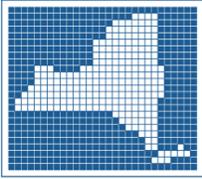


State of the Arts



State Council on the Arts
110 West 19th Street, 10th Floor
New York, NY 10011

NYSCA^{NY}

Electronic Media & Film

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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.

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.

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.

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*

Evaluative Criteria:

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

WORKSPACE, ART & TECHNOLOGY

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Support is available for Workspace, Art & Technology initiatives 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. All genres of time-based and moving image media, including emergent technology and new modes of experimental work are eligible. Art & Technology Initiatives must demonstrate the ability to look beyond current conventions to explore, pilot or expand resources and best practices within the media arts.

Workspace, Art & Technology requests will be no less than \$5,000 and will not exceed 50% of the project budget.

Eligible activities include:

- **Workspace**
 - Ongoing training, facilities and residencies for moving image and time-based media
- **Art & Technology**
 - **Incubators** for cross disciplinary initiatives that explore and research the use of time-based media arts and new technologies; projects include but are not limited to forums, surveys and short-term laboratories
 - **Initiatives** that strengthen creative art and technology communities and the infrastructures that support them; projects include but are not limited to planning and/or implementing innovative operating models, new information resources, consortiums, convening and capacity development
 - **Digital Conversion** for transitioning time-based media materials and delivery systems; projects include but are not limited to preservation, restoration and planning for new presentation modes

Requests for support in Workspace, Art & Technology Initiatives are exempt from the two-request limit.

Prerequisites

- Applicants must demonstrate standards of artistic excellence throughout all projects and activities
- Incubators, Initiatives, training and curriculum standards must reflect the use of 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

NOTE: Youth media proposals in grades K-12 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.

This Category does not Support

- Commissions, production or exhibition
- Applications from individual artists
- Equipment purchase

IMPORTANT NOTE:

- Production funding for independent film and media artists is available through the Individual Artists Program.
 - Support for Exhibitions and Installations is available through a separate category within the Electronic Media and Film Program.
 - Support for equipment purchase is available under the regional Economic Development Program (REDC).
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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!

Mandatory Support Materials for Workspace, Art & Technology

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. Outline of Workspace curriculum/activities or Art & Technology process; include a list of participating artists
3. Project schedule for the coming year; images of the work space and planned activities
4. A list of technology available for participants
5. Two samples of work in time-based media, moving image or sound art, totaling no more than six (6) minutes per sample, representative of the proposed project
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.

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

Application Narrative Questions:

Artistic/Programmatic

1. Program Summary

Describe the proposed project and duration; where and when will it take place; what are funds requested for, be specific. What makes this project unique with regard to its topic, aesthetic approach and/or creative and innovative use of technology? Who are the participants, partnering organizations, and/or individuals involved. If the request is for Digital Conversion of media materials, describe the nature and scope of the collection. Provide a URL for the project or applicant web site.

2. Describe the artistic vision and/or pedagogy of this project, be specific. If applicable, describe the curriculum, and how it is developed; who participates in the process.

3. Program Context

Establish the need for this project and the intended outcomes; how will it relate to the applicant's overall mission, programs and goals

4. Challenges

Describe key challenges to the project and how the applicant proposes to meet them.

5. Artistic/Technical Staff

Describe key project personnel, their qualifications and capacity as instructors, facilitators or as equipment maintenance staff; note the number of artists participating, the capacities in which they work and how they will be selected.

6. Describe the facilities, technology, capacity and available technical support. If this is an ongoing program, include the facilities maintenance routine and plan for technology upgrades.

Managerial/Fiscal

7. Board and Staff

Describe the board composition and range of expertise; indicate how the board serves the organizational and programmatic needs; describe the involvement of the board in management, fundraising and oversight; briefly describe the program planning process.

8. Finances

Describe the plan for meeting current and future project expenses for this project; what are the artist fees and subsidies for this program

9. Contracts and Services

Describe what obligations if any, artists and participants have as part of the residency or workshop; describe any contracts between the organization and participants

Remember to include any financial notes in the Project Budget area

Service to the Public

10. What is the value of this project to the public and cultural community, including participating artists. How many individuals will be served? Describe the plan for promotion of the program and outreach to the community.

11. How long has this program been available to the public? How does the organization evaluate the project, and what assessment tools does the organization employ? If this is a pilot program, detail the time-line for this activity.

12. List any other organizations providing similar or complementary services to the community.

13. Support Materials

List all support materials being submitted for this proposal.
