

## **Media Guidelines**

### **Exhibits**

Exhibits offer a way in which artifacts, documents, and other objects of material culture are used to inform us about the values and experiences of human civilization. Funds can be used to research, design, install, and tour exhibits. FHC encourages proposals that include complimentary public programming (lectures, workshops, panel discussions). These should be listed in the project-detail section and discussed in the narrative. Proposals that allocate over 50% of the funding request allocated for the development and production of an exhibit should include the following information:

1. A complete description and list of the exhibit materials (include how many pieces and what size, etc.). Also include any catalogues, brochures, printed or video materials with a sketch of the proposed exhibit design.
2. A sample diagram of the exhibit installation, including the necessary square footage and wall space needed to house the exhibit.
3. A sample of interpretive text, including at least one sample object label.
4. Credentials of exhibit design company (if used) and samples of previous work.
5. Reasons for circulating (or not circulating) the exhibit and any costs or fees associated with travel such as crating, shipping, insurance, and/or any need for providing special equipment such as computers, lighting, etc.
6. FHC will not support:
  - A. Permanent materials that will be reused after the exhibit is retired.
  - B. Acquisition of artifacts, works of art, or documents.
  - C. Preservation of deteriorating archival material for research purposes.
  - D. General operating expenses.
  - E. Renovation, restoration, rehabilitation, or major construction of a permanent nature.

### **Radio**

FHC supports the production of radio programs that explore the history and culture of Florida and its communities -and that deal with issues of direct concern to Floridians. Proposals that allocate over 50% of the funding request allocated for the development and production of radio programs will use the Major Grant application and include the following information within the body of the proposal.

1. An outline or summary of the program content and style (documentary, docudrama, narrative, etc.), including how it will be created and by whom-emphasizing both the involvement of humanities scholars and the technical expertise of the project personnel.
2. Credentials of radio producer and samples of previous work.
3. Plan for airing and distribution. Be sure to include letters of interest from potential distributors and/or intended audiences.

## Digital Media

FHC supports grants to create websites if and only if they contain strong humanities content and a significant public audience can be demonstrated. In addition to completing the Major Grant Application, projects that allocate over 50% of the funding requests allocated for a digital media project should include the following information in the body of the proposal:

1. Assurance that the website will be accessible via one or more commonly used Web browser(s).
2. An outline or summary of the content, including how it will be created and by whom - emphasizing both the involvement of humanities scholars and the technical expertise of the project personnel.
3. A description of the website's interactive features—with emphasis on the opportunities for users to ask questions, comment, or engage in dialogue.
4. A description of how the website will be maintained. A "Webmaster" or site administrator must be named and his/her qualifications and duties clearly described.
5. An indication of how long the website is to be maintained (at least one year in most cases), including a timetable for making changes and updating the site, if necessary. Humanities scholars should have a clearly defined role in this process.
6. A discussion of links. Primary links (those established within the FHC-funded site) may only be made to other sites sponsored and maintained by nonprofit organizations. Linked sites must be educational in nature and must not promote a particular doctrine or viewpoint. *A link to the FHC website must be provided and the FHC logo prominently displayed.* Sites that rely entirely upon links and those that do not contain humanities content of their own are not eligible for support. (FHC reserves the right to request the removal of any link it deems inappropriate.)
7. A promotion plan that includes both digital and non-digital media. While the FHC recognizes the importance of digital media and their ability to reach well beyond the limits of more traditional programs, we also recognize that these media are still not universally accessible. Successful proposals for digital media projects will demonstrate that these media are the best means of reaching the desired audience, and that they are being used in concert with other program formats wherever possible.

## Special Provisions for Media Grants

Production:

1. FHC reserves the right to review media projects in their various stages of completion. The grantee agrees to provide opportunities for FHC review at scripting, rough-cut, and final edit stages of the project. The grantee further agrees to make adjustments required to render the completed project consistent with FHC's purposes as stated in its guidelines.
2. As prepared for broadcast or distribution, a funded media product must display the FHC logo and include the following acknowledgement and disclaimer:
  - A. This program was funded by a grant from the Florida Humanities Council.
  - B. The opinions expressed in the program do not necessarily represent the views of the FHC.
3. Producers must demonstrate clear ownership rights to copyrighted materials to be used in scripts and productions. They must also assure FHC that individuals to be interviewed have given written permission.

## **Ownership**

1. A grantee owns the product of the media grant and may copyright that product or assign this right. Transfer of copyright, however, must be approved by the FHC.
2. FHC retains a nonexclusive license to use and reproduce copyrighted materials arising out of grant activities. This reservation will continue following any transfer of the product or copyright. The FHC may distribute and broadcast the produced materials as it deems appropriate on a noncommercial basis, without payment.
3. Within thirty days after the final date of the grant period, the grantee must submit to the FHC at least one copy of the media materials produced under the terms of the grant. The grantee is also required to supply additional copies, to a maximum of three, if so requested by the FHC.

## **Distribution**

1. The grantee may distribute the media product commercially, but may not deny fair use and access to any non-profit Florida organization, and may only assess such organizations for actual handling and shipping costs.
2. Neither the grantee nor the assignees of the grantee may distribute any portion of the media product, independent of the entire product, without the written approval of the FHC.
3. Neither the grantee nor the assignees of the grantee may distribute the media product with advertising for commercial products; in support of partisan, religious, or political advocacy; or in a manner inconsistent with the FHC's purposes as stated in the guidelines.

## **Project Income**

During the grant period or following its termination, 50% of the net royalties or net proceeds that arise from the sale, rental, or use of products (books, films, etc.) funded by the FHC through this grant must be returned to the FHC in an aggregate sum not to exceed the total amount of the FHC's award. Thereafter, 10% of the gross proceeds earned from products of the grant will be paid to the Council.

## **Special Provisions for Grant Supporting Websites**

1. Websites created, expanded, or updated with FHC funds must be made accessible through one or more commonly used Web browser(s) and must conform to accepted international standards.
2. In general, FHC-supported websites are subject to the same restrictions, requirements, and limitations on the use of funds that apply to other kinds of FHC-funded projects.
3. Links established within an FHC-funded website may be made only to other sites sponsored and maintained by nonprofit organizations and deemed acceptable by FHC.
4. Linked sites must be educational in nature and must not promote a particular doctrine or viewpoint.
5. All FHC-funded sites must include a link to the FHC website, and the FHC logo must be prominently displayed.
6. FHC-funded sites must be maintained for at least one year after they are established or after FHC-supported content has been added, unless this provision is waived in writing by FHC.