

Write (And Get!) That Grant

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A WOMEN'S PODCAST FESTIVAL

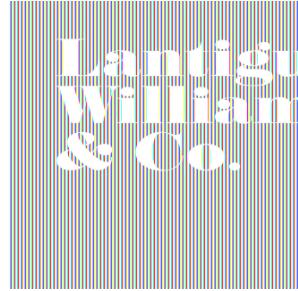


WNYCSTUDIOS

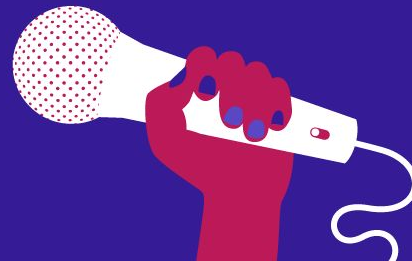


Juleyka Lantigua-Williams
Founder/CEO

@JuleykaLantigua



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Supporting your podcast

Advertising isn't the only way to fund your work.
Let's talk about:

- Foundations that award grants to journalism & media
- How to apply for them

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The Application Process

- Sometimes, you're applying before you even know it, through talking to people who may know people. But don't use people for their contacts.
- Repeat contact, even if it's brief, goes a long way.

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Getting Started

TIMING IS EVERYTHING.

- Make a plan months in advance of the due date with a schedule for completing each step.
- Set calendar reminders to keep you on task.

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Letter of Inquiry vs. Full Proposal

- Also known as a Concept Paper vs. Application
- When do you submit each and what do they contain?

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Write a Compelling Narrative

- Must answer: Why you? Why now? How?
- Talk to your audience: anecdotes and voice (just good writing in general)

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The Budget & Timeline

- How, when, and with whom will the project get out into the world?
- Be as detailed as possible. Better to overestimate than underestimate.
- Fiscal sponsors.

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Grants for Journalism

- [Park Foundation](#)
 - Funds investigative journalism & public broadcasting
- [Open Society Foundations](#) (Soros)
 - Funds organizations (and some fellows) that support democracy
- Ford Foundation [Creativity & Free Expression](#)
 - Under “Challenging Inequality” arm, funds investigative journalism
- [Jonathan Logan Family Fdtn](#)
 - Social justice thru investigative reporting incl. Making Gay History, Reveal

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Grants for Fiction & Stories

- National Endowment for the Humanities - [Media Production Projects](#)
 - funds radio/podcast productions about the humanities, incl. WNYC & PRI/PRX
- [NEA](#) Art Works
 - Artistic projects celebrating creativity and cultural heritage

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Grants that Fund Public Media

- [Sloan Foundation](#) - Public Understanding Grants
 - funds PRX, NPR, Radiolab, science/tech/economics
- [The Wyncote Foundation](#)
 - funds public media, journalism & culture organizations
- [Latino Public Broadcasting](#) Public Media Content Fund
 - Funds productions with Latinx leadership for a pub media audience, can be narrative or cultural documentary

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Grants for Social Justice

- [Arts for Justice Fund](#)
 - Criminal justice reform
 - Applications by invitation only
- [Media Democracy Fund](#)
 - Funds advocacy efforts around access to free communication (esp for underrepresented groups)
- [Wallace Global Fund](#) - New Media
 - Global or national 501(c)3 internet & new media initiatives promoting engaged citizenry, activism, culture change through storytelling

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Grants for Multimedia

- Ford Foundation [JustFilms](#)
 - Independent film & new media using storytelling for social justice
- [The Compton Foundation](#)
 - Storytelling for climate change, peace/nat'l security, & reproductive justice.
- [Open Media Foundation](#)
 - 1-to-1 matching services grants for video, web, or branding
 - Mostly for nonprofit & public sector orgs

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Incubator & Training Programs

- [PRX/Google Podcast Creator](#)
 - Train & support underrepresented voices in podcasting
- [Spotify Sound Up Bootcamp](#)
 - Week-long training for female podcasters of color
 - Recent UK edition too!
- AIR's [Full Spectrum](#)
 - Week-long audio training, scholarships available
- AIR's [New Voices](#) at Third Coast:
 - workshops & mentorships
- [NPR Training StoryLab](#)
 - Incubator for pubmedia journalists (& some indies)

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After You Submit

CONGRATS! NOW TAKE CARE OF YOURSELF.

TAKE A LONG NAP. Go for a walk. Take the weekend off. Connect with loved ones.

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Some final inspiration...



Articles

To write a grant, I was both brave and naive: Here are five things I learned.

AIR
August 27, 2018



August 27, 2018—*Editor's Note:* Juleyka Lantigua-Williams is the founder and CEO of Lantigua Williams & Co., a podcast network whose original shows include [70 Million](#), [Latina to Latina](#), [Democracy in Color](#), and [Shot Caller](#). [70 Million](#) premieres August 27, 2018. The network's new show, [Key Conversations with Phi Beta Kappa](#), will premiere September 10, 2018.

Shortly after starting her production company, she took another leap of faith by applying for a grant from the MacArthur Foundation. Read on for her top five tips on getting that grant.

Tags

- Advice
- fellowships
- funding
- grant writing
- grants
- How I Made It
- Innovation
- Juleyka Lantigua-Williams
- pitching

Recommended

[Reading List: Seven About Podcasting](#)

[Public Media Scan: Mostly Safe for Work](#)

[Public Media Scan: 74 Haunting Seconds](#)

airmedia.org/brave-and-naive/

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THANK YOU!

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