities 5

Foundation Funding 6

About the Grant Center 7

The Grant Center for Public Media is excited to participate in the 2020 Public Media Summit in Washington, D.C. Stop by our booth in the exhibit hall to learn more about our services or become a member.

**Connect with The Grant Center**

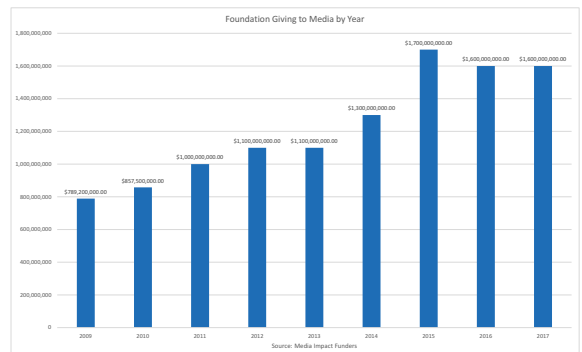
- Visit our website to join over 2,000 of your colleagues who subscribe to our free newsletter full of timely information for grant seekers.
- Follow us on Twitter to be part of the conversation. @aptsgrantcenter

**Join The Grant Center**

- Visit our booth or email Meegan White (mwhite@apts.org) to set up an online tour for you and your development team.

**New Research Shows \$1.6 Billion in Foundation Funding to Media in 2017 and \$47.9 Million in Federal Funding to Public Media in 2019**

The Grant Center is seeing a remarkable level of giving to media from foundations. Last year, we reported on data from Media Impact Funders and the Foundation Center that found \$1.3 billion in funding for media grants in 2014, and \$1.7 billion in 2015. We are excited to report an update on this research: there was \$1.6 billion for media grants in 2016, and an additional \$1.6 billion in 2017, the last year with complete data available (these numbers may be subject to slight revisions as Media Impact Funders and the Foundation Center continue to collect more data). Although these numbers are down from a record high of \$1.7 billion in 2015, this new data demonstrates an overall positive trend in foundation giving to media since 2009.



Questions? Please email the Grant Center: [grantcenter@apts.org](mailto:grantcenter@apts.org)

Visit our website: [www.apts.org/grantcenter](http://www.apts.org/grantcenter)

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**GREATER PUBLIC**



New research from the Grant Center for Public Media has found \$47.9 million in grant funding from federal agencies during the 2019 calendar year. This research looks at awards made directly to public broadcasters as well as awards made for content broadcast or produced in partnership with public media but excludes federal funding to the Corporation for Public Broadcasting (CPB). It includes the Department of Education's fourth year of Ready To Learn funding totaling \$27.7 million.

In terms of total grants, the most significant givers to public media are the National Science Foundation (NSF), the National Endowment for the Arts (NEA) and the National Endowment for the Humanities (NEH), a finding consistent with previous years' research. (This does not include two grants from the National Aeronautics and Space Administration (NASA), one of which represents funding for the fourth year of a five-year, \$10 million grant to WGBH first awarded in 2016). The median grant size in 2019 was \$566,610 for NSF, \$25,000 for NEA and \$339,395 for NEH.

### Recent Trends in Federal Giving to Public Media

While the median grant size from NSF has decreased compared to last year, total grants and overall NSF funding has increased compared to 2018. This increase is encouraging as last year's research noted that fewer public media applications were reportedly being submitted to NSF. NSF grants often go to larger stations or for projects where stations play a role as a partner.

Total funding from NEH is back down after an average showing in 2018, although the median award size is higher than last year. Total awards and funding from NEA are also down slightly from last year. Nevertheless, NEA remains far and away one of the largest givers to public media in terms of total grants made (48). Also included in our findings was a single \$50,000 grant from the Accelerating Promising Practices for Small Libraries grant program at the Institute for Museum and Library Services (IMLS). This grant program is a special initiative of the National Leadership Grants for Libraries Program that supports projects that strengthens small and/or rural libraries' ability to serve their communities. Stations often receive grants from IMLS programs as part of a partnership with a museum or library. One grant to public media from IMLS is consistent with previous years.

In 2020, we also saw two grants from the Department of Interior (DOI). One grant was from the Japanese American Confinement Sites program that makes awards for the preservation and interpretation of sites associated with the incarceration of Japanese Americans during World War II. Stations previously received funding from this program in 2011 and 2016.

### Federal Grants to Public Media, 2019

Federal Agency	Total Dollars (# of grants)
Department of Education	\$27,700,000 (2)
National Science Foundation (NSF)	\$12,756,796 (16)
National Aeronautics and Space Administration (NASA)	\$2,749,811 (2)
National Endowment for the Humanities (NEH)	\$1,953,782 (7)
National Endowment for the Arts (NEA)	\$1,620,500 (48)
Department of Interior	\$566,844 (2)
Department of Health and Human Services (HHS)	\$510,326 (2)
Institute of Museum and Library Services (IMLS)	\$50,000 (1)
<b>Grand Total</b>	<b>\$47,958,059</b>

In many of these cases, we see stations serving as partners on projects supported by grants from agencies beyond typical givers to public media. This demonstrates the importance of developing partnerships with organizations that may be able to enhance your station's initiatives as well as thinking outside the box about which grants may be a good fit for public broadcasting. The Grant Center can help your station find grant opportunities like this.

If you received a grant from an agency not listed in this report, we strongly encourage you to send us a message and share your success with us. Email us at [grantcenter@apts.org](mailto:grantcenter@apts.org) with any questions about this research.

## THE GRANT CENTER 2019: A YEAR IN REVIEW

### Keeping the Focus on Custom Service

Every station has a different set of needs, and our focus on custom service continues to reflect this. When a new member joins The Grant Center, we follow a now well-established protocol in order to provide the most effective service possible.

Consider WHYY, a new member of the Grant Center in FY 2020 and a typical case. Their membership began with an orientation call where we bring key station staff together to identify a list of their grantseeking priorities. These priorities are recorded in our database for reference. Then, over the course of our research, if we come across a funding opportunity that is a match for these priorities and/or their geography, we will share it with the station contacts via email, as we did with WHYY in September 2019. A full record of station priorities also informs the opportunities we highlight in the weekly Foundation Funding Roundup. Following the identification of priorities, we provide a tour of the Grant Center website with a particular focus on how to use our database of over 500 federal and foundation grants with a fit for public broadcasting. This gives members the skills to begin using our resources to immediately begin searching for grants that address their station's priorities.

Finally, we establish a communication plan, and make sure that all key station staff are included in Grant Center emails and have web access. Many stations opt for a quarterly call, as WHYY did. This gives the opportunity to check-in, update any priorities and/or identify any specific research requests. These check-ins do not preclude stations from contacting us in the meantime with specific research requests (e.g. WHYY requested a prospect list of regional and national foundations interested in environmental journalism shortly after our initial conversation); rather, the calls are a way to ensure that we stay in touch throughout the membership year. While the specifics of this may vary, we have found this to be an effective way for establishing a framework that responds to each station's unique needs. At the end of the membership year, we provide stations with a report highlighting our engagement over the year.



### More Relevant Funding Opportunities, Delivered to Your Inbox

The members-only Foundation Funding Roundup, a regular digest of foundation grant competitions with a fit for public broadcasting, has evolved to include successful grants to public media as well as articles and the latest research to help stations make their case.

Our custom prospect research for stations who need an extra pair of hands on their development team proved very popular. We help stations and national organizations identify new grant prospects specific to their needs and goals through our custom prospect research service. Since November 2018, we have performed 25 prospect research requests for member stations covering a variety of topics, including: environmental education, environmental journalism, local storytelling, early childhood education, veterans' issues, arts and culture, and more.

## Meeting You Where You Are, Connecting You with Funders

In 2019, we continued our work supporting the professional development for development staff. Building on the popularity of our “Meet the Funders” webinars, we took the show on the road this year, producing sessions at the PMDMC and NETA meeting that brought public media funders into the room with grantwriters, development staff and education teams.

Meegan White produced two sessions at PMDMC in July 2019:



- **Local Foundation Support: Positioning Your Station at the Philanthropy Table.** Co-produced with Wyncote Foundation, this session featured station stories from Capitol Public Radio, Thirteen/WNET and KERA that showcased new tools used to capture and report impact to funders.

## NETA CONFERENCE

- **Practical Tips for Increasing Your Federal Grant Support.** This session brought participants into direct conversation with key funders: Jax Deluca (Media Arts Director, National Endowment for the Arts) and Erika Pulley-Hayes (VP Radio, CPB). We also arranged 1-1 pitch meetings with Jax Deluca through an advance sign up sheet.

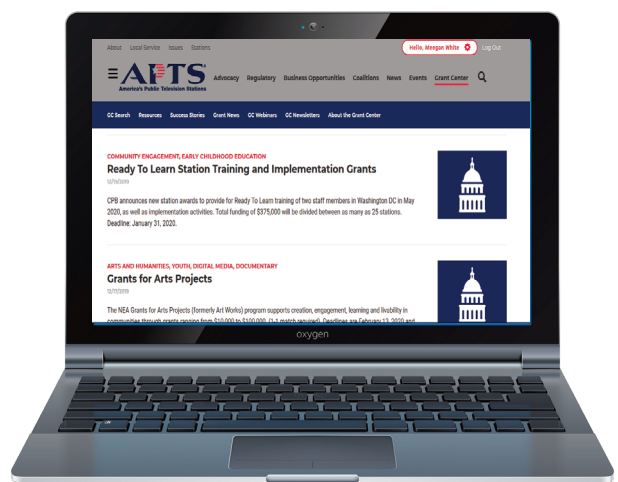
Our recent session at NETA in January 2020 was called “Meet the Funders: Station Grant Opportunities at NEH and WETA” and featured David Weinstein from the NEH’s Public Programs division. The slides from that session are available to all on our website.

Are you travelling to industry meetings this year? Email us at [grantcenter@apts.org](mailto:grantcenter@apts.org) to set up a meeting at the PBS annual meeting in May or PMDMC in July.

## Grantseeking 101 Webinars

Do you have a new grantwriter on staff? This six-part professional development webinar series is designed to provide tips and tricks on the grantseeking process, with voices and advice from within public media. Webinars address the following topics:

- Defining the work
- Planning for impact
- Identifying potential funders
- Building strong relationships with foundations
- Creating a successful proposal
- Building for the future





## Federal Funding Opportunities

*Below is a sample of federal funding opportunities provided in our database with upcoming deadlines. To access these and other federal funding opportunities, use the "GC Search" tool on our website at [www.pts.org/grantcenter](http://www.pts.org/grantcenter).*

**Institutes for Advanced Topics in the Digital Humanities** – NEH awards up to \$250,000 to host workshops on the digital humanities to increase the number of humanities scholars using digital technology in their teaching. **Deadline: March 5, 2020**

**Higher Education Challenge Grants Program** – USDA will award \$4.5 million across projects aimed at improving education at the postsecondary level to strengthen the nation's food and agricultural workforce. **Deadline: March 23, 2020**

**FY 2020 Day of Service Grants** – The Corporation for National and Community Service will fund community activities that involve volunteers in service activities in conjunction with Martin Luther King Jr. Day and September 11. Awards range \$20,000 - \$200,000. **Deadline: March 25, 2020**

**NEA Research Labs** – NEA will award cooperative agreements of up to \$150,000 with a 1-1 match. Awards support research that investigates the value and/or impact of the arts, either as individual components of the U.S. arts ecology or as they interact with each other and/or with other domains of American life. This would be a good opportunity to discuss with university partners. **Deadline: March 30, 2020**

**Challenge America Fast Track** – The goal of this \$10,000 NEA program is to support small and mid-sized organizations for projects that extend the arts to underserved populations. **Deadline: April 9, 2020**

**Distance Learning and Telemedicine Grants** – These grants from USDA can range \$50,000 - \$1 million. A priority in this year's competition includes addressing the opioid epidemic and providing substance abuse treatment to rural communities. **Deadline: April 10, 2020**

**Infrastructure and Capacity Building Challenge Grants** – This new grant program from NEH will award up to \$750,000 for humanities institutions with long-term infrastructure needs and capacity building core activities. Matching funds are required. **Deadline: May 15, 2020**

**Research and Development Grant** – The NEH will grant up to \$350,000 to address challenges in preserving or providing access to humanities resources. **Deadline: May 15, 2020**

**Preservation and Access Education and Training Grants** – This NEH program preserves and establishes access to cultural heritage resources including books, sound recordings, electronic records and digital objects. **Deadline: May 15, 2020**

**Digital Projects for the Public** – NEH's Digital Projects for the Public grants make awards of up to \$400,000 for production grants. **The next deadline is June 19, 2020, with new guidelines expected mid-April**

**Grants for Arts Projects** – The NEA Grants for Arts Projects (formerly Art Works) program supports creation, engagement, learning and livability in communities through grants ranging from \$10,000 to \$100,000. (1-1 match required). **July 9, 2020**

**Bay-Watershed Education and Training Program** – The Bay-Watershed Education and Training program from NOAA provides funding for locally relevant experiential environmental education. The California, Gulf of Mexico and Hawaii programs are currently open. **Program details and deadlines vary regionally**



## Foundation Funding

*The Grant Center for Public Media offers custom prospect research on foundations to public television and radio stations. This service is available to all organizations that are members of the Grant Center. We will provide your station with a list of prospective funders that includes short descriptions of actual grants made and recommendations of the most likely foundation prospects. For more information or to request a custom search, email Meegan White at [mwhite@apts.org](mailto:mwhite@apts.org).*

*The Grant Center's Foundation Funding Roundup is a regular newsletter exclusive to members that compiles foundation funding opportunities with a fit for public broadcasting and related news. Below is a sample of items that appear in a Roundup. Learn more about how to sign up for Grant Center newsletters at [www.apts.org/grantcenter](http://www.apts.org/grantcenter).*

### Journalism Funding News

- **Report for America**, launched in 2018 with funding from the Google News Initiative, the Lenfest Journalism Initiative and others, announces the local newsrooms selected to host journalists in 2020-2021. The program will provide more than \$5 million in direct support to fund 250 positions at 164 operations across 46 states, including nine daily newspapers, 39 digital-only sites, 39 public radio stations, 12 local television stations and five non-daily papers. Nonprofit newsrooms account for 47 percent of the recipients.

Public television stations include: West Virginia Public Broadcasting, Detroit Public Television, Twin Cities Public Television, Kansas City PBS, Connecticut Public, South Dakota Public Broadcasting, KERA (Dallas, TX) and WITF (Harrisburg, PA).

- **The American Journalism Project (AJP)** announced their first 11 grants, nine months into an initiative led by a \$20 million commitment from Knight Foundation to create a new venture philanthropy organization dedicated to local news. All grants in this round of funding have been awarded to organizations described as CNOs or civic news organizations. As of February 2020, they have begun hiring development staff at each grantee organization. The Grant Center's ongoing conversations with AJP reveal an interest in their part in public broadcasting, especially in meeting the needs of underserved communities in "news deserts," however no grant opportunities for stations have yet been announced. The next phase of their work will focus on supporting the hiring of development professionals in the identified CNOs and studying best practices for fundraising.

### Grant Center Pro Tip



Follow [@APTSGrantCenter](https://twitter.com/APTSGrantCenter) on Twitter for updates on federal and foundation funding opportunities, and the latest news in the world of grantseeking.

# Grant Center For Public Media



GREATER  
PUBLIC



## Is Your Station Getting Its Share of Billions in Grant Funding?

Every year, foundations make over **\$1.5 billion** in media grants. There are nearly **\$50 million** in federal grants each year, specifically to public media. This is serious money, and the Grant Center can help your station get its share.

A Grant Center membership offers the one-on-one, customized support your development team needs, when you need it.

- ◆ Want to know which funding sources are the perfect fit for your new initiatives?
- ◆ Need one-on-one advice about the direction your station is going and how you can diversify your funding sources to support that growth?
- ◆ Want to be the first to know about new funding trends and sources?

The Grant Center staff is knowledgeable and experienced. Our grantseeking expertise, tools and resources help stations of all sizes and formats build their success with the support of grant funding.



*"The Grant Center for Public Media continues to be a valuable resource to PBS Hawaii by providing expert counsel and customized services to enhance our grant funding efforts. Through the Center's prospect research and resources, specifically designed for public media, we have been able to identify and evaluate funders to help us better serve our local communities."*

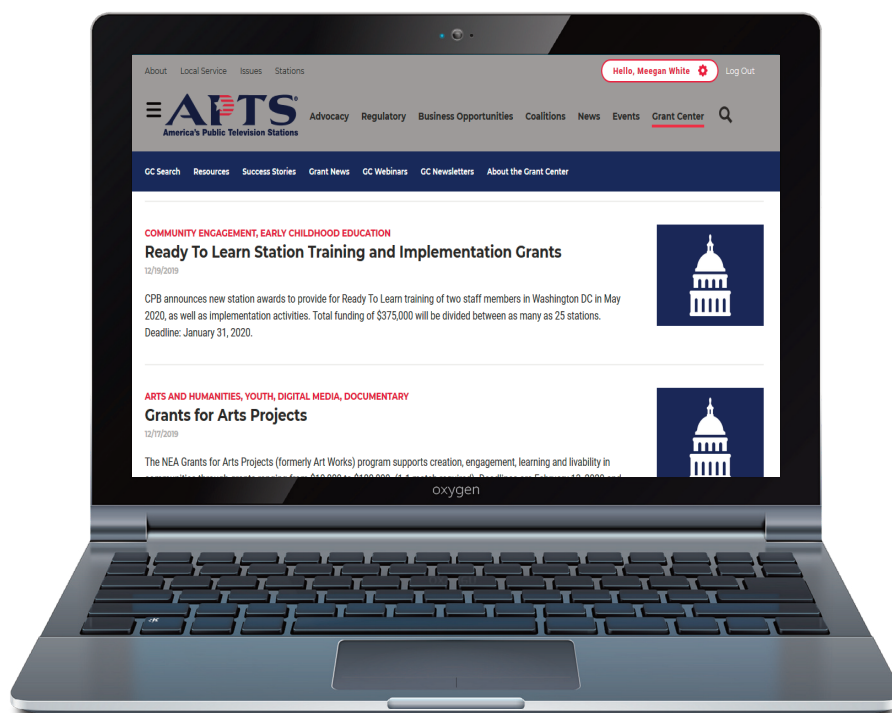
*– Leslie Wilcox, President and CEO, PBS Hawaii*

For only \$2,900 a year, your development team will have on-demand access to the skills and resources of a powerful grant-seeking resource.

Here are some of the on-demand services you can expect from the Grant Center.

- ◆ One-on-one consultations about your station's aspirations, and recommendations on funding them.
- ◆ Advice on establishing collaborations and assessing impact.
- ◆ Searchable database of hundreds of federal and foundation grant opportunities vetted specifically for public media.
- ◆ Customized prospect lists delivered to your inbox.
- ◆ Up-to-the-minute alerts through our What's New web page, Twitter account and newsletter.

**Contact Meegan today to set up an online tour with your development team.**



**Meegan White** is the Grant Center's Project Director. Meegan has been connecting public television stations with federal funding opportunities since 2000. She started the Grant Center project in 2002 as a boutique service for APTS members, and has enjoyed growing it to its current form. Meegan directs the different areas of the Grant Center's work, liaises with funders and works with the national organizations to maximize the impact of the Grant Center. [mwhite@pts.org](mailto:mwhite@pts.org)