

# **Example of successful publication grant application**

**NOTE:**

The application format has changed. This example can provide general guidance in preparing your proposal. Grant applications are now submitted electronically through the Humanities Council website at [www.wvhumanities.org](http://www.wvhumanities.org)

**West Virginia Humanities Council  
Publication Grant Application Cover Sheet**



Mail application to: WVHC 1310 Kanawha Blvd., East, Charleston, WV 25301  
Phone: 304-346-8500 <http://www.wvhumanities.org>

**Project Title**

Sharing Our Story: New Deal Photographs of West Virginia, 1934-1943

**Sponsoring Organization**

**Name**

West Virginia University Research Corporation

**Address**

866 Chestnut Ridge Rd. P.O. Box 6845

**City**

Morgantown

WV

**Zip**

26506

**Phone**

304-293-3449

**Email**

curt.peterson@mail.wvu.edu

**CEO of Organization**

Dr. Curt Peterson

**Signature**

*Curt Peterson*

**Project Director**

**Name**

Carrie Mullen, Director, WVU Press

**Address**

P.O. Box 6295

**City**

Morgantown

WV

**Zip**

26506

**Phone**

304-293-8400

**Email**

carrie.mullen@mail.wvu.edu

**Fiscal Officer**

**Name**

Alan B. Martin

**Address**

866 Chestnut Ridge Rd., P.O. Box 6845

**City**

Morgantown

WV

**Zip**

26506

**Phone**

304-293-3998

**Email**

alan.martin@mail.wvu.edu

**For Council Use Only**

Project No.

11,639

Type of Grant

PUBLICATION

Date Received

9-1-11

Decision Date

10-29-11

Date Notified

11-1-11

Amount Funded

\$ 8,410

Target Audience

**Brief Project Description**

**Estimated Audience**

1250

The goal of this project is the publication of Sharing Our Story: New Deal Photographs of West Virginia, 1934-1943, a documentary photography book, edited by Betty Rivard. In order to secure the best bookstore placement and reach the widest possible audience, Sharing Our Story will be published in a trade format—jacketed cloth (HC/j) with a trade discount of 45-50% off for wholesalers and retailers. A publication grant from the West Virginia Humanities Council will produce the following outcomes: this book will feature famous and historic photographs in a high-quality and highly designed way, we will price this book at \$39.95-\$44.95 (which is a modest price for a documentary photography/art photography/art photography book), and our grant application includes funding for rescanning old negatives and creating high-resolution files for future use and access to these West Virginia images through the Library of Congress.

WV House District

WV Senate District

Congressional District

**Project Budget**

Request	\$ 8410
Cash Cost Share	\$ 8410
In-Kind Share	\$
<b>Total</b>	<b>\$ 16820</b>

**Schedule of Project Activities** (dates, times, locations)

12/11-2/12: Developmental editing and copyediting.  
 2/12-3/12: Author's review of editing.  
 3/12-4/12: Final edit and text clean up.  
 4/12-5/12: Internal text layout and cover design.  
 5/12-6/12: Composition  
 7/12: Proofreading by book editor (Rivard).  
 8/12: Final clean up and professional proofreading.  
 9/12: Printing                      10/1/12: Books arrive in warehouse.

**Project Period**

Beginning of project	12/1/11
Expected Final Report Date	11/30/12

During the last five years, has the applicant organization been investigated for its financial or management practices?

Yes  No  If yes, please explain.

Has the project director directed a previous WVHC Project?

Yes  No  If yes, please give date. 12/09-11/10, 12/10-11/11

**Budget Form**

Expenditure Categories	Grant Request	In-Kind Cost Share	Cash Cost Share
Honoraria (scholars)	\$	\$	\$
Salaries (administration)	\$	\$	\$
Consultant Fee (technical)	\$ 3535	\$	\$
Travel	\$	\$	\$
Supplies	\$	\$	\$
Promotion & Printing	\$ 625	\$	\$ 8410
Postage/Telephone	\$	\$	\$
Other (specify)			
<input type="text" value="Editing, layout and proofreading;"/>	\$ 4250	\$	\$
<b>Totals</b>	<b>\$ 8410</b>	<b>\$</b>	<b>\$ 8410</b>

## Budget Narrative

**Honoraria:** n/a

**Salaries:** n/a

### **Consultant Fee (Technical—Rescanning Nitrate and Other Negatives)**

The photographs in the Farm Security Administration-Office of War Information (FSA-OWI) Photograph Collection form an extensive pictorial record of American life between 1935 and 1944. The collection also includes photographs acquired from other governmental and non-governmental sources, including the News Bureau at the Offices of Emergency Management (OEM), various branches of the Military, and industrial corporations. In total, the black-and-white portion of the collection consists of approximately 175,000 black-and-white film negatives.

Eastman Kodak pioneered the first practical use of flexible, transparent film in 1889. This nitrate-based film had a strong tendency to curl and was extremely flammable. In 1903, this film was refined, incorporating a thicker nitrate film base and a gelatin coating on both sides. The additional gelatin reduced curl and slowed the rate of decomposition of the film base, thereby somewhat reducing flammability. The danger posed by quantities of nitrate film was recognized following several disastrous fires. Despite the known hazards, nitrate sheet film remained in widespread use until the mid-1930s and use of nitrate roll and motion picture film persisted until the early 1950s. Many of the Farm Security Administration-Office of War Information photographers used nitrate film.

Digital images made from nitrate and other negatives in the 1990s have provided reference access to the FSA-OWI negatives for many years, but these scans are low quality. In 2009, the Library of Congress developed a plan to rescan the collection and began to provide digital images that more completely satisfy research and reproduction needs. In 2010, rescanning began for the estimated 90,000 negatives, starting with the 45,000 35mm film frames. Clearly this will be a very long process.

Of the 158 images planned for inclusion in this book, only 60 exist in scanned format that are sufficiently high resolution for printing. The remaining 98 scans are lower quality images that suffice for digital reference only. 59 images exist as 35mm nitrate negatives (duplication cost on these images is \$40 each) and 37 exist as scans from safety negatives (\$20 each). The table below provides detail on the scanning costs required by Library of Congress Duplication Services.

	Quantity	Cost each	
Safety negative	37	20.00	740
Nitrate negative	59	40.00	2,360
Unknown	2		55
Misc. LoC fees*			380
Total			\$3,535

\*Miscellaneous costs also quoted by the Library of Congress: research and processing \$130, CD preparation and shipping \$50, and fees for restricted prints \$200 (\$50 x4 images).

**Travel:** n/a

**Supplies/Equipment:** n/a

### **Promotion**

The industry standard for marketing is “a buck a book” in the first print run for advertising and promotion. We expect to print a total of 1,250 copies of *Sharing Our Story*, and we expect to spend at least \$1,250 on this title over its life. We approximate half of these costs (\$625.00) will be incurred before the November 30, 2012 closing of the grant.

### **Printing**

We estimate a total printing cost of \$12,500 for 1,250 jacketed hardback copies of this book. As much as possible, we will hold to industry standards for art books with regard to paper stock, cover stock, and printing processes. The format for the book is as follows:

Format: HC/j

Trim Size: 10" x 8"  
Interior: 158 black and white photographs  
Estimated printed Page Length: 240

This estimate is based on past information from Thomson-Shore, Inc. in Michigan and United Book Press, Inc. in Baltimore, MD.

**Postage/Telephone:** n/a

**Other: Editing and Design**

Professional copyediting:	\$ 2,000
Typesetting:	\$ 1,500
Professional proofreading:	\$ <u>750</u>
Total	\$ 4,250

These estimates are based on confirmed, per-page rates and estimates from our freelancers. For this project, we have estimated for both developmental editing and copyediting (\$2,000). We will hire Greg Teague to do a full, thorough edit on all the text, but also to work intensively with the essay "A West Virginia Perspective" to improve the writing style, structure, and pace.

## Project Narrative

### *Sharing Our Story: New Deal Photographs of West Virginia, 1934-1943*

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#### Goals & Objectives

The goal of this project is the publication of *Sharing Our Story: New Deal Photographs of West Virginia, 1934-1943*, a documentary photography book, edited by Betty Rivard. West Virginia University Press seeks to produce 1,250 jacketed hardcover copies of this book. In order to secure the best bookstore placement and reach the widest possible audience, *Sharing Our Story* will be published in a trade format—jacketed cloth (HC/j) with a trade discount of 45-50% off for wholesalers and retailers. A publication grant from the West Virginia Humanities Council will produce the following outcomes:

- **Quality:** the photographs in this book are beautiful demonstrations of the challenges of the Depression and the strength and courage with which West Virginians coped with daily life. This book will feature these famous and historic photographs in a high-quality and highly designed way.
- **Pricing:** We will price this book at \$39.95-\$44.95, which is a modest price for a documentary photography/art photography book; thereby, producing a high-quality edition of this important book while providing accessibility to the widest possible audience.
- **Future access:** As outlined in the budget narrative, approximately one quarter of the images planned for this book exist in high quality digital format. Our grant application includes funding for rescanning old negatives and creating high-resolution files for future use and access through the Library of Congress.

#### Humanities Content

Initially created as the Resettlement Administration in 1935 as part of the New Deal, the Farm Security Administration (FSA) was an effort during the Depression to combat rural poverty in America. The FSA is famous for its 1935–1944 photography series that portrayed the challenges of rural poverty. FSA photographers such as Gordon Parks and Dorothea Lange were responsible for the visual representations that came to symbolize the Depression.

The photographs in the Farm Security Administration-Office of War Information (FSA-OWI) Photograph Collection at the Library of Congress form an extensive pictorial record of American life between 1935 and 1944. For most of its existence, this federal photography project was headed by Roy E. Stryker, who guided the effort in a succession of government agencies: the Resettlement Administration (1935-1937), the Farm Security Administration (1937-1942), and the Office of War Information (1942-1944).

*Sharing Our Story* is a collection of FSA-OWI photography from West Virginia. The volume opens with two invited pieces (a foreword by Carl Fleischhauer on the history of the FSI-OWI file and an introduction on the history of the Depression in West Virginia by Dr. Jerry B. Thomas) and features a collection of over 150 photographs. The history of the FSA file, background information on FSA principals and politicians such as Roy Stryker and the Roosevelts, and biographical and historical details about the photographers who worked in West Virginia are included in an extended essay by Betty Rivard.

While photographs were taken in every state, in several ways West Virginia holds a special place in this documentary and photographic history. West Virginia's proximity to Washington, D.C. and devastation during the Depression made it a convenient and important location for this work. Between 1935 and 1943, some of America's most famous photographers—Marion Post Wolcott, Walker Evans, and Ben Shahn—visited West Virginia. Their work in the state constitutes a significant part of the national FSA-OWI photography file.

West Virginia was also the site of many unique New Deal programs. In 1933, the Roosevelt Administration established the Federal Subsistence Homestead Division, which oversaw the development of self-sustaining communities for unemployed industrial workers throughout the nation. These homesteads provided employment opportunities, farmland, and modern, affordable housing for some 25,000 families during the Great Depression. West Virginia was home to three of these homestead communities: Arthurdale, Eleanor, and Tygart Valley Homesteads, all of which are featured in *Sharing Our Story*.



By the time of the U.S. stock market crash in 1929, West Virginians were already facing difficult times. During the 1920s timber and coal industries passed their peaks, leaving many workers and their families stranded. Severe summer droughts in 1930 and 1932, along with subsequent flooding, devastated farmers in the state. By 1932, 33,000 coal mining jobs had been lost and 100 banks had collapsed. Silicosis and black lung disease afflicted miners and other industrial workers at alarming rates. The anti-poverty programs of the New Deal found a proximate and needy population in West Virginia.

*Sharing Our Story: New Deal Photographs of West Virginia, 1934-1943* is a tribute to the New Deal programs and FSA photographers who documented the plight of people in West Virginia. But even more it is a tribute to the people of West Virginia who opened up their hearts and homes to share their stories through pictures.

### **Author Biography and Credentials**

Betty Rivard is an award-winning professional landscape photographer (<http://www.bettyrivard.com>). She currently works with Charleston FestivALL to produce the Capitol Street Art Fair and with the West Virginia State Legislature. She has coordinated several exhibits of FSA photographs in West Virginia and is author of *Keep Me Home, Country Roads: A Second Look at Tourism in West Virginia*. Her work on the FSA-OWI photography of West Virginia appeared in "Revelation in the Mountains: West Virginia FSA Photographs," *Goldenseal Magazine* Winter 2010, and along with Mark Crabtree, was featured in a 2011 WVU College of Creative Arts visiting artist lecture on the 75th anniversary of FSA-OWI photography (particular emphasis on the trip by Walker Evans to northern West Virginia in June-July 1935). Betty Rivard, HC 71, Box 855, Duck, WV 25063 (304) 364-8972.

Carl Fleischhauer holds degrees from Kenyon College and Ohio University. His work experience includes film and video production at West Virginia University and media documentation activities at the American Folklife Center at the Library of Congress. His publications include *Documenting America, 1935-43* (University of California Press, 1988). From 1990 to 1994, Fleischhauer coordinated the American Memory program, a pilot project that modeled the

dissemination of historical collections in electronic form. Fleischhauer continues to serve the collection-digitizing effort at the Library of Congress in the National Digital Library Program. Carl Fleischhauer, PO Box 205, Port Republic, MD 20676 (202) 707-3979.

Jerry Bruce Thomas has been a Shepherd University faculty member since 1972. He earned his PhD and MA from the University of North Carolina and a BA from West Virginia University. Dr. Thomas is now Emeritus Professor of History at Shepherd University. He has published numerous articles and books, notably *An Appalachian New Deal* and *An Appalachian Reawakening*, both now published by West Virginia University Press.

Jerry B. Thomas, 70 Beeline Pl., Shepherdstown, WV 25543 (304) 876-2105.

### **Humanities Scholars**

Betty Rivard is the editor of this book. Her credentials can be found in the author bio above. *Sharing Our Story: New Deal Photographs of West Virginia, 1934-1943* has circulated among scholars and individuals familiar with expertise in West Virginia history and the history of the FSA file. Before presenting this project to our WVU Press Board, we sent the manuscript to two leading experts for peer review: Robert Bridges, Curator, West Virginia University Art Museum, and Carl Fleischhauer, Library of Congress (detailed biographical information above). Our WVU Press Board, comprised of WVU faculty, approved this project on September 8, 2010. Their approval was based on an assessment of the peer reviewers' evaluations and their own evaluation of the project.

### **Sponsoring Organization(s)**

The West Virginia University Press disseminates scholarly and creative materials through books, journals, and electronic media, within academia and to society at large. We are the primary publishing and distribution agency of scholarly and trade publication for West Virginia University, operating with a core staff of four full-time employees, one part-time office manager, and one part-time production assistant. The WVU Press is governed by an administrative board composed of various faculty members and the Dean of the Eberly College of Arts and Sciences. The board reviews all manuscripts and proposals under consideration by the WVU Press and

makes the final decision regarding publication. In fiscal year 2012, the press will publish 10 titles and we expect 10 titles the following year.

WVU Press staff along with qualified freelance professionals will produce *Sharing Our Story: New Deal Photographs of West Virginia, 1934-1943*. Than Saffel, WVU Press Production and Design Manager, and his assistant, Rachel King, will oversee freelance copyediting and developmental editing, layout, and proofreading and will direct design in-house. WVU Press's production department will also coordinate the printing process. Abby Freeland, Marketing Manager, will oversee marketing and publicity.

**Production Schedule**

The schedule for this book will follow the guidelines set by the Humanities Council. We plan to begin production work on *Sharing Our Story* on approximately December 1, 2011. We will have all work completed by the end of November 2012, which is within the one year deadline stipulated by the WVHC.

December 2011-mid-Feb. 2012	Developmental editing and copyediting
mid-Feb.- mid-March 2012	Author review of editing
mid-March-mid-April	Final copyediting and text clean up
mid-April-mid-May	Internal text and cover design
mid-May-June	Composition
July	Proofreading by author
August	Final clean up and professional proofreading
September	Printing
October 1, 2012	Books arrive in warehouse

**Audience, Promotion, and Distribution**

*Sharing Our Story: New Deal Photographs of West Virginia, 1934-1943* will provide West Virginians with a smart and beautiful documentary and photographic history of the late-depression era in this state. This book will have a general readership, with specialized interest

from historians and documentary photography specialists, along with a strong regional interest. Because of the importance of the FSA photography project and the renown of the photographers who worked in West Virginia during this time, we hope to elicit interest for this book at the national level.

*Sharing Our Story* will be marketed in various ways: direct mail, advertising, and publicity. WVU Press marketing manager, Abby Freeland, will oversee this process. We will produce and distribute print catalogs to the general public, historians of West Virginia and Appalachia, and to scholars and professionals of documentary photography and history; our website ([www.wvupress.com](http://www.wvupress.com)) will feature the book along with author profiles, interviews, and other material; national distributors (e.g., Amazon.com, Ingram, Baker & Taylor) and our established educational, library, and bookstore buyers, who are regional, national, and international, will circulate information on this title; we will place print advertisement in appropriate trade and academic publications; and press releases will be distributed through West Virginia University News Service to the Associated Press. We will also make review copies available to select scholars/reviewers and review and desk copies to professors for college course adoption. We will advertise the book to other media such as radio and television and promote it through direct sales at regional events such as the annual West Virginia Book Festival and Mountaineer Week at WVU.

### **Evaluation**

Evaluation will be based on sales, customer feedback, and published reviews. We will consider the project a financial success when the first print run is sold within three years. In the event we receive a WVHC publication grant, the WVU Press will take great satisfaction in assembling this impressive documentary photography history and presenting it in a very professional, high-quality publication.