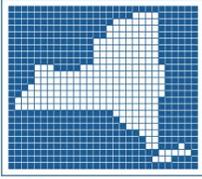


State of the Arts



NYSCA

New York State Council on the Arts
300 Park Avenue South, 10th Floor
New York, New York 10010

212-459-8800
www.arts.ny.gov

Folk Arts

Robert Baron, Program Director, robert.baron@arts.ny.gov

The Folk Arts Program is devoted to sustaining New York State's living cultural heritage of folk arts through supporting activities designed to safeguard, present and perpetuate traditions practiced within communities. It also supports programming that enables general audiences to experience the traditional arts.

Definitions

By definition, folk arts are traditional cultural expressions through which a group maintains and passes on its shared way of life. They are practiced within and among ethnic, regional, occupational, and religious groups as well as other kinds of communities with a common identity. Traditional folk arts express a group's sense of beauty, identity, and values. Folk arts are usually learned informally through performance, by example, or in oral traditions among families, friends, neighbors and co-workers rather than through formal education. The practice of folk arts by traditional artists stems from their birthright, community membership or direct participation in the life of a community. Never static, folk arts change as they are adapted to new circumstances while they maintain their traditional qualities. The best folk artists work within artistic conventions shaped and refined over time while creating innovations recognized by other community members.

Priorities

- Appropriate compensation to artists, folklorists and arts professionals.
- Dance presentations accompanied by live traditional folk musicians, when possible.
- Development of projects in close consultation and collaboration with the communities and artists whose traditions are to be presented. Support is not available for programming involving artists who appropriate, interpret, or revive the traditions of other communities.
- Presentations grounded in the traditional modes of practicing folk art are encouraged. The Folk Arts Program does not support programming involving choreography, theatricalization, or stylization that substantially alters traditions.
- Strong evidence of interpretive practices which aid appreciation and understanding of a tradition's meaning and contexts, especially for unfamiliar art forms. These may include

program booklets or other publications, websites, lecture/demonstrations, spoken introductions to performances, and interpretive signage to aid appreciation and understanding of a tradition's meaning and contexts.

- Professional direction through folklorists, ethnomusicologists or other appropriate staff or consultants for program development, field research to document artists, interpretation and the production of presentations.
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- Field research to identify artists unrecorded or unrecognized outside of their immediate communities. Applicants are also encouraged to document presentations supported through NYSCA funds.
- Collaborative initiatives carried out on a regional or statewide basis among folk arts programs.

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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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 Folk Arts 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 folk arts. 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 applicants in the following categories:

1. Project Support

2. Folk Arts Apprenticeships
3. Regional and County Folk Arts Programs

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

Technical Assistance

Technical assistance is available to any individual or organization engaged in or planning folk arts programs in New York State. It is provided through the New York Folklore Society's Mentoring and Professional Development Program for Folklore and the Traditional Arts, in partnership with the NYSCA Folk Arts Program. This program encompasses diverse formats for technical assistance, including both short-term and long-term consulting, visits to the consultant's organization to observe activities, and assistance for master folk artists to advise other artists. Support is provided to attend conferences and meetings, observe exemplary programs, and interact with colleagues.

Applications are reviewed on an ongoing basis. Funds are awarded on a non-matching basis up to the following amounts: \$1,800 for ongoing consultations, \$1,200 for short-term consultations, \$800 for quick response consultations, \$300 for travel funding for professional exchange, and \$30/hour plus travel for short-term assistance from artists.

To inquire about possible support from the Mentoring and Professional Development Program, please contact:

New York Folklore Society
E-mail: nyfs@folklore.org
P.O. Box 764
Schenectady, NY 12301
518 346-7008

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.

PROJECT SUPPORT

Robert Baron, Program Director, robert.baron@arts.ny.gov

The Project Support category supports concerts, exhibitions, festivals, lecture/demonstrations, residencies, and oral narrative programs. Projects may involve music, dance, and drama; traditional verbal arts; festivals; traditional visual arts and material culture, architecture and the adornment and transformation of the built environment. Requests may include field research expenses to identify and document folk artists to be included in a presentation.

Exhibitions are supported which present the work of living folk artists, explore issues in the folk arts, or interpret the traditional culture of a specific community through its folk arts. They may consist of objects of folk art and/or photographic representations of folk culture.

Applications may involve one type of activity or a series of thematically related activities. Multi-year support may be provided for ongoing presentation activities which have been supported for at least three consecutive years, and for two-year projects that consist of a planning and documentation phase during the first year.

Priorities

- Artists are presented in ways appropriate to both the community where this project takes place and the art form that is to be presented. Smaller, more intimate presentation formats (which may include such participatory activities as dancing) are often more suitable than a large public festival or formal concert.

- Use of live traditional folk musicians to accompany dance performances.
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Eligibility Criteria:

In order to be eligible to apply for Project 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 otherwise exempted from prequalification, the nonprofit 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](#).
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Prerequisites:

- A clearly articulated thematic focus for the event or series requested.
 - If a folk arts activity is a component of a larger, non-folk arts program, the folk arts activity is a distinct part of the program, with its own interpretive materials, and includes promotional materials substantially publicizing the folk arts event.
 - If an exhibition is requested, it focuses on traditions practiced currently or within living memory.
 - Personnel and consultants with appropriate cultural expertise and technical skills are involved in the proposed project. These may include, but are not limited to: folklorists, ethnomusicologists, exhibition designers, graphic designers, guest curators, publicists and/or specialists in lighting, sound reinforcement, stage management, promotion and marketing.
 - Artists are appropriately compensated for presentations, with adequate travel expenses
 - Programs are publicized within the communities practicing the traditions to be presented through ethnic and local media, ethnic organizations, restaurants, houses of worship, and other community sites.
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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 Project Support Requests:

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

- *Organizational Chart* – submitted contiguous with the Online Application Form and upload to the Pre-Submission Upload menu of the Grants Gateway Opportunity Portal
- *Brief biographical information of representative artists to be included in the project.* Upload to the Pre-Submission Upload menu of the Grants Gateway Opportunity Portal application.
- *Audio or visual examples of representative artists to be included in the presentation(s).* Music or oral narrative must be represented through audio or video examples, and dance through video. Audio or video documentation samples should only present the excerpts the panel should see or hear. Upload to the Pre-Submission Upload menu of the Grants Gateway Opportunity Portal application.
- If your organization has been supported in this category in the past, provide *printed materials produced for the most recent project.* Upload to the Pre-Submission Upload menu of the Grants Gateway Opportunity Portal application.
- *Résumés of consultants involved in artist selection, documentation and/or interpretation.* Upload to the Pre-Submission Upload menu of the Grants Gateway Opportunity Portal application.
- *If this project involves field research, provide samples of audio, still photography and/or video documentation previously undertaken by relevant project personnel.* Examples of musicians or storytellers must be in an audio or video format, and dance examples must be provided through video. Complete a visual support materials script to accompany audio or visual examples. Sample release forms must also be provided. Audio or video documentation samples should only present the excerpts the panel should see or hear. Upload to the Pre-Submission Upload menu of the Grants Gateway Opportunity Portal application.
- *A listing of events that occurred during the past year and are planned for the coming year, including artists, venues and actual or projected attendance.* Upload to the Pre-Submission Upload menu of the Grants Gateway Opportunity Portal application.

Application Narrative Questions:***Artistic/Programmatic***

1. Overview
Describe the event(s) or series, indicating the theme or focus, representative artists, the kinds of traditions to be presented and where and when it will take place. If the series is a component of a larger, non-folk arts program, describe how the folk arts component will be distinguished from, and relate to, the larger program.
2. Project Development
Describe how the organization arrives at programming decisions for its folk arts presentations and the development of this particular project. Does this event or series build on previous activity, or does it represent a new programming direction?
3. Field Research and Documentation
Describe any documentation to be undertaken of presentations occurring through this project. If this project involves field research to identify artists, describe the traditions and artists to be documented, the credentials of the field researcher and any relevant field research undertaken prior to the project's development.
4. Touring
If this project will travel to other venues in New York State, indicate the schedule and itinerary and describe plans for revising the content for other sites.
5. Exhibitions
For exhibition requests, indicate whether the exhibition entirely involves living traditions. If it also includes historical materials, indicate the rationale for including these materials and the extent to which they will be used. Summarize research, noting relevant previous scholarship and exhibitions on this topic.

Managerial/Fiscal

6. Project Personnel
List the project personnel responsible for selecting and interpreting the artists to be presented or exhibited along with the personnel administering this project, summarizing their backgrounds and credentials. For exhibitions, also provide this information for the exhibition designer.
7. Finances
Describe plans for meeting expenses, including fundraising activities to generate funding to be directly applied to this project. How would the scope of the project change if the full request for NYSCA funding is not received? Utilize the Budget Notes section of the Project Budget to indicate sources of income and to itemize principal expense items, including personnel, marketing and remaining operating expenses.
8. Facilities
Provide a description of the facility or facilities for this project.

Service to the Public

9. Collaboration and Community Involvement

Describe how communities represented through this project will participate in its planning and implementation. What other organizations in the community present programs similar to those proposed in this project? Describe any plans to work in partnership with these or other organizations.

10. Education and Interpretation

Describe how the content and theme of this project will be interpreted, including lecture/demonstrations, lectures, pre-and post concert events, family programs, program booklets and exhibition catalogues. If an exhibition catalogue is planned, describe the contents and identify the author(s) and their relevant credentials. If your presentation is a component of a larger, non-folk arts program, indicate the specific interpretive materials to be provided for the folk arts component.

11. Marketing

How will this activity be promoted and marketed as a folk arts program, both within the community whose traditions will be represented and to general audiences?

12. Participation

Describe any participatory dimensions of this program (hands-on workshops, dance involving audience members, etc.).