Grantseeking Basics:

A Guide for the Communication Scholar

National Communication Association
About *Grantseeking Basics*

*Grantseeking Basics: A Guide for the Communication Scholar* is a video that contains interviews with four communication scholars who have successfully written, and been funded with, grants from a variety of government agencies and private foundations. Representatives from American Council of Learned Societies, National Endowment for the Humanities, National Science Foundation and a private foundation are also interviewed for their perspectives on the funding process.
Funding Agency Representatives

Dr. William Elwood
National Institutes of Health

Dr. Amber Story
National Science Foundation
Funding Agency Representatives

Dr. Nicole Stahlmann
American Council of Learned Societies

Michael Halligan
Dennis & Phyllis Washington Foundation
NCA Grant Recipients

Dr. Marshall Scott Poole
University of Illinois

Dr. Noshir Contractor
Northwestern University
NCA Grant Recipients

Dr. Shawn J. Parry-Giles
University of Maryland

Dr. Timothy Sellnow
University of Kentucky

HOW DO I START?

National Communication Association
FOUNDED 1914
Starting the Funding Process

1. Collaboration (Ch. 2; 00:19)
   - Senior Scholars
   - Scholars from other disciplines
2. Mentoring (Ch. 2; 01:27)
3. Specificity & Purpose (Ch. 2; 03:44)
   - Start small; be specific
   - Incorporate Communication
4. Reviewing Proposals (Ch. 2; 07:35)
5. Adaptation & Flexibility (Ch. 2; 08:18)
   - Talk to funding agencies
   - Prepare; do “homework”
   - Adapt projects to funding calls; RFPs
6. Persistence & Perseverance (Ch. 2; 09:45)
WHERE DO I LOOK FOR FUNDS?
Looking for Funds

1. Begin close to home (Ch. 3; 00:10)
2. Public sources of funding (Ch. 3; 01:37)
   - Federal funding agencies (NEH, NSF, NIH, NEA)
3. Private sources of funding (Ch. 3; 01:37)
   - Foundations
   - Corporate Sources of Funding
4. Use technology (Ch. 3; 03:20)
   - Online databases of funding
   - Online RFPs
   - Databases of funded projects
5. Determine the best “fit” for your project (Ch. 3; 06:07)
6. Identify previously funded projects (Ch. 3; 06:54)
WHO ARE PROGRAM OFFICERS
AND HOW DO I WORK WITH THEM?
1. Role of the program officer (Ch. 4; 00:19)

2. “Do your homework” before contacting program officers (Ch. 4; 01:55)

3. Be focused at the start (Ch. 4; 03:56)

4. Program officers are your advocates (Ch. 4; 05:22)
WHAT IS THE KEY TO A SUCCESSFUL PROPOSAL?
Keys to a Successful Proposal

1. Have a good idea (Ch. 5; 00:13)
2. Sound theory; sound methods (Ch. 5; 01:31)
3. Take your time (Ch. 5; 02:48)
4. Comply with the guidelines (Ch. 5; 04:22)
5. Demonstrate that you can complete the project (Ch. 5; 06:37)
6. Assemble an excellent team (Ch. 5; 07:36)
7. Know your audience (Ch. 5; 09:07)
8. Avoid jargon (Ch. 5; 10:39)
9. Attend to all details (Ch. 5; 12:09)
10. Communicate the deliverables (Ch. 5; 13:17)
11. Don’t be afraid to fail (Ch. 5; 16:08)

HOW DO I WRITE A BUDGET?
HOW DOES THE REVIEW PROCESS WORK?
The Budget & The Review Process

1. Budget needs (Ch. 6; 00:20)
   - Personnel
   - Equipment
   - Travel

2. Consider restrictions (Ch. 6; 04:43)

3. Negotiate institutional commitments (Ch. 6; 05:37)

4. The Review Process (Ch. 6; 06:47)
   - Process varies depending upon funding agency
   - Peer panels
   - Reviewer code of conduct
   - Ask for and use feedback/criticism
WHAT HAPPENS ONCE I GET A GRANT? WHAT ADVICE DO YOU HAVE FOR COMMUNICATION SCHOLARS?
Getting a Grant

1. File required reports and updates (Ch. 7; 00:12)
2. Maintain contact with program officer(s) (Ch. 7; 01:14)
3. Carefully draft final grant report (Ch. 7; 01:50)
4. Publicize your accomplishments (Ch. 7; 02:13)
5. Capitalize on your disciplinary knowledge (Ch. 7; 03:38)
6. Maintain interdisciplinary connections (Ch. 7; 04:33)