## [**Link**](https://brown.columbia.edu/propose/)

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## **2024 Magic Grant Call for Proposals**

Ends on Fri, Mar 29, 2024 11:59 PM (in 4 days)

**The Magic Grant Program**

The David and Helen Gurley Brown Institute for Media Innovation is celebrating its The Magic Grant Program. The David and Helen Gurley Brown Institute for Media Innovation is a joint effort between Stanford’s School of Engineering and Columbia Journalism School. Each year, the Brown Institute awards close to $1M in grants to help you “follow your passion and experiment with new approaches to storytelling,” to paraphrase Helen Gurley Brown.

Our “Magic Grants” are a unique blend of technology and media. Grantees develop new ways to find and tell stories — producing platforms that extend our creativity, or creating powerful new works of journalism.

* A Magic Grant can mean financial support for you and your team for up to a year (fellowships at Columbia, research positions at Stanford)
* A Magic Grant can provide funding for your project — for production, prototyping, or purchasing services, software or equipment
* A Magic Grant offers access to mentorship and our extensive alumni network

The Magic Grant program provides year-long funding awards of up to $150,000 ($300,000 for teams with members of both the Columbia and Stanford communities and their collaborators). In addition to funding, grantees have access to a distinguished advisory and mentoring group and an extensive and inspiring alumni network.

**Magic Grant Timeline**

* Proposal submission deadline: March 29, 2024
* Announcement of finalists: April 15, 2024
* Presentation/Q&A by Stanford finalists (virtual): April 24, 2024
* Presentation/Q&A by Columbia finalists (virtual): April 26, 2024
* Announcement of winners: April 30, 2024
* Projects start: September 2024 (Summer 2024 by special arrangement)

**Magic Grant Evaluation and Requirements**

Magic Grant proposals are evaluated on: 1) the originality of the project described; 2) its potential for impact; 3) the strength of the team; and 4) the timeline outlined to complete the work. Each of these areas should be clearly addressed in the proposal.

Precisely who is eligible to receive funding under a Magic Grant varies by campus; please carefully review our [eligibility criteria](https://brown.columbia.edu/propose/magic-grant-eligibility-for-funding/) before applying. The Institute will give special preference to “bicoastal” proposals, those having team members or collaborators from both institutions.

Magic Grant applications must be submitted via the Submittable platform to be eligible. Prompts will be provided for the questions detailed below. Applicants applying to the Columbia program will input responses into the prompts provided through Submittable. Stanford applicants will be responsible for incorporating these prompts into a two-page written proposal. Bicoastal applicants will also apply using a two-page written proposal summarizing their project.

**Magic Grant Proposal**

* *Project Summary*: In one sentence, tell us what you intend to do with your Magic Grant.
* *Project Description*: Please provide your project in more detail, highlighting the specific outcomes and deliverables you hope to achieve.
* *Timeline*: Provide a timeline for your funding period, detailing specific milestones of your project.
* *Innovation/Originality*: Are there projects similar to the one you are proposing? How does yours compare or take a fresh approach?
* *Success/Impact*: Please describe the anticipated impact of your project, focusing on both its immediate outcomes and its long-term contributions to the field or community it addresses. How do you plan to measure and evaluate this impact over time? Propose one or more measures that will guide discussions about how you’re doing, identifying where things are going great and where we could be of help. List not more than three measures for your project.
* *Challenges and Risks:* Explain any potential challenges or obstacles in achieving success with your project and how you intend to address them. Also reference any risks or unintended consequences that might stem from your work.
* *Entrepreneurship*: The Brown Institute is especially interested in supporting projects that can have extended impact beyond the year of the grant as commercial or non-profit entrepreneurial ventures that allow the public to benefit from the work. Describe the entrepreneurial venture your project might lead to and the kind of extended impact such a venture would enable. (Not Required)
* *Diversity*: The Brown Institute’s mission calls for the broadening of opportunities and expanding participation of groups and institutions that are underrepresented in Engineering and Journalism, which is essential to the health and vitality of these disciplines. The Brown Institute is committed to this principle of diversity and deems it central to the programs, projects, and activities it considers and supports. Please tell us about how your team and your project represent and encourage these values.

**Team**

* *Team Members*: Name/Email/Role on Project
* *Resume*: Résumé/CV of each team member
* *Transcripts*: Most recent transcript(s) of each individual on the team. Transcript requirements vary by campus — please consult our [FAQ page](https://brown.columbia.edu/propose/magic-grant-frequently-asked-questions/) for more information.
* *Faculty Involvement (for Stanford)*: Name and description of how faculty will be involved in supporting the project.

**Additional Documents**

* *Optional Support Material*: You may submit a PDF document of up to 1 page in length to accompany your proposal. You may use this document to provide illustrations, images and photographs to accompany your proposal.
* *Letters of Support*: Two letters of support that assess the importance of the project and its chances of success (for Columbia applicants).
* *Budget*: A budget for 12 months not exceeding a total of $150,000. The budget can include financial support of the team members (e.g. tuition remission and salary in accordance with University guidelines); cost for specialized hardware, software, and materials; travel, services; etc. and should follow the rules of the respective university. Each line item must be justified. Columbia applicants must use the budget template [provided here](https://docs.google.com/spreadsheets/d/19MBmrnM14uvbeC8zx0Jo1g1EaDqAOYM_iDgEf0Y6Kj4/edit?usp=sharing). Stanford applicants should use the budget template [provided here](https://docs.google.com/spreadsheets/d/16u8YWAsshWuV4mndshGzKvk5ev6Xfd8DQfpiLFBaisY/edit?usp=sharing). Budgets will be evaluated on the scale and scope of the project and team personnel. When awarding Magic Grants, the Brown Institute may adjust budgets according to review committee recommendations and available funds.

**Additional Information and Questions**

The full Magic Grant Call for Proposals can be found at [brown.columbia.edu/propose](https://brown.columbia.edu/propose) or [brown.stanford.edu/propose](https://brown.stanford.edu/propose). Questions about the process and eligibility requirements can be found under the *Propose* menu item of our site.

Meeting Notes – 25 March

**Needed** – 1 person from both Columbia & Sanford

* Faculty involvement
* Letters of Support: 2 letters of support (for Columbia applicants)
* **Goal**: Preventing the spread of the next info-demic in healthcare
* **Understanding the Problem Space**
  + *Notes* – “Surveying people on the ground to understand how their belief in information affects the spread of content in local communities so serving people …. How they understand social stigma taboos have access to support both vaccination rates and mitigate the limitations they face”
  + Understanding How Trust is Built
* **How to measure**: Simulations of user profiles that spread and consume health information.
  + **Social simulators**
    - General Simulators to measure and understand other use cases beyond health.
* **Expectations**: Understanding users’ perceptions of health care information vs. how health care mis- and dis- information is actually spreading online.
  + Aiming to understand how harmful or misleading health information is spread (e.g. source, etc)
  + How their perceptions are shaped by online information and how these perceptions are aligned to medical facts/information?
  + **Questions?** Can chatbots replicate and spread opinions on health-information?