Electronic Media and Film

FY2020 GUIDELINES

Application Deadline: March 28, 2019 by 4:00PM

NEW YORK STATE OF OPPORTUNITY. | Council on the Arts

ANDREW M. CUOMO
Governor

KATHERINE NICHOLLS
Chair

MARA MANUS
Executive Director

Helpful Information

PROGRAM STAFF

TIMETABLE OF KEY EVENTS

Guidelines Released	January 23, 2019
Application Period Begins	February 11, 2019
Applications Due	**March 28, 2019 4 pm**
Award(s) Announced By	EST December 15, 2019

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PLEASE NOTE:
These program guidelines have been developed for the current funding year. NYSCA's grant recommendations each year are the result of funds available, the volume of applications received, and a review process that includes the evaluation of all eligible proposals by a peer review panel. Past funding is neither a factor considered by the review panel nor a guarantee of future funding.

Funding Restrictions

Limitations to the Number of Applications

Organizations are limited to two grant requests to NYSCA. Each ongoing multi-year grant counts as one of these requests. Please note that the following categories **do not count** towards an organization's limit of two requests:

- ❏ Architecture + Design Program — *Independent Projects category*

- ❏ Dance Program — *Rehearsal Space and Residencies categories*

- ❏ Electronic Media & Film Program — *Art & Technology Initiative (see Workspace category)*

- ❏ Facilities Projects Program — *All categories*

- ❏ Folk Arts Program — *Apprenticeships category*

- ❏ Folk Arts Program — *Regional and County Folk Arts Programs category*

- ❏ Individual Artists Program — *All categories*

- ❏ Literature Program — *Translation category*

- ❏ State and Local Partnership Program — *Decentralization category*

- ❏ All Programs — *Regrants and Partnerships category*

Ineligible Activities

New York State law and NYSCA policy restrict the types of activities and expenditures that NYSCA may fund. NYSCA is unable to award funding for the following:

- ❏ Accumulated deficits and debt reductions

- ❏ Activities not open to the public, for example, activities restricted to an organization's membership. Funded activities must be open to the public and promoted as such

- ❏ Competitions and contests

- ❏ Components of an organization's budget that are not directed towards programs in New York State

- ❏ Entertainment costs for receptions, openings, and fundraising benefits/events

- ❏ Major expenditures for the establishment of a new organization

- ❏ Operating expenses and fellowships at professional training schools that are not open to the general public

- ❏ Operating expenses of privately owned facilities (such as homes and studios)

- ❏ Out-of-state travel expenses

- ❏ Programs of public school districts or their components or affiliates

- ❏ Programs that are essentially recreational, rehabilitative, or therapeutic

- ❏ Programs of New York State agencies or departments

- ❏ Requests for amounts that are greater than an organization's total operating expenses minus its total operating income

- ❏ Programs of public colleges and universities except under limited circumstances. Entities with close public college or university affiliations will be examined on a case-by-case basis to determine eligibility. **Such applicants are strongly advised to contact NYSCA program staff listed on the previous page of this document in advance of the application deadline to determine eligibility.**

Electronic Media & Film Program - Overview

Please Note two important changes to the FY2020 Application Process:
1. Applicants no longer need to register requests on the NYSCA website; and
2. Applicants must submit through the online NYSCA-New York State Consolidated Funding Application (NYSCA-CFA). *The Grants Gateway will continue to be a critical part of the NYSCA grants Prequalification and contracting process for FY2020.*

The NYSCA FY2020 Application Manual (PDF) explains how to:
1. Review NYSCA's general requirements;
2. Become Prequalified in the Grants Gateway
3. Register in the NYSCA-CFA
4. Submit an application through the NYSCA-CFA and get help for technical questions.

The NYSCA FY2020 Application Manual and online NYSCA application guide are available on the NYSCA website at www.arts.ny.gov/application-guide . Please read all instructions carefully.

Electronic Media & Film (EMF) advances artistic exploration and public engagement in the media arts. EMF is dedicated to experimental and creative expression in all genres of time-based and moving image media. Support is provided for projects that employ electronic media, film and technology as an art form, including game design, emergent technologies and historical and rarely seen works.

Priority is given to programs that combine strong curatorial vision and innovation.

IMPORTANT – EMF is not able to support requests that employ the media arts in service of another discipline or interest, or science/art and technology as creative expression, such as BioArt and environmental arts at this time.

New applicants are encouraged to contact EMF staff in advance of the application deadline.

NOTE: Sponsored requests are not eligible for support in the Electronic Media & Film Program.

PROGRAM PREREQUISITES

*   Applicant organizations must have successfully completed one full year of programming and administrative operations.
*   Applicants to the Art & Technology Initiative must demonstrate activity that is distinct from ongoing projects and programs of the organization.
*   Multi-disciplinary organizations are eligible to submit requests for support, but should do so only for projects that specifically address their media arts programs.
*   Time-based and moving image technology must be the core tools of interdisciplinary work, where technology is the predominant focus as a professional art form.
*   The organization must currently employ one or more qualified, salaried (not contracted) full-time or part-time administrative staff.
*   Direct payment of fees to artists (as defined in the section below, "Direct Payment of Fees to Artists") is required for all requests.

Electronic Media & Film Program - Overview

DIRECT PAYMENT OF FEES TO ARTISTS

Direct Payment of Fees to Artists means direct cash payments to Artists for services rendered. Honorariums and stipends are considered a type of Direct Payment of Fees to Artists. Direct Payment of Fees to Artists is required for all projects that propose Artist presentations, employ Artist services and/or exhibit Artists' works, including the following:

- Usage/rental and/or exhibition of existing work
- New/commissioned works
- Artists' talks/presentations and publications
- Artists' services, where the artist provides training, education and/or technical support
- Artist participation in research, development or consultation of a proposed project

COMMISSIONS

Commissions per se, are not considered Direct Payment of Fees to Artists. To be considered Direct Payment of Fees to Artists, commissions must include and clearly identify the artist's fee as a stand-alone fee, above and separate from the actual costs associated with commissioning, such as materials, fabrication, production, and installation. A percentage of, or commissions on, sales of Artists' works will not be considered as Direct Payment of Fees to Artists.

RESIDENCIES

For projects that propose Artist residencies, organizations cannot require or request artists to pay a fee for participation/services.

WORKSPACE / FACILITIES

For the purpose of this grant, workspace facilities, workshops and subsidized artists' studios are considered distinct from residencies. Fees may be requested by the applicant for workspace/studios, workshops and training only when the applicant proposes a subsidized program, otherwise not affordable to the artist/community.

EMF DOES NOT SUPPORT:

- Projects or activities that do not address electronic media, film and/or technology as a professional art form, and/or art work.
- Projects that employ technology as a communications medium, or as a vehicle for other artistic and cultural genres, such as dance, arts education, theater, music and folk arts, are not eligible.
- Websites, mobile and/or social media solely as a platform for information or oral histories. This includes magazine format reporting, and where content may be creatively produced but does not necessarily constitute a media art work.
- Applications from individual artists (including Sponsored Requests).
- Start-up organizations, commissions or production of new work.
- Projects and exhibitions featuring membership, board members, staff, faculty or enrolled students are not eligible.
- Production funding for independent film and media artists is available through the NYSCA Individual Artists Program.

Media Arts Assistance Fund (MAAF) / Technical Assistance

The Media Arts Assistance Fund (MAAF) is administered by Wave Farm in Acra, Greene County, and supports electronic media and film organizations, as well as individual media artists, in all regions of New York State. The Fund provides unique and critical support with a focus on sustainability and public engagement. For more information on MAAF Organization and Artist Support, visit https://wavefarm.org/mag

Types of Electronic Media & Film Support

GENERAL OPERATING SUPPORT

General Operating Support represents an investment by NYSCA in an organization's ongoing work, rather than a specific project or program. General Operating Support seeks to reward exemplary practice in all areas of administration, finance, programming, and other organizational activities.

Sponsored requests and applicants for Project Support will not be considered in this category.

General Operating Support is directed toward ongoing activities of arts and cultural organizations, arts and cultural programs operated as independent entities within their own organizations, or significant ongoing arts and cultural programming within organizations whose mission is not primarily arts based, for example, the media arts programs of an arts center operated as a discrete entity within a parent community service organization.

When considering the provision and level of General Operating Support, NYSCA examines the nature, scope, and quality of an organization's programs and activities, its managerial and fiscal competence, and its public service.

General Operating Support grants will be no less than $5,000 and will not exceed 25% of an organization's budget, based on the income and expense statement for the organization's most recently completed fiscal year. In FY19 the average range of grants awarded was $5,000 to $30,000. General Operating Support is awarded on a multi-year basis.

Prerequisites:

❏ The organization's primary focus or mission must be in the Electronic Media/Film Arts;
❏ The organization must have the majority of their public programming in the Film/Media Arts;
❏ The organization evidences a substantial commitment to the Film/Media Arts and Culture, with a prior record of accomplishment in producing or presenting Film/Media Art and cultural activities;
❏ The organization must demonstrate fiscal stability as indicated by such factors as a positive fund balance, an absence of substantial, recurring organizational deficits, a realistic and balanced organizational budget, diverse revenue sources, and strong internal controls;
❏ The organization must currently employ one or more qualified, salaried (not contracted) full time or part time administrative staff;
❏ The organization must have a viable, committed board of directors, with officers, that exercise oversight and accountability for governance, operations, programming and finances;
❏ Funding for national organizations is only provided for specific activities occurring in New York State;
❏ Direct Payment of Fees to Artists is required for all projects and activities that propose Artist presentations, employ Artist services and/or exhibit Artists works. See Direct Payment of Fees to Artists under Program Prerequisites above.
❏ NOTE: For organizations applying to EMF General Operating Support, applicants may apply for a second request in another Program discipline only when the request is explicitly for activity and expenses not covered by the EMF General Operating Support request.

Types of Electronic Media & Film Support

EXHIBITIONS & INSTALLATIONS

Electronic Media & Film (EMF) advances artistic exploration and public engagement in the media arts. EMF is dedicated to experimental and creative expression in all genres of time-based and moving image media. Support is provided for projects that employ electronic media, film and technology as an art form, including game design, emergent technologies and historical and rarely-seen works.

Works may be presented in a gallery, museum, outdoor venue, or through other communications technologies, including radio, Internet and mobile or data-based applications. This category also supports publications and media arts journals, online and in print, that provide dialog, discourse and information relating to electronic media, film and technology as an art form.

Priority is given to programs that combine strong curatorial vision and innovation. The presentation of work by New York State artists is also a priority.

IMPORTANT NOTE: EMF does not support projects where technology is employed solely as a communications medium.

EMF does not support websites, mobile or social media and other forms of communications technologies per se, or as a platform for general information or oral histories. EMF recognizes that while this content may be creatively produced, it does not necessarily constitute a media art work.

Exhibitions & Installations requests must be no less than $5,000 and will not exceed 50% of the project budget. In FY19 the average grant awarded was $5,000 to $30,000.

Prerequisites:

❏ Applicants must demonstrate appropriate presentation standards for all exhibitions and/or installations.
❏ Time-based and moving image media must be the core tools of interdisciplinary work, where technology is the predominant focus as a professional art form and/or art work.

Direct Payment of Fees to Artists is required for all project support requests that propose Artist presentations, employ Artist services and/or exhibit Artists' works.

IMPORTANT – See Direct Payment of Fees to Artists under Program Prerequisites above.

Types of Electronic Media & Film Support

FILM FESTIVALS & SCREENINGS

Electronic Media & Film (EMF) advances artistic exploration and public engagement in the media arts. EMF is dedicated to experimental and creative expression in all genres of time-based and moving image media. Support is provided for projects that employ electronic media, film and technology as an art form, including game design, emergent technologies and historical and rarely-seen works. Priority is given to programs that combine strong curatorial vision and innovation.

Support is available for the public presentation of film, video and new media festivals and screenings in a variety of venues, including cinemas, theaters, galleries, libraries and museums. Funding is also available for series and year-round programming. The presentation of work by New York State artists is required.

EMF recognizes that film today is presented in a wide variety of formats. EMF welcomes applications that value the range of technologies employed in the history of cinema to date and emergent moving image.

Film Festivals & Screenings requests must be no less than $5,000 and will not exceed 50% of the project budget. In FY19 the average grant awarded was $5,000 to $30,000.

Prerequisites:

- ❏ For Film Festivals, applicants must have completed three years of successful festival programming for a public audience.
- ❏ For Screenings, applicants must have completed two years of successful film and media screening programs to a public audience.
- ❏ Applicants must demonstrate appropriate presentation standards for all screenings and presentations.
- ❏ Applicants must demonstrate a contract or agreement for screening work between the organization and the artist or their representative, including appropriate compensation for the artist, and confirming the format that the artist designates.

Direct Payment of Fees to Artists is required for all project support requests that propose Artist presentations, employ Artist services and/or exhibit Artists' works.

IMPORTANT – See Direct Payment of Fees to Artists under Program Prerequisites above.

Types of Electronic Media & Film Support

WORKSPACE AND THE ART & TECHNOLOGY INITIATIVE

Support is available for Workspace and the Art & Technology Initiative that deepen the knowledge, rigor and artistic potential of electronic media and film as a professional art form, and may be directed at a general or professional audience.

Applicants to the Art & Technology Initiative must demonstrate activity that is new and/or distinct from ongoing projects and programs of the organization.

IMPORTANT NOTE: Workspace and the Art & Technology Initiative are two distinct Project areas within this category:
- Requests for Art & Technology Initiative ARE EXEMPT from the two-request limit.
- Requests for Workspace, including residencies, workshops and facilities ARE NOT EXEMPT from the two-request limit.

Workspace was designed to support artists and individuals in the process of learning, developing and producing media art works. Support is available for residencies, workshops and facilities support. Projects may be short-term or ongoing.

The Art & Technology Initiative was designed to encourage organizations in technology research and experimentation, support risk-taking ventures and to stimulate creativity and imagination within media arts organizations. Support is available for media organizations to explore emergent technologies new to their organization and outside of their existing program activity.

NOTE: This initiative encourages cross-professional collaboration between media arts organizations, game designers, scientists, and the environmental arts, where technology is core as an art form.

Art & Technology Initiative awards are for one year only. Applicants successful in this category in FY19 are not eligible for support in FY20.

Workspace and Art & Technology Initiative requests must be no less than $5,000 and will not exceed 50% of the project budget. In FY19 the average grant awarded was $5,000 to $30,000.

Prerequisites:
- Applicants must demonstrate standards of artistic excellence throughout all projects and activities.
- All activities must reflect the use of time-based media and technology as a professional art form and core principle of the work.
- Requests in this category must have salaried professional staff and technology support personnel.
- Requests for commissioning or exhibiting Artists Projects will not be considered.

For Workspace: Youth media proposals will be considered only when the applicant is working with participants aged 15 years and older in after-school pre-professional training programs for young artists and/or independent youth media workshops.

Direct Payment of Fees to Artists is required for all project support requests that propose Artist presentations, employ Artist services and/or exhibit Artists' works.

IMPORTANT – See Direct Payment of Fees to Artists under Program Prerequisites above.

Types of Electronic Media & Film Support

REGRANTS AND PARTNERSHIPS

Application to the Regrants and Partnerships Programs category is by invitation only

NYSCA may contract with nonprofit organizations to administer targeted funding and technical assistance in areas not directly funded by NYSCA Programs. Organizations are invited based on an identified, unmet need within a discipline by Program staff and the service profile of the applicant organization. This category covers a range of services from the administration of technical assistance funds to fees for artist appearances. Organizations applying to NYSCA in this category must show a willingness to reach beyond their membership in providing services or regrant awards.

Administrative costs for delivery of services can vary depending on the nature, depth, and scope of the work, but should rarely exceed 15% of project costs. Organizations receiving support for regrants in this category are required to report on the distribution of funds, describing the demographics of the recipients.

Prerequisites:

❏ Its primary focus or mission must be in the discipline in which the organization is seeking Regrants and Partnerships support; or the organization must have significant ongoing activities or services that address the focus of the NYSCA program in which the organization is seeking support;

❏ It must have ongoing services, programs, exhibitions, productions or other art and cultural activities that serve the general public and/or the arts discipline;

❏ The organization must make evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services; or the organizational mission must be primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services;

❏ It must demonstrate fiscal stability as indicated by such factors as a positive fund balance, an absence of substantial, recurring organizational deficits, a realistic and balanced organizational budget, diverse revenue sources, and strong internal controls;

❏ The organization must employ one or more qualified, salaried administrative staff;

❏ It must have a viable, committed board of directors with officers that exercises oversight and accountability for governance, operations, programming and finances;

❏ It must demonstrate a consistent policy of fair payment to consultants, organizations and artists.

Electronic Media & Film - Questions

The Questions below must be completed in the NYSCA-CFA under the QUESTIONNAIRE and NYSCA Tabs.

STANDARD QUESTIONS: *ALL NYSCA APPLICANTS MUST ANSWER THE QUESTIONS BELOW:*

LEGAL NAME OF APPLICANT

APPLICANT ADDRESS TABLE: Street, City, State, Zip

CONTACTS TABLE: (For Primary and Secondary Contact, Executive Director/Equivalent Position and Board Chair/President): First Name, Last Name, Title (for Primary and Secondary Contact), Phone, Email

MISSION: Please enter your organization's current mission statement. (Max 250 characters)

ACTIVITIES: Provide a brief overview of your organization's programs and activities as it relates to your mission in the previous question. (Max 1,000 characters)

STAFF LIST TABLE: First Name, Last Name, Title, Salary Range for Up to Five Primary Staff.

DIVERSITY/INCLUSIVENESS: Given your mission and the community you serve, how does your organization address diversity and inclusiveness? In your response, discuss in terms of staff, board, and audience composition, as well as the programs and services your organization provides. (Max 1,000 characters)

ACCESSIBILITY: A universal and inclusive environment for the arts allows everyone, including people with and without disabilities, and people of all ages, to access the facilities and programs of an organization. What actions has your organization taken to make your facilities, programs, and communications systems accessible and usable by all? (Max 1,000 characters)

FACILITIES: Briefly describe your facilities. Explain any relocations, expansions, renovations, or major improvements undertaken in the recent past or planned for the future. (Max 750 characters)

> **ORGANIZATION'S FACILITIES/REAL ESTATE ARE**: Choose "Owned" or "Rented"
> **IF RENTED, DATE CURRENT LEASE EXPIRES**:
> **DAYS/HOURS/SEASONS OF OPERATION**:

TOTAL NUMBER OF VISITORS/USERS/AUDIENCE: How many audience members, exhibition visitors, service users, or visitors to your facility do you serve? Provide an average annual figure.

SOCIAL MEDIA TABLE: Provide links to primary website and two additional social media, if your organization maintains.

FISCAL YEAR END DATE: Format MM/DD

YEAR INCORPORATED: Format YYYY

PROJECT NAME (* Completed when the application is created)

PROJECT DESCRIPTION: Provide a brief description of your project. (Max 250 characters)

PROJECT OBJECTIVE: Please indicate the primary goals of this request. (Max 250 characters)

Electronic Media & Film - Questions

STANDARD QUESTIONS (cont.)

PROJECT PERFORMANCE MEASURE: Indicate how you will measure the success of the request, should it be supported. (Max 250 characters)

PROJECT CAPACITY: Indicate how your staffing will provide sufficient support for the project (experience, training activities). (Max 250 characters)

PROJECT REQUEST AMOUNT: (* Completed under the Funding Tab)

PROJECT TOTAL EXPENSES: (* Completed under the Funding Tab)

ADDITIONAL STANDARD QUESTIONS *- All applicants to the ELECTRONIC MEDIA & FILM PROGRAM, **for all Categories,** must also complete the following questions.*

For All Additional Standard Questions – Maximum Character Limit is 2,000.

1. **MANAGERIAL/FISCAL** — BOARD and STAFF:
Describe the board composition, including their involvement in organizational management, fundraising and program oversight. Are there paid staff who also serve as executive board members? If yes, do they vote on staff salary and benefits? Include the range of professional expertise of the board members.

2. **MANAGERIAL/FISCAL** — BOARD and STAFF REPRESENTATION:
How does the board and staff composition reflect the community it serves, and the community/region where the organization is located? What steps are being taken to provide leadership training within the staff structure, and to ensure community representation.

3. **MANAGERIAL/FISCAL** — FINANCES:
Describe how proposed request expenses will be met. Describe contingency plans for any shortfall in income that might occur, for the organization and for projects. Remember to include any financial notes in the Project Budget area in the applicable expense line.

4. **MANAGERIAL/FISCAL** — ARTISTS FEES:
Describe artist fees, support and artist subsidies for participating artists across all programs involving artists. Briefly describe any rights or contracts with the Artist.   Explain why any such fees meet the requirements for Direct Payment of Fees to Artists under the Program Prerequisites section of the EMF FY 2020 Guidelines.

5. **MANAGERIAL/FISCAL** — MARKETING, OUTREACH AND PROMOTION:
Describe the promotion and marketing plan appropriate to your request, including print and electronic media. What measures are taken to diversify and broaden public and artist participation.

6. **SERVICE TO THE PUBLIC** — PROJECT DOCUMENTATION:
If applicable, describe the content and presentation format of any documentation or publication stemming from this project and/or programming.

7. **SERVICE TO THE PUBLIC** — COMMUNITY SERVED:
Describe the community served by this request, and how it is served by this organization. How does this project serve participating artists and the artist community?

8. **SERVICE TO THE PUBLIC** — PARTNERSHIPS and COLLABORATIONS:
Describe any partnerships or collaborations the organization may have with other cultural organizations partners, including local businesses.

Electronic Media & Film - Questions

GENERAL OPERATING SUPPORT: *All applicants to GENERAL OPERATING SUPPORT must complete the following questions.*

For All General Operating Support Questions – Maximum Character Limit is 2,000.

1. ARTISTIC/PROGRAMMATIC — ORGANIZATIONAL BACKGROUND: Describe the organization and how it was established. If other than a media arts-specific mission, state the percentage of moving image and time-based media programs that take place annually compared to other programming within the organization.

2. ARTISTIC/PROGRAMMATIC — ARTISTIC AND CULTURAL VISION: Articulate the organization's artistic and/or cultural vision.

3. ARTISTIC/PROGRAMMATIC — PROGRAMMATIC OVERVIEW: Describe programs and/or services planned for the coming year, including ongoing programs. How will they help the organization to realize its artistic and cultural vision? Discuss any new programs and/or initiatives that are planned for the next two years, as well as the goals and expected outcomes for these activities. The description of programs should indicate venues, dates, theme (if available) and intended programming for these events, workshops and/or exhibitions. Highlight projects or services occurring in New York State.

4. MANAGERIAL/FISCAL — CHANGES AND CHALLENGES: Describe any recent significant programmatic changes, developments, and/or challenges, indicating how any challenges will be addressed.

5. MANAGERIAL/FISCAL — KEY STAFF: Identify the key administrative and artistic staff members responsible for managing the media arts programming. Detail any recent significant changes in recent key staff positions.

6. SERVICE TO THE PUBLIC — COMMUNITY CONTEXT: Identify the other organizations in the area that provide similar arts and cultural activities, and tell us how their activities support, enhance, or differ from those of this organization.

7. MANAGERIAL/FISCAL — EVALUATION: Articulate how the organization evaluates its programs, services, and/or other organizational initiatives.

EXHIBITIONS AND INSTALLATIONS: *All applicants to EXHIBITIONS AND INSTALLATIONS must complete the following questions.*

For All Exhibitions and Installations Questions - Maximum Character Limit is 2,000.

1. ARTISTIC/PROGRAMMATIC — PROGRAM SUMMARY:
Describe the proposed project, number of events, when and where it will take place and a brief description of the artists and work to be presented. Be specific. Describe what funds are requested for.

2. ARTISTIC/PROGRAMMATIC — CURATOR / CURATORIAL VISION: Identify the programmers and/or curator(s) responsible for selection and interpretation of the works exhibited, noting their credentials. Describe the curatorial vision and rationale for the works selected. Also describe the technical capacity of program staff support.

3. ARTISTIC/PROGRAMMATIC — WORK PLAN: Describe the plan for exhibiting the work, the venue, presentation format and/or technology, audience capacity and audience viewing area (gallery, theater, Internet). How is this best practice in presentation standards and why is it an appropriate venue for this proposed work?

4. SERVICE TO THE PUBLIC — PUBLIC EDUCATION: How does this program deepen public understanding of time-based media as a professional art form? What methods are used to provide the public a curatorial or critical context for this work?

Electronic Media & Film - Questions

FILM FESTIVALS AND SCREENINGS: *All applicants to FILM FESTIVALS AND SCREENINGS must answer the following questions.*

For All Film Festivals and Screenings Questions - Maximum Character Limit is 2,000.

1. ARTISTIC/PROGRAMMATIC — PROGRAM SUMMARY: Briefly describe the festival or screening and what the funds are requested for, be specific. Include purpose, type(s) of film/media work presented, scope, when it occurs and duration of the event. Indicate the number of films/screenings, location and venue. Describe ticket pricing and attendance numbers for the past year. Provide the URL for the request project web site.

2. ARTISTIC/PROGRAMMATIC — PROJECT THEME / CURATORIAL VISION: Describe the primary theme/ curatorial vision of the festival and/or screenings including the criteria for selecting work; identify the programmer/curator(s) responsible and their credentials. How does this advance critical dialogue around media and film as an art form?

3. MANAGERIAL/FISCAL — KEY STAFF: Describe key festival staff and any programmatic changes and/or developments in the past year including key program challenges and how the organization plans to meet them.

4. MANAGERIAL/FISCAL — TECHNICAL CAPACITY: Describe the technical capacity of the venue, presentation format and technology, audience capacity and viewing area. Why was this venue/format chosen? Describe the technical capacity of program staff support, including projectionists.

5. ARTISTIC/PROGRAMMATIC — TOURING (If Applicable): Is this is a festival / screening that will tour? (yes/no) If yes, describe location, schedule, rationale for touring this work. Include selected sites and any plans for revising the content for other sites.

WORKSPACE ART & TECHNOLOGY: *All applicants to WORKSPACE ART & TECHNOLOGY must complete the following questions.*

For All Workspace Art & Technology Questions - Maximum Character Limit is 2,000.

1. ARTISTIC/PROGRAMMATIC — PROGRAM SUMMARY:
Describe the proposed project and duration; where and when it will take place; what are funds requested for, be specific. Who are the participants, partnering organizations, and/or individuals and artists. If this request is for the Art & Technology Initiative, describe how it is innovative. Provide a URL for the project or applicant web site.

2. ARTISTIC/PROGRAMMATIC — ARTISTIC VISION: Describe the artistic vision of this request. Be specific. If applicable, describe the curriculum and learning objectives. How is the curriculum developed, who participates in the process.

3. SERVICE TO THE PUBLIC — VALUE / SERVICE to PUBLIC: Establish the need for this project, objectives and the intended outcomes, and how it relates to the applicant's overall mission, programs and goals.

4. MANAGERIAL/FISCAL — KEY CHALLENGES: Describe key challenges to the project and how the applicant proposes to meet them.

5. MANAGERIAL/FISCAL — KEY STAFF: Describe key personnel, their qualifications and capacity as instructors, facilitators or technical staff. Note the number of artists participating, their role and how they will be selected.

Electronic Media & Film - Questions

WORKSPACE ART & TECHNOLOGY (cont.)

6. MANAGERIAL/FISCAL — ARTIST / PARTICIPANT:
Describe the selection process for artists and/or public participation in the Workspace or Art & Technology Initiative. What are the criteria for participation and who is involved in the selection process?

7. MANAGERIAL/FISCAL — TECHNICAL CAPACITY: Describe the facilities, technology, capacity and available technical support. If this is an ongoing Workspace program, include the facilities maintenance routine and plan for technology upgrades.

REGRANTS AND PARTNERSHIPS: *All applicants to REGRANTS AND PARTNERSHIPS must complete the following questions:*

For All Regrants and Partnership Questions - Maximum Character Limit is 2,000.

1. ARTISTIC/PROGRAMMATIC — PROGRAM SUMMARY:
Describe the regrant or partnership program, its priorities, and the constituents served. What are the intended outcomes of this project or service? How does it differ from or complement other programs in the community or field? Provide the organizational URL.

2. ARTISTIC/PROGRAMMATIC — ORGANIZATIONAL MISSION & REGRANT:
What is the Relevance of this regrant partnership to your mission? How does this program relate to the organization's mission, goals and programming?

3. ARTISTIC/PROGRAMMATIC — SCOPE OF ACTIVITY:
For ongoing regrant projects, describe the number of requests received, on average, for each of the past two years. Include the average request amount and grant amount. If this is a new request or service, project the number of anticipated requests and the range of grant amounts to be awarded.

4. MANAGERIAL/FISCAL — KEY REGRANT STAFF:
Who is responsible for the administration of this project? Describe their role, detailing their duties and noting whether this is a full time, part-time or consultant position. If the coordinator has other responsibilities within the organization, describe them.

5. MANAGERIAL/FISCAL — WORK PLAN:
Outline the schedule and work plan for the next granting or activity cycle. Provide an overview of annual regrant or program deadlines and related activities.

6. MANAGERIAL/FISCAL — SELECTION PROCESS:
Describe the application and selection process, noting what is required of applicants, restrictions, and whether there is a panel review. If applicable, describe the composition of the panel and the review process.

7. MANAGERIAL/FISCAL — EVALUATION:
How is the effectiveness of this program evaluated and assessed? Has evaluation led to change in the program? Describe the benefits of this regrant or partnership to the community and general public.

8. SERVICE TO THE PUBLIC — COMMUNITY CONTEXT:
Identify organizations in New York State that provide similar arts and cultural activities, and tell us how their activities support, enhance, or differ from those of this organization.

Electronic Media & Film - Support Materials

Required Support Materials must be uploaded in the NYSCA-CFA under the DOCUMENTS tab (other than Board list which will be uploaded within the NYSCA tab), unless otherwise noted below

STANDARD SUPPORT MATERIALS – All Applicants: *ALL ELECTRONIC MEDIA*

AND FILM APPLICANTS must submit the support materials below:

1. **List of Board of Directors,** including affiliations. A sample template is available at https://grantsmanagement.ny.gov/system/files/documents/2018/10/sample-board-directors-profile.pdf.

2. **Biographical statements** of up to 3 key staff, maximum of 1 page each.

3. Up to **5 representative marketing materials** (sample programs, flyers, catalogs or brochures) that reflect activity for the past year. Do not include press coverage, reviews or notices.

4. **Program schedules/list of programming,** including dates and artists for the most recently completed programming year. For workshops and training, include sample curriculum and/or learning objectives.

5. **Sample contract or letter of agreement** between the organizations/artists served.

6. **Up to ten (10) images** that best represent this proposal and the work of the organization in film and electronic media as a professional art form. Include two samples of artists' works in time-based media, moving image and/or sound art (no more than six minutes each).