

Application Narrative

OMB No. 3135-0112
Expires 02/28/05

Read the instructions that follow this form before you start. You may attach up to ten additional pages if necessary.

Applicant (official IRS name):



Type your narrative in the space provided; leave a one inch margin on each side. Do not reduce type below 12 point font size; leave space between paragraphs. The Arts Endowment and panelists prefer succinct narratives; however, you may attach up to ten additional pages if necessary. Make sure that any additional pages are labeled clearly with your organization's name and have margins of at least one inch.

The information that you provide will be reviewed in accordance with the "Review Criteria." Provide a straightforward description of your project; avoid rhetoric. Your narrative must cover the following:

- **Program Content:** Specify the number and length of the programs that are to be produced. For documentary and drama projects, provide a synopsis and treatment for each proposed program. For performance programs, provide the proposed repertoire, principal performers, etc. For series which acquire or commission works for broadcast, please describe the process by which you will select works for the programs. Describe the relationship of the proposed project to what has been done on the same subject in the past.
- **Previous Programming:** For existing series, provide a representative list of programs broadcast in the last two years, including audience figures and number of stations, and attach a station carriage list.
- **Project timeline.**
- **Broadcast/Distribution/Outreach Plans:** Describe your plans for reaching a national broadcast audience, as well as any plans for related ancillary activities such as Web sites, educational applications, public outreach projects. Explain how previous work has been distributed. Estimate, to the extent possible, the number of people that will be served by the project.
- **Goals:** Discuss your goals in undertaking the project and what you hope to achieve. Address the Arts Endowment's outcome (Audiences throughout the nation have opportunities to experience a wide range of art forms and activities) and identify any additional outcomes of your own that you have established for the project.
- **Monitoring and assessment:** Describe your plans for monitoring the project and assessing the degree to which you achieve your goals. Include your plans for documentation and evaluation, as appropriate. Describe how you will measure your success in achieving the outcomes identified above.
- **Project Personnel:** Provide brief biographies of the person(s) with principal creative responsibility for the project (one-half page maximum for each bio).
- **Rights Clearances:** If the project is based on copyrighted material (e.g., literary, musical, biographical), provide a statement documenting the clearance of rights. Similar clearance of rights is required for artists (or their estates) prominently featured in the series. In order to encourage multiple use of programs beyond broadcast, applicants are encouraged to clear distribution and Internet rights in advance of program production.