New application guidelines for The Arts in Media category are now available on the NEA's web site.

The Arts in Media category seeks to make the excellence and diversity of the arts widely available to the American public through the national distribution of innovative media projects about the arts and media projects that can be considered works of art.

Here are the highlights of the new guidelines:

- The Arts in Media guidelines replace The Arts on Radio and Television guidelines.

The Arts in Media builds on the success of The Arts on Radio and Television. All project types that were previously eligible remain eligible. In addition, the expanded category now includes:

- All available media platforms such as the Internet, interactive and mobile technologies, digital games, arts content delivered via satellite, as well as on radio and television.

- Media projects that can be considered works of art.

- Grants are available to support the development, production, and national distribution of innovative media projects about the arts (e.g., visual arts, music, dance, literature, design, theater, musical theater, opera, folk & traditional arts, and media arts including film, audio, animation, and digital art) and media projects that can be considered works of art.

Projects may include high profile multi-part or single television and radio programs (documentaries and dramatic narratives); media created for theatrical release; performance programs; artistic segments for use within an existing series; multi-part webisodes; installations; and interactive games. Short films, five minutes and under, will be considered in packages of three or more.

- Grants generally will range from $10,000 to $200,000, based on the platform and the complexity and scope of the project.

- The application deadline date is September 1, 2011, for projects that may start on May 1, 2012, or any time thereafter.
If you've applied to *The Arts on Radio and Television* in the past, here's what's new this year:

- In addition to media projects that can be considered works of art, there are new eligible project types:
  - Media created for theatrical release.
  - Dramatic narratives about the arts.
- There is a new emphasis on innovation, as well as strengthening creativity through access to the arts.
- In order to reach the widest possible audience, priority will be given to projects that include substantive public engagement strategies, including well articulated social media strategies.
- We're encouraging media projects that enhance public knowledge and understanding of the arts through multi-platform or transmedia means.
- There is a change to Applicant Eligibility: An application for a collaborative project representing a partnership between a media organization and an arts, education, or community organization should be submitted by the media organization.
- Grants.gov has implemented new security requirements for the use of the Grants.gov system. Among the changes, you are required to change your password every 90 days. See [www.grants.gov](http://www.grants.gov) for more details.

If you've never applied before, here's what you need to know:

- Eligible applicants are nonprofit, tax-exempt 501(c)(3), U.S. organizations; units of state or local government; or federally recognized tribal communities or tribes.

  All organizations must apply directly on their own behalf. Applications through a fiscal agent are not allowed; however, partnerships between artists and nonprofit, tax-exempt 501(c)(3) organizations are encouraged.

  Please note that emerging organizations that meet the legal requirements above are eligible.

- All applications must be submitted through Grants.gov, the federal government's online application system.
Before you submit through Grants.gov for the first time, you must be registered. This is a multi-step process for which you should allow at least two weeks. Registration must be completed before you can apply. See "Get Registered" for details.

If you want more information:

- To hear more about the new guidelines, please see [this short message](#) from Alyce Myatt, the NEA's Media Arts Director.

- We'll also be conducting webinars on the new guidelines so that Media Arts staff can answer your questions. We anticipate announcing dates on our web site soon for webinars this summer.

- For help on how to complete your application, please review the instructions in the guidelines or contact the Media Arts staff: Laura Welsh at [welshl@arts.gov](mailto:welshl@arts.gov) or 202/682-5738.

- For information about media projects that are not eligible under *The Arts in Media* guidelines, please see the [Art Works guidelines](#) or contact the Media Arts staff: Mary Smith, [smithm@arts.gov](mailto:smithm@arts.gov) or 202/682-5742.

The National Endowment for the Arts

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