

THE VIETNAM WAR
A Film by Ken Burns and Lynn Novick

Community Engagement RFP
Round Two

Application Deadline: May 24, 2017

Grant Amount: up to \$10,000

Thanks to the generous support from our funders, including Corporation for Public Broadcasting, National Endowment for the Humanities, The Andrew W. Mellon Foundation, and Members of The Better Angels Society, WETA is pleased to offer a second round of station engagement and production support for ***THE VIETNAM WAR***. We look forward to helping you develop a plan that allows you to reach new audiences and meet the needs of your station and your community. As you complete your proposal, please contact us with any and all questions or concerns.

Contacts:

Anne Harrington
VP, Content, National Engagement
and Interactive Media
703/998.2458
aharrington@weta.org

Amy Labenski
Senior Director, Impact and Engagement
703/998.2663
alabenski@weta.org

Film Background

Ken Burns and Lynn Novick's ten-part, 18-hour documentary series, *THE VIETNAM WAR*, tells the epic story of one of the most consequential, divisive, and controversial events in American history as it has never before been told on film. Visceral and immersive, the series explores the human dimensions of the war through revelatory testimony of nearly 80 witnesses from all sides -- Americans who fought in the war and others who opposed it, as well as combatants and civilians from North and South Vietnam.

Ten years in the making, the series includes rarely seen, digitally re-mastered archival footage from sources around the globe, photographs taken by some of the most celebrated photojournalists of the 20th Century, historic television broadcasts, evocative home movies, and secret audio recordings from inside the Kennedy, Johnson and Nixon administrations. *THE VIETNAM WAR* features more than 100 iconic musical recordings from greatest artists of the era, and haunting original music from Trent Reznor and Atticus Ross as well as the Silk Road Ensemble featuring Yo-Yo Ma.

Production Credits:

THE VIETNAM WAR is a production of Florentine Films and WETA, Washington D.C. Directed by Ken Burns and Lynn Novick. Written by Geoffrey C. Ward. Produced by Sarah Botstein, Lynn Novick and Ken Burns.

Airdate: September 2017

I. GRANT OPPORTUNITY

For this round two opportunity, WETA will award a limited number of community engagement grants for up to \$10,000 for outreach activities related to the film.

The Vietnam War was a major turning point in world history. The war's impact and its consequences still influence U.S. policy and foreign affairs making it as relevant today as it was fifty years ago. Therefore, a multi-dimensional effort that includes diverse partnerships and focuses on local community impact will help foster conversations about what happened during the Vietnam War, what went wrong and what lessons are to be learned. The Vietnam War was enormously controversial, creating significant political, social, and personal rifts that linger to this day. We welcome ideas that promote dialogue across these divides and encourage stations to create new pathways for engagement, establish lasting partnerships, and to build upon current relationships.

This 2nd round station support funding will be for projects that:

A. Build strong, durable partnerships

Stations should maximize the impact and reach of this film by working collaboratively internally, and externally, to leverage strategic partnerships and resources. Suggested local partnerships include organizations that specialize in: education; ethics and religion; peace, anti-war movements, and counterculture; human and civil rights and social justice; policy; Vietnamese-Americans, and veterans services.

To date, WETA has established several national partnerships that stations are also welcome to leverage for local implementation including The Vietnam Veterans Memorial Fund (VVMF), National Endowment for the Humanities – State Humanities Councils, and The American Library Association (ALA). Please see the attached document for more information about these partnerships. WETA has also developed an extensive list of organizations and institutions that stations can access in order to help drive engagement efforts at the grassroots level and extend the reach of all project activities.

We encourage stations to use *THE VIETNAM WAR* as a catalyst to reinforce current partnerships, re-establish previous partnerships, and build new partnerships that will continue to prosper beyond the scope of this specific project.

B. Involve and captivate diverse audiences

Engagement efforts that seek to include diverse audiences and bring together various perspectives will drive thoughtful dialogue across cultures, generations, and new audiences. Engagement plans should include racial, ethnic, religious, and geographical diversity that highlight the multiple voices and perspectives presented in the film. Additionally, we would like community engagement initiatives to involve inter-generational and various points of view about the war, the era, and other events of the time including the Civil-Rights and women's movements.

C. Experiment with new models of engagement

Screenings and panel discussions play a key role in engagement, contribute to the

interest in the film, and allow audiences to better understand this event in our collective history. We encourage stations to include screenings and discussions in overall engagement plans, however, for round two we are also interested in stations who design innovative and creative new ways to foster community connections, maximize the film's impact, and bring in new audiences. Attached to this RFP are examples of what some member stations are doing to extend their community engagement beyond typical screening and panel events. We encourage you to steal their ideas and apply them to your own initiatives or experiment with new ones.

D. Extend engagement post-broadcast to expand impact

The Vietnam War is an immersive 360-degree narrative featuring testimony from nearly 80 witnesses, including many Americans who fought in the war and others who opposed it, as well as Vietnamese combatants and civilians from both the winning and losing sides. It is with this in mind, that stations should seek to create community engagement initiatives that encourage tune-in and viewing of the entire film (*see Air Dates above*), and then provide an avenue for grassroots discussion and facilitated conversations.

Post-broadcast events can also help to expand the impact and reach of *THE VIETNAM WAR*, allow for understanding and compassion for different points of view, and strengthen civic dialogue about America's role in the world today.

Note: *It is recommended that stations include trained counselors or facilitators at screening and discussion events to help provide comfort or counselling to anyone who may be in need.*

II. PROJECT CONSIDERATIONS

Please consider your community needs before applying for this grant – you may want to answer the following questions before submitting your proposal:

- Does this project directly relate to your station's mission?
- Does this project meet the real needs of your community or address an important issue related to your community?
- How will the partnerships you'll create and/or build through this project help meet your community needs? Will you be able to sustain and cultivate this partnership after the project is completed?
- Will this project help you reach a new audience? Will your station be able to continue serving this new audience after the project is completed?
- Does your station have other resources that will enable you to achieve your goals related to this specific project if you are not awarded a grant?

III. RESOURCES

To help with the planning and execution of your local activities, WETA will provide the following resources:

- An online project folder for downloading materials ([WETA Dropbox](#)) including: videos, clip reels, discussion guides, customized print and digital pieces, photography, Q&A pieces with producers, detailed program descriptions, fact sheets, and production assets. **Please note that the Dropbox is updated as new materials are added. See the**

attached timeline for information on when assets will be available.

<http://bit.ly/VietnamDropbox>

- Suggested partnership and community outreach opportunities.
- Video embed codes.
- Education materials.
- Social media content, guidance, language, and assets.

IV. GRANT REQUIREMENTS

If awarded a round two grant, stations must agree to the following:

- Demonstrate strong community partnerships with at least two (2) historical, cultural, media, community and/or educational organizations to help promote the event, reach new and target audiences, create supplemental projects, host events, develop content, provide supplemental funding and/or generally extend the impact and reach of the film.
- Host at least one (1) *THE VIETNAM WAR* screening and panel discussion. Ambitious events should be planned across multiple venues or formats that are likely to make a strong impact in the community.
- Collect and submit at least 10 local stories for WETA to share nationally via social media (submission details will be provided).
- Promote local broadcast of *THE VIETNAM WAR* using all appropriate vehicles, including but not limited to social media (#VietnamWarPBS), station website, program guide, radio and television promos using only approved images and logos (provided by WETA).
- Acknowledge funders on materials using appropriate logos and language (provided by WETA).
- Submit an interim narrative report no later than **September 6, 2017**. Template will be provided by WETA.
- Submit final reports to WETA (reporting due dates will be determined by project scope). All templates will be provided by WETA.
 - Narrative
 - Digital (social media and website metrics)
 - Financial

V. SUBMISSION REQUIREMENTS

A. Project Narrative

Narrative proposals must be submitted via *THE VIETNAM WAR* proposal form located [HERE](#). Narrative proposals that are not sent through the form will not be accepted. Please see the attached document that outlines what you will need to provide on the online form. <http://bit.ly/VietnamR2RFPform>

B. Project Budget

Budgets using the attached template must be sent via email to Amy Labenski, Sr. Director of Impact & Engagement at alabenski@weta.org

Grantees will be awarded **up to** \$10,000. Budgets should reflect estimated project costs that are scaled according to realistic expectations of your initiative based on market size, project scope, partner contribution, etc. We understand that proposed budgets

are not final costs but additional funding will not be provided once grantees are selected so please estimate accordingly. Note that WETA does not allow overhead and indirect costs in *THE VIETNAM WAR* grants. Any staff, food, refreshments, venue rental or other expenses **directly related** to the project are allowable with the exception of alcoholic beverages.

The deadline for applications is May 24, 2017. Grants will be announced via email by June 9, 2017.

VI. IMPORTANT NOTES

- 1) All stations are encouraged to submit proposals and will be considered for round two funding. This includes stations that may already have received round one support.
- 2) Because we often receive a large number of responses to our RFPs, proposals are reviewed by a team of evaluators against specific criteria in order to ensure fairness. Proposals are scored according to this criteria and then ranked.
- 3) Even if your station is not awarded a grant, you will still receive our full support and access to ALL resources.

Funding provided by: Members of The Better Angels Society; Bank of America; Corporation for Public Broadcasting; PBS; Park Foundation; The Arthur Vining Davis Foundations; The John S. and James L. Knight Foundation; The Andrew W. Mellon Foundation; National Endowment for the Humanities; The Pew Charitable Trusts; Ford Foundation Just Films; and Rockefeller Brothers Fund.



Station Engagement and Asset Deliverables Timeline

As of 4/5/17 - Subject to change

Continuous and as available: Interstitials and Teases (:30 - :120)

SPRING 2017

April

4/5/17 Release Round 2 RFP for station community engagement funding
4/28 Round 1 station engagement interim reports due (35 stations)

May

5/15 – 5/17 PBS Annual Meeting
Tuesday, May 16
General Session: Primetime Programming (featured program: The Vietnam War)
Hosted Lunch: The Vietnam War, sponsored by WETA
Concurrent Session: The Vietnam War, engagement overview
5/23 Station webinar (following Annual meeting)
5/24 Round 2 community engagement proposals due to WETA
5/29 PBS Preview Program released to stations

SUMMER 2017

Date TBD Vietnamese-Language assets provided to stations
Date TBD Education materials & discussion guides

June

6/9 Round 2 grant stations announced
6/10-6/30 Round 2 grant station agreements executed, payments submitted

August

Date TBD Clip-reels for station engagement events (Late summer)

September

9/6 Round 2 station engagement interim reports due
9/17 The Vietnam War premieres on PBS

FALL 2017

On-going Stations continue community engagement activities post-broadcast

WINTER 2017/2018

On-going Round 2 stations continue community engagement activities post-broadcast

December 2017

12/11 Round 1 Final Reports due from stations*

January 2018

1/15 Round 2 Final Reports due from stations*

* *Extensions may be available for stations who have on-going projects that extend past this date*

Steal These Ideas!

Station Engagement Examples from Across the System

This list is designed to highlight some new ways stations are building engagement in their communities. Each of these projects can be modified and scaled to fit different budgets, locations, and needs. We hope they will spark some creative thought while you plan your own projects for *The Vietnam War*.

East Tennessee PBS (Round 1 grantee)

Summary of activities: screenings, story collection, web strategy, education, original production

Leveraging strong partnerships:

A community partnership that has assisted in the telling of the Vietnamese community's narrative has been with Divine Mercy Catholic Church. This church is the spiritual home to many residents of Vietnamese decent. We began our relationship with this institution through the priest, Father Hoan, and his help has allowed us to navigate through the cultural and language barriers. Furthermore, we've formed relationships with the younger members of the church to act as active translators through the interview process creating some invaluable inter-generational connections.

For more about East Tennessee PBS's Vietnam War Project:

<http://www.easttennesseepbs.org/vietnam-war-east-tennessee/>

Houston Public Media (no grant)

Summary of activities: screenings, story collection, web strategy, education, original production, hosting VVMF's The Wall That Heals (10/26-10/29/17)

Peace Meals:

The concept is simple: bring together a Vietnam Vet and a Vietnamese refugee who immigrated to the US after the war, for a simple meal, and see where the conversation leads. Then do the same with their grandchildren. We hope this 30-minute program will help build bridges and also teach us a little about the nature of citizenship, assimilation, and what it means to be an American. Broadcasts locally in September in conjunction with the Ken Burns documentary.

For more about Houston Public Media's Vietnam War Project:

<http://www.houstonpublicmedia.org/Vietnam/>

KCPT (Round 1 grantee)

Summary of activities: screenings, story collection, web strategy

Digital Stories:

To engage our community around The Vietnam War, KCPT is not only hosting community screenings and producing local stories about the war's impact on Kansas City, but we're also inviting community members to be a part of our content in new ways. KCPT has built a mobile video story booth that will be stationed at museums, libraries and other locations throughout the summer to collect Kansas Citian's reflections on and stories of the war. What we collect will be shared as part of our online story wall, along with stories submitted by local veterans, refugees and activists. KCPT has also launched a youth video contest, which invites students in middle school through college to film and edit interviews with veterans and anyone who has a first person story to tell about the Vietnam War. KCPT will judge the videos, and select some to be shared online and on-air. Winners of the youth video contest will also be invited to meet Ken Burns and Lynn Novick during their September visit to Kansas City.

For more about KCPT's Vietnam War Project:

<http://www.kcpt.org/announcements/vietnam-contest/>

KMOS (Round 1 grantee)

Summary of activities: screenings, web strategy, original production, co-hosting VVMF's The Wall That Heals (6/29 – 7/2)

Using creative tools to reach unique audiences:

In addition to leveraging our partnerships with Twitch to air and promote interstitials of The Vietnam War, KMOS will also use the popular gamer platform to reach a new audience. KMOS will be distributing ipad "field kits" to local veterans groups and organizations for veterans and other individuals to share their stories in a setting that is comfortable to them. Twitch will enable us to reach out to new cohorts of people who have never before felt able to talk about their experiences in relation to the war and may belong to segmented groups of society that are unusually hard to reach through traditional methods.

For more about KMOS:

<https://www.kmos.org/>

NET (Round 1 grantee)

Summary of activities: screenings, original production, honor flight

Honor Flight:

NET's most ambitious component to this project is the Nebraska Vietnam Combat Flight (Honor Flight). This three day event involves multiple screenings of segments of Ken Burns' Vietnam, a recognition dinner and culminates in an honor flight to Washington, DC where 650 Vietnam Era Veterans and spouses will visit the Vietnam Memorial. Upon their return to Lincoln, they will be

met by State and local dignitaries and crowds lining the airport in recognition of their service and the “homecoming” they never received.

For more about NET:

<http://netnebraska.org/>

Pioneer Public (Round 1 grantee)

Summary of activities: screenings, story collection

Trust building:

Our work to engage the Native American population that lives in our viewing area is proceeding through what we consider a trust building phase. We have begun this by inviting tribal representatives to our studios to conduct a staff and management diversity training session where we have learned about Dakota spirituality and culture. We also have interviewed and featured a local tribal leader on our [Compass public affairs program](#) talking about Dakota perspectives on the sacred nature of water. Our plan is to attend the powwows on the reservation this summer with the intention to meet with Native Vietnam era vets who are often honored at these tribal events. With the help of volunteers from the community, we are making a concerted effort to reach out, build trust and respectfully approach these veterans in order to secure their participation in the screening events and discussions we will have this Fall.

For more about Pioneer Public Television:

<http://www.pioneer.org/>

TPT (Round 1 grantee)

Summary of activities: screenings, story collection, original production

Connecting with the arts:

TPT has established a partnership with The Telling Project, a national arts organization that employs theater to deepen understanding of veterans’ experiences, to create *Telling: Minnesota’s Vietnam*. Working with a small group of Minnesota Vietnam veterans, The Telling Project will create a play in which the veterans themselves share their own stories. TPT will produce an original documentary that follows the entire process of creating, rehearsing and performing the play, as well as the reactions of participating veterans, their families and audience members.

For more about TPT’s Vietnam War Project:

<http://www.tpt.org/pbs-previews-the-vietnam-war/>

ValleyPBS (Round 1 grantee)

Summary of activities: screenings, story collection, photo exhibition

ValleyPBS will host a day-long event, street fair and screening of *The Vietnam War* at the Clovis Veterans Memorial District. The event will begin with an interactive map of Vietnam and the surrounding nations displayed on the street where Veterans and their families can walk together over a geographic representation of the War. Veterans will be able to mark and sign the places where they served and will, in turn, be led to share stories of their experiences in those places with their loved ones. Veterans' groups booths – from healthcare to education to employment and other services will line the closed off street. Guests will then move inside to the theater for the screening followed by a panel discussion with Vietnam Vets and family members who will reflect on the film and their personal experiences in the War. Following the screening and panel discussion there will be a reception that will allow Veterans to talk one on one with students about their experiences and answer questions.

For more about ValleyPBS:

<https://valleypbs.org/>

Vermont PBS (Round 1 grantee)

Summary of activities: screenings, story collection

Using stories to connect the present to the past:

One of the components of our project will be inviting Vietnam veterans to come and share their story for the Vermont PBS Video Wall, which will live online and be utilized for broadcast interstitials. One of these story sharing events will be held at the Vermont Vietnam Veterans Memorial in Sharon, located at the Sharon North Exit Welcome Center on Vermont Veterans Memorial Highway on Interstate 89. The monument lists the 138 Vermonters who died for their country in Vietnam. There is also a slate which bears the names of all 7,236 Vermonters who served in the conflict. Additionally, our interstitials and promos for *The Vietnam War* will air at all 17 Vermont Interstate information centers/rest areas throughout the state, which hosts over three million visitors annually.

Another strong focus of our project will highlight Vermont's modern cooperatives that sprung from the counterculture of communes during the 60's and 70's. Value-based cooperatives such as Burlington's City Market and the Community Health Centers have created new approaches to economic commerce for Vermonters. The *Vietnam Video Wall* will allow us to collect and amplify what Vermonters share about their personal experience, the challenges they faced, and how events of the Vietnam era shaped their lives.

For more about Vermont PBS:

<http://www.vermontpbs.org/>

WGVU (Round 1 grantee)

Summary of activities: screenings, story collection, LZ Michigan, hosting VVMF's The Wall That Heals (9/21 – 9/24/17)

LZ Michigan and ArtPrize:

WGVU Public Media's LZ Michigan will consist of several community events and activities beginning in August and running through Spring 2018 including a partnership with [ArtPrize](#), an open, independently organized international art competition in Grand Rapids now in its ninth year. As part of ArtPrize 9, WGVU is sponsoring the inaugural ArtPrize Veterans Category with winners selected by both a public vote as well as a jury vote. The veterans participating in ArtPrize will be celebrated at the LZ Michigan event in September with the winners being announced at the ArtPrize Awards Ceremony in October.

For more about WGVU's Vietnam War Project:

<http://www.wgvu.org/lz-michigan/>

WHRO (Round 1 grantee)

Summary of activities: screenings, VVMF Wall of Faces project, original production

Finding peace:

One of the most ambitious projects WHRO is planning is a retreat with Vietnam Veterans and Vietnamese community at a Vietnamese Buddhist Temple to include meditation, vegetarian lunch and tea ceremony.

In addition, WHRO is in contact with Joseph Bathanti, Poet Laureate of North Carolina, to create a Veterans Poetry Summit to include veterans, military families, and the community

For more about WHRO's Wall of Faces project:

<http://whro.org/news-opinion/24561-wall-of-faces-project>

WITF (Round 1 grantee)

Summary of activities: screenings, story collection, Honor Bus, art projects

Honor Bus:

WITF plans bring high school students and veterans together for a day of gratitude by partnering with the Northeastern High School Honor Bus, a student-organized event dating back to 2011. The Honor Bus will be a hosted a trip for Vietnam vets and students to Washington D.C. to visit the Vietnam Memorials and the Arlington National Cemetery in the Fall of 2017. This partnership will introduce the film across generations and drive thoughtful dialogue.

For more about WITF:

<http://www.witf.org/>

WSRE (Round 1 grantee)

Summary of activities: screenings, story collection, web strategy, education, VVMF Wall of Faces project, original production

Heroes Among Us:

A number of other outreach events that WSRE plans to offer in conjunction with the documentary will take place at the Wall South, part of the Pensacola Veterans Memorial Park. These events include “Heroes Among Us” speaker series, features those who have distinguished themselves in combat with stories from every generation and branch of the Armed Forces; partnering with the Pensacola Veterans Memorial Park to host “Heroes Among Us” with a group of six different speakers scheduled during the calendar year. The speakers will be Vietnam era veterans; a “Reading of the Names” event on Memorial Day to take place at The Wall South for 65 hours over a four-day period beginning with an opening ceremony. As part of the Memorial Day ceremonies, WSRE will organize Vietnam veterans to offer family-friendly tours of The Wall. This unique experience will allow visitors to learn from veterans about why it's important to commemorate Memorial Day and honor those who have served. This unique experience will allow students to build a connection with a service member on The Wall. School groups will be invited to participate in the ceremony and tours.

For more about WSRE:

<http://www.wsre.org/home/>

WUCF (Round 1 grantee)

Summary of activities: screenings, education, museum exhibit, VVMF partnerships, original production

Crowd-sourced history:

To support new models of engagement and connecting new voices, WUCF will partner with the Orange County Regional History Center to develop and present an exhibit that explores the history and influences of the Vietnam War on Central Florida, with a special focus on the Vietnamese American community in Orlando, who immigrated here as refugees of the war. The exhibit will be comprised of artifacts from the Orange County Regional History and crowd-sourced pieces from the community. We plan to include clips from *The Vietnam War* to play on loop at the exhibit to further expand the impact of the series and encourage additional on-air and online viewership. WUCF and the History Center are also exploring opportunities to include an oral history booth in the exhibit to capture local stories from the community, giving us another opportunity to connect new voices.

For more about WUCF's Wall of Faces Project:

<http://www.wucftv.org/veterans/wall-of-faces/>

Partnerships

To help with the planning and execution of your local activities, WETA has partnered with several organizations that can help drive community engagement efforts at the grassroots level and extend the reach of all project activities. Suggested local partnerships include veterans groups, Vietnamese-American groups, universities, libraries, and humanities organizations. Below is a short list of possible project partnerships along with contact information for stations to access for possible event opportunities.

[The American Library Association \(ALA\)](#) provides leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. As part of WETA's outreach and public engagement program, we are partnering with the ALA to develop a programming guide for libraries interested in presenting programs for the public that use and highlight *The Vietnam War*; offering related online and in-person training for librarians; launching a communications plan to encourage public libraries to use the documentary film in programs for public audiences; and distributing copies of *The Vietnam War* to 50 public libraries later this fall and into 2018.

[The Vietnam Veterans Memorial Fund \(VVMF\)](#) is the non-profit organization that founded the Vietnam Veterans Memorial (The Wall) in Washington, DC, in 1982. VVMF's mission is to honor and preserve the legacy of service in America and educate all generations about the impact of the Vietnam War and era. VVMF has several ways in which local PBS stations can partner for community engagement activities:

- [The Wall That Heals](#) is a traveling exhibition that features a half-scale replica of the Vietnam Veterans Memorial in DC and mobile education center. Stations can coordinate with a local school, historical society, museum, or other community organization (with space to accommodate the mobile exhibition and with a supply of volunteers). Site selections for 2018 will be made later this year via [online application](#).
- [The Wall of Faces](#) is an effort to connect a face and a story to each name on The Wall. Stations can lead their communities in efforts to find and collect photos of Vietnam veterans whose names are on the Memorial from their communities. The photos that are collected for the over 58,000 names on the Wall will be on display via VVMF's website and eventually on display as a permanent exhibition within the Education Center, a new museum beside the Vietnam Memorial on the National Mall, slated to open in 2020.

[The National Endowment for the Humanities](#) provides support for 56 [state humanities councils](#), nonprofit organizations located in all U.S. states and jurisdictions. Councils have decades of experience supporting public programs in the humanities, increasingly, in recent years, facilitating community conversations around difficult and divisive issues. Councils have a history of partnering with veterans' groups, and in 2014, NEH awarded special "Standing Together" grants to more than 50 councils to shape programs engaging veterans. Most councils extended those funds to expand programming through local fund raising efforts. A number of councils have also spearheaded or participated in projects that received support through the NEH "Public Square" program, specifically designed to address the most pressing challenges of our time.

[The United States of America Vietnam War Commemoration Commemorative Partner Program](#) is designed for federal, state and local communities, veterans' organizations and other nongovernmental organizations to assist a grateful nation in thanking and honoring our Vietnam Veterans and their families. Commemorative Partners are encouraged to participate in the Commemoration of the Vietnam War by planning and conducting events and activities that will recognize Vietnam Veterans and their families' service, valor, and sacrifice.

Other PBS Stations

We encourage stations to connect directly and collaborate with other public broadcasting stations. For example, **[Wisconsin Public Television](#)** is generously sharing resources from LZ Lambeau including an educator's guide and **archival Vietnam War footage**. Simply visit **wpt.org/lzlambeau/main** and fill in your name and email to access the LZ Lambeau Toolkit. In addition, WPT's giant Vietnam map can be found in the **[WETA Dropbox](#)** for use by other stations.

For information on contacting these organizations or for any questions, please contact:

Amy Labenski, Senior Director, Impact and Engagement

WETA National Productions

alabenski@weta.org

(703) 998-2663

Proposal Criteria Needed for Online Submission Form

A. Project Narrative

Narrative proposals must be submitted via the *Vietnam War* proposal form located [HERE \(http://bit.ly/VietnamR2RFPform\)](http://bit.ly/VietnamR2RFPform). Narrative proposals that are not sent through the form will not be accepted.

B. Project Budget

Budgets using the attached template must be sent via email to Amy Labenski, Sr. Director of Impact & Engagement at alabenski@weta.org

PROJECT SUMMARY - There is a 1500 character limit. We welcome ideas that promote dialogue across these divides and encourage stations to create new pathways for engagement, establish lasting partnerships, and to build upon current relationships. This 2nd round station support funding will be for projects that: 1) BUILD STRONG, DURABLE PARTNERSHIPS 2) INVOLVE AND CAPTIVATE A DIVERSE AUDIENCE 3) EXPERIMENT WITH NEW MODELS OF ENGAGEMENT 4) EXTEND ENGAGEMENT POST-BROADCAST TO EXPAND IMPACT

PROJECT GOALS – There is a 1000 character limit. Please consider your community needs before applying for this grant – you may want to answer the following questions before submitting your proposal: 1) Does this project directly relate to your station’s mission? 2) Does this project meet the real needs of your community or address an important issue related to your community? 3) How will the partnerships you’ll create and/or build through this project help meet your community needs? Will you be able to sustain and cultivate this partnership after the project is completed? 4) Will this project help you reach a new audience? Will your station be able to continue serving this new audience after the project is completed? 5) Does your station have other resources that will enable you to achieve your goals related to this specific project if you are not awarded a grant?

POTENTIAL PARTNERS - List all of the partners you plan to work with on this project and very brief description of how you will be collaborating with them.

AUDIENCE SCOPE - List the audiences you plan to include and reach with your project. There is a 500 character limit.

PLANNED EVENT TIMING - List your intended event dates. Your dates can be tentative - we would just like to have an idea of your timing.

EVENT DETAILS – There is a 1500 character limit. Be as specific as possible about the plans for your event(s). Separate each event with a number or letter (ex. 1. Library screening. 2. High School art show.....)

OTHER PROJECT INITIATIVES PLANNED – There is a 1500 character limit. Specify any additional initiatives you have planned for this project. For example, any social media/digital/web plans; any story or other asset collection.

Project Budget Template

[Station Name]

THE VIETNAM WAR – ROUND 2

**Please add or delete any rows as necessary*

	BUDGET AMOUNT	ACTUAL AMOUNT	<u>BALANCE</u>
-			
Personnel/Staff			
			\$
			\$
			\$
			\$
Marketing & Communications			
			\$
			\$
			\$
			\$
Video Production			
			\$
			\$
			\$
Event Space Rental			
			\$
			\$
			\$
Catering			
			\$
			\$
			\$
Travel			
			\$
			\$
			\$
Other Expenses			
			\$
			\$
TOTAL EXPENSES	\$	\$	\$

**Please add or delete any rows as necessary*