

SPEAKING GRIEF

A PUBLIC MEDIA & AWARENESS INITIATIVE COMING MAY 2020

WPSU Penn State

Speaking Grief

Request for Proposals (RFP)

PBS and/or NPR Stations

Due Date: March 9, 2020

WPSU Penn State is excited to announce an opportunity for public radio and/or television stations. Grants, made possible by the New York Life Foundation, are available to support local radio reporting and/or documentary screening events highlighting local grief work and stories.

Grants of up to \$5,000 per station, based on the scope of your project, will be awarded on a competitive basis to public radio and/or television stations. Stations may apply to use funding for your local radio reporting about grief, a local screening/event initiative showcasing WPSU's *Speaking Grief* documentary, or both a radio and screening/event project. WPSU will be able to award approximately 15 grants.

The centerpiece of this initiative is a nationally-distributed public television documentary produced by WPSU Penn State that premieres May 2020. Your local radio reporting and screening events will help extend the impact and reach of *Speaking Grief*.

Requirements and process details are attached. If you are interested in submitting a proposal, please apply at speakinggrief.org.

Submissions are due by 12 p.m. EST, March 9, 2020.

Please do not hesitate to contact me with questions.

Best Regards,

Cassie Caldwell
Project Manager

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Philanthropic support from:



NEW YORK LIFE
FOUNDATION

SPEAKING GRIEF

Mini-grant RFP for PBS and/or NPR Stations

AWARD GOALS

The purpose of the award is to extend the impact, audience, and reach of *Speaking Grief* through local screenings and awareness events.

ELIGIBILITY REQUIREMENTS

All non-commercial public radio and television (PBS and/or NPR affiliate) stations are eligible to apply. To receive grant payment, all awardees will need to be registered in [SAM.gov](https://sam.gov) and have a DUNS number.

APPLICATION PROCESS

January 22, 2020 Application process opens
March 9, 2020 Submissions due by 12 p.m. EST
April 2020 Grant winners announced
May 2020 *Speaking Grief* documentary
available for broadcast
May 1, 2020 Grant award agreements due
May 15, 2020 Grant funds dispersed
January 2021 Deliverables due

PROCESS DETAILS

Proposals for radio and/ or screening and outreach projects conforming to the requirements below must be filed electronically at speakinggrief.org. Proposals will include a project description; a budget, including any additional funds you will contribute; and project timeline.

DELIVERABLES

Grantees awarded to produce radio stories agree to the following requirements that will allow for a local perspective and conversation on grief through this initiative:

- Broadcast your story locally, or for internet-only projects, make it available on your website

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DELIVERABLES (CONTINUED)

- Coordinate a regional broadcast of the public television documentary to align with your local reporting
- Share your story digitally with WPSU Penn State and give us permission to:
 - » Add your story to our website
 - » Share your story with other public radio stations
 - » Distribute your story through other online platforms to help connect new audiences
- Provide appropriate funding acknowledgements for WPSU and New York Life Foundation (as will be outlined in the grant contract upon award)

Grantees awarded to host a screening or outreach event agree to the following requirements that will allow local conversations and events through this initiative:

- Screen the documentary
- Hold a conversation on grief that aligns with the mission of the event
- Promote the event before and after
- Coordinate a regional broadcast of the public television documentary
- Event ideas may include:
 - » Panel discussion
 - » Small group discussion
 - » Workshop activities
 - » Displays and resource sharing
 - » Community engagement activities
 - » Interactive spaces
- Provide appropriate funding acknowledgements for WPSU and New York Life Foundation (as will be outlined in grant contracts)
- Gather event details and impact measures and complete the final report form to be provided by WPSU.
- All grantees are encouraged to coordinate with local grief groups and organizations and their local New York Life office (when applicable).

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USE OF FUNDS

- Funds may be used to support:
 - » Personnel (i.e. staff and external partners) and any associated fringe benefits
 - » Direct costs associated with the event such as rentals, refreshments, and collateral.
- Overhead or facilities and administration costs are not eligible for funding.

SELECTION CRITERIA

- A project theme that aligns with the mission and resources of *Speaking Grief*
- A plan to promote the project to your target population
- A plan for impactful conversation and/or activities on grief
- Reasonable project goals and objectives with a plan that clearly indicates the steps to be accomplished to fulfill objectives
- Evidence of qualified personnel and organizational resources to assure completion of the project
- Budget plan that is complete, clear, and well justified to complete the project

QUESTIONS

For further questions and assistance, please contact:

Project Manager
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