

**NYSCA GUIDELINES
INFORMATION SESSION**

**Electronic Media
& Film**



**Council on
the Arts
FY2021**



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Program Goals

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.

Program Prerequisites

EMF has different pre-requisites for each of its four primary funding Categories. Please read the FY21 EMF Guidelines for this detail. Pre-requisites outline what is eligible, and not eligible, and will determine the successful outcome of any proposal.



Key Dates & Deadlines

Guidelines Released January 14, 2020	Application Period Begins January 28, 2020	Deadline: March 12, 2020 4PM	Award(s) Announced By EST December 15, 2020
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Previous Year Statistics

- \$2.1 million awarded
- 107 grants to 105 organizations
- Grants across 25 counties

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- Exhibition & Installations**
- Film Festivals & Screenings**
- General Operating Support**
- Regrants and Partnerships**
- Workspace, Art & Technology Initiative**



Program Proposal Tips

Note: While historic, new and rarely seen works are equally valued, a new generation of new organizations is applying to EMF and the competition is high. Whether returning or a first-time applicant, the following tips are critical to a successful proposal.

- Study Guidelines for the Category you are applying to, compliance is critical.
- Include Payment of Fees to NYS Artists as required for all EMF proposed projects.
- Keep your narrative specific, answer the questions in clear focused detail.
- Select support materials carefully, these and your web site *are considered essential as the organization's public image.*
- Use Financial Notes, they are highly important in clarifying budget details.
- Check your spelling!
- Do not cut & paste; never repeat an answer across different questions.
- Note contemporary issues, local or regional, to strengthen community context.

Remember! Prior year funding is no guarantee your FY21 application will be successful. Contact Program Staff with any questions!

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FAQs

- I am a film/media artist, will you consider my project?
 - ✓ No. Please see Guidelines for the Individual Artist Program (IND).

- I have a theater organization (or dance, music, etc.) looking to purchase (or integrate) technology into our presenting / programming...can I apply to EMF?
 - ✓ No. The applicant must have a media arts-based mission regarding programs.
 - ✓ Please see Facilities Program for Equipment Purchase.
 - ✓ See EMF Guidelines for additional criteria on cross-discipline or multi-discipline projects and organizations.

- Are business district or community improvement projects eligible?
 - ✓ No. Please see REDC opportunities; Regional Economic Development may be available to you.

- Can staff guide me in shaping my proposal?
 - ✓ No. This is a competitive process. Staff is available to clarify Guidelines, Program Goals and Objectives.

May I call you at anytime for assistance?

- ✓ **YES!!** EMF welcomes new and returning applicants via phone or email!



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- ✓ Pre-qualification is the first step; make sure your organization is pre-qualified - and/or all vault documents are up to date.
- ✓ View application resources at <https://www.arts.ny.gov/about-nysca-grants>, including our application manual PDF and interactive guide at <https://www.arts.ny.gov/application-guide>.
- ✓ There are no exceptions to the CFA application deadline once the deadline has passed. It is a time-sensitive application.
- ✓ Read the questions carefully and answer them directly. Be succinct. The NYSCA CFA application has a word count.
- ✓ Use the Financial Notes section provided.
- ✓ Remember to answer all the CFA application questions and upload all support materials requested. Do not submit hard copy to EMF.



Contact

Karen Helmerson

Program Director

Karen.helmerson@arts.ny.gov

(212) 459-8824

Fabiana Chiu-Rinaldi

Program Officer

Fabiana.chiu@arts.ny.gov

(212) 459-8828

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THANK YOU!

