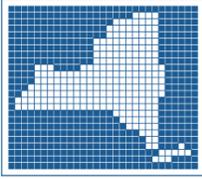


State of the Arts



**NYSCA**

New York State Council on the Arts  
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New York, New York 10010

212-459-8800  
[www.arts.ny.gov](http://www.arts.ny.gov)

## **Electronic Media & Film**

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Fabiana Chiu-Rinaldi, Program Officer, [fabiana.chiu@arts.ny.gov](mailto:fabiana.chiu@arts.ny.gov)

Electronic Media and 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, including emergent technology. Support is provided for projects that employ technology as an art form, historical and rarely seen works that enable media arts appreciation. EMF does not support projects where technology is employed solely as a communications medium. Priority is given to programs that combine strong curatorial vision and innovation.

EMF does not accept applications from individual artists. Production funding for independent film and media artists is available through the NYSCA Individual Artists Program.

The NYSCA grant program strives to make investments of public funds that serve all communities and people that comprise New York State's citizens and visitors. NYSCA strongly supports, values and encourages the sustained and concerted efforts of non-profit art, culture and heritage organizations to be inclusive and have its workforce, artists and programmatic offerings reflect New York State's diversity of people, geography and artistic interests.

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## **Prerequisites for Electronic Media & Film**

Applicant Organizations must have successfully completed one full year of programming and administrative operations.

EMF does not support start-up organizations, commissions or production.

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.

## **Types of Support Available:**

**Applicants may make a total of two requests Council-wide, except in categories exempt from the two-limit request (see below).** Applicants wishing to make two requests in the Electronic Media & Film project categories in FY15 should first speak to Program staff regarding eligibility for General Support.

**General Support** is provided for organizations whose primary mission is media arts-based, employing time-based and moving image technology as a professional art form. General Support applicants may not apply in the project categories below, and are limited to one additional request Council-wide.

**Project Support** is provided for the following categories:

1. Exhibitions and Installations
2. Film Festivals and Screenings
3. Workspace, Art & Technology

**Regrants and Partnerships Support** is made by invitation from the Council only, and is *exempt* from the Council-wide two-request limit.

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## **Technical Assistance (MAAF)**

The **Media Arts Assistance Fund (MAAF)** is administered by Wave Farm (free103point9 Inc.) in Acra, Greene County, and supports electronic media and film organizations, as well as individual 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, visit Wave Farm <http://mediaartsgrants.org>

## **MAAF Organization Support**

Grants to media arts organizations address capacity and technology needs, providing funds for organizations to hire outside consultants in three areas critical for organizations, who face unique challenges in a field of rapid technology development: Organizational Development, Professional Development, and Convening (including New York State conference attendance.) Technical assistance is not available for project support or to augment Exhibition, Distribution, Preservation or other Program funding categories. New York State nonprofit media arts organizations may request funding support up to a maximum amount of \$4,000.

## **MAAF Individual Artist Support**

Grants to media artists support the distribution and exhibition of works in all genres of time-based and moving image media, including emergent technology. Funding assists artists in making recently completed works available to public audiences. Artists may request funding support up to a maximum amount of \$10,000.

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## **Eligibility to Apply for other NYSCA Support and Exemptions from the Two-Request Limit:**

Organizations applying for or receiving General Support from NYSCA may also apply for Project Support in one other program. Sponsored applicants and those funded under the following programs are exempt from the two-request limit:

Architecture and Design Program - *Independent Projects category*

Dance Program – *Rehearsal Space and Residencies category*

Electronic Media & Film Program – *Workspace, Art & Technology category*

Facilities 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 – *Literary Translation category*

Regional Economic Development Program – *All categories*

State and Local Partnership Program - *Decentralization category*

All Programs - *Regrants and Partnerships category*

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## **Evaluative Criteria:**

Grant requests are evaluated in accordance with agency-wide criteria.

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## **Eligibility Criteria for Regrants & Partnerships**

In order to be eligible to apply for Regrants and Partnerships Support an applicant organization must meet the following minimum criteria:

- It must be a governmental or quasi-governmental entity, a tribal organization, or duly incorporated non-profit organization, either incorporated in NY State or registered to do business in NY State, with its principal place of business located in NY State; and

- Unless it is not otherwise exempted from prequalification, the nonprofit organization must be prequalified to do business with NY State by the time of the NYSCA application submission deadline date. For more information about how to Register and Prequalify in the Grants Gateway, click [here](#).
- Its primary focus or mission must be in the discipline in which the organization is seeking Re-grants 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; and
- It must have ongoing services, programs, exhibitions, productions or other art and cultural activities that serve the general public and/or the arts discipline; and
- 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; and
- 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; and
- The organization must employ one or more qualified, salaried administrative staff; and
- It must have a viable, committed board of directors with officers that exercises oversight and accountability for governance, operations, programming and finances; and
- It must demonstrate a consistent policy of fair payment to consultants, organizations and artists.

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## REGRANTS and PARTNERSHIPS

Karen Helmerson, Program Director, [karen.helmerson@arts.ny.gov](mailto:karen.helmerson@arts.ny.gov)

Fabiana Chiu-Rinaldi, Program Officer, [fabiana.chiu@arts.ny.gov](mailto:fabiana.chiu@arts.ny.gov)

**Application to the Re-grants & Partnerships Programs category is by invitation only.**

**Applicants are required to obtain staff approval prior to submitting a request in this category.**

**This category is exempt from the Council's two-request limit.**

The Council may contract with nonprofit organizations to administer targeted funding and technical assistance in areas not directly funded by NYSCA Programs. These activities are carried out with funds granted through the Re grants & Partnerships category.

This category covers a range of services from the administration of technical assistance funds to fees for artist appearances. Services can either have a long-term role in the arts community or be developed to meet a short-term need. Some organizations may use a panel review process to determine regrant awards for their projects, while others may be limited primarily to assigning and accounting for consulting services. A working knowledge of the target audience, arts discipline, and service area is essential for those organizations receiving grant contracts in this category. Organizations applying to the Council 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. Organizations receiving support for re grants in this category are required to report on the distribution of funds, describing the demographics of the recipients.

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### **Application Instructions:**

To align with New York State's Grants Gateway, the NYSCA application process has changed from years past.

Applicants will now need to submit information in **both** the NYSCA application portal and the Grants Gateway Grant Opportunity Portal

Through the [NYSCA application portal](#)\*, applicants will submit:

1. Organization Profile
2. Organization Budget
3. Registration
4. Program Application

All of the above required submissions are available on the NYSCA website as fillable forms and are accessible to registered NYSCA account holders\*.

Upon submitting the Program Application through the NYSCA portal, applicants will be able to view all four required documents in a single window. This information can then be saved as a pdf.

Copies of the four required documents must then be uploaded to the Grants Gateway Grant Opportunity Portal (See Below).

Through the [Grants Gateway Grant Opportunity Portal](#), applicants will also submit:

1. Project Budget
2. Work Plan
3. [Cultural Data Project NYS Funder Report](#)
4. Mandatory Support Materials (See Below)
5. Copies of the Organization Budget, Organization Profile and Program Application as submitted to the NYSCA application portal.

**Failure to complete any of the requirements will deem applications ineligible. No exceptions will be made to this policy.**

\*New applicants can create a NYSCA account [here](#)

**In the event that an applicant fails to submit one or more of the required materials, the application will not be eligible for review.**

**Also note that you must be prequalified before the Grant Opportunity Portal closes! Please be sure to check your status and clear up any outstanding deficiencies with your document vault before submitting your application!**

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### **Mandatory Support Materials for Regrants & Partnerships Request:**

The following Mandatory Support Materials must be submitted by uploading into the Pre-Submission Upload menu in the Grants Gateway Grant Opportunity Portal along with the Online Application.

Acceptable file types are: Adobe Acrobat PDFs, Microsoft Word DOC or DOCX, Microsoft PowerPoint PPT or PPTX. To submit URLs, please create a Word or PDF file with a list of URLs with any notes or description. URLs cannot be password protected and must remain live until December 31, 2014. NYSCA is not responsible for any broken, inactive or password protected links.

**In the event that an applicant fails to submit one or more of the following required materials, the application will not be eligible for review.** For a more detailed description of how to submit your support materials for this application, please click [here](#) for more information.

1. *Résumés or biographical statements* of up to 3 key staff, maximum of 1 page each - upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
2. *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.- upload to the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.
3. *Website, Facebook, Twitter, YouTube, and other social media links.* We also reserve the right to review any/all of these online sources as part of your application. – upload to

the Pre-Submission Upload menu of the Grants Gateway Grant Opportunity Portal application.

4. Sample contract or letter of agreement between the organizations/artists served.
5. Number of organizations/artists served over the past two years, including project descriptions and grant amounts.
6. *Up to ten (10) images that best represent this proposal and the work of the organization in film and electronic media as an art form.* All to be uploaded into the Pre-Submission upload menu in the Grants Gateway Grant Opportunity Portal application.

Optional: Two samples of artists' works in time-based media, moving image and/or or sound art (no more than six minutes each)

Work samples are a critical component of the review process in this Program.

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### **Application Narrative Questions:**

#### **Artistic/Programmatic**

1. Program Summary  
Describe the regrant or partnership program, its priorities, and the constituents served. How does it differ from or complement other programs in the community or field? Provide the organizational URL.
2. Mission  
How does this program relate to the organization's mission, goals and programming?
3. 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.

#### **Managerial/Fiscal**

4. Staffing  
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. Governance  
Describe the involvement of the board in management and program oversight.
6. 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.
7. Finances
  - Detail plans for meeting current and future expenses beyond income from NYSCA, if appropriate to the regrant or partnership project. Include sources of earned income.

- Explain any current and/or recurring surplus or deficits. How would the scope of the project change if full request for NYSCA funding is not received?

### **Service to the Public**

#### **8. Constituency**

Describe the audiences and communities served.

#### **9. Marketing/Outreach**

What are the strategies for outreach and marketing to diverse communities, arts groups and artists, including those not currently served by the program? Include details about any technical assistance resources for emerging artists and arts groups.

#### **10. 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.

#### **11. 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.

#### **12. 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. Describe any partnerships or collaborations with other organizations.

#### **13. Support Materials**

Please list all of the support materials and/or work samples being submitted. These materials are critical to the application's assessment.