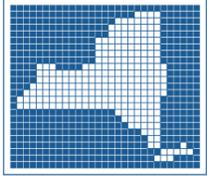


State of the Arts



**NYSCA**

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

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

## Literature

Kathleen Masterson, Program Director, [kathleen.masterson@arts.ny.gov](mailto:kathleen.masterson@arts.ny.gov)

The Literature Program offers support to a wide range of organizations that promote the creation, publication, and dissemination of contemporary literary writing and encourage its appreciation by the general public. Literary genres supported include fiction, poetry, drama, and literary (creative) prose. NYSCA is committed to the development and support of literary activity for underserved areas and audiences, and to activity that supports writers who represent the cultural diversity of New York State. Priority is given to applicants that demonstrate artistic excellence as well as a consistent policy of payment to writers and substantial efforts to reach and to creatively engage a wide audience through innovative literary programming and promotional efforts.

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 to reflect in their workforces, artists and programmatic offerings 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 Literature 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 literary. General Support applicants may not apply in the project categories below, and are limited to one additional request Council-wide.

**Project Support** is provided in the following categories. Applicants may apply in up to two of the following project categories in Literature for FY15, for a total of two requests Council-wide:

- Book & Literary Magazine Publication
- Public Programs
- Literary Translation (exempt from the two-request limit)

**Regrants and Partnerships Support** is made by invitation from the Council only, and is *exempt* from the Council-wide two-request limit. Beginning in FY15, the Services to the Field category in the Literature Program has been incorporated into the Regrants and Partnerships category. Applicants who formerly applied in the Services to the Field category may be eligible to apply in the Regrants and Partnerships category, but must consult with NYSCA staff prior to making an application.

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## **TECHNICAL SUPPORT**

The Literature Program provides technical assistance to literary publishers, literary presenters, and individual writers through a number of literary service partners, as listed below. It also supports information access for the general public. **Applicants seeking Technical Support should consult directly with the technical assistance providers listed in these guidelines.**

Literature Program Technical Support

### **Statewide Literary Website for Literary Audiences**

Bright Hill Literary Center and Press / New York State Literary Website (LitTree)

94 Church Street, P.O. Box 193

Treadwell, NY 13846-0193

Contact: Bertha Rogers

607-829-5055

E-Mail: [wordthur@stny.rr.com](mailto:wordthur@stny.rr.com)

[www.nyslittree.org](http://www.nyslittree.org)

LitTree offers a comprehensive listing, by county, of writers who have lived or worked in New York State, as well as listings of the State's important literary sites, libraries and bookstores. It also offers a calendar of literary events, as well as links to the websites of many literary organizations.

### **Technical Assistance for Literary Publishers**

Council of Literary Magazines and Presses (New York Technical Assistance Program - NYTAP)

154 Christopher Street, Suite 3C

New York, NY 10014-2839

Contact: Jeffrey Lependorf, Executive Director

(212) 741-9110

E-Mail: [jlependorf@clmp.org](mailto:jlependorf@clmp.org)

[http://www.clmp.org/about/nytap\\_1.html](http://www.clmp.org/about/nytap_1.html)

CLMP provides assistance to nonprofit literary magazines and small presses in the form of regrants, consultancies, workshops, roundtable meetings, travel funds, mentorships and online resources in areas such as distribution, fundraising, publicity and marketing through its New York State Technical Assistance Program, funded by NYSCA.

Literature Program Technical Support

## **Book Redistribution to Libraries in Underserved Communities (The Poulin Project)**

Distribution to Underserved Communities (DUCS)/  
Art Resources Transfer

526 West 26th Street, Suite 614  
New York, NY 10001

Contact: Kylie Gilchrist, D.U.C. Library Program Coordinator/attn. The Poulin Project  
(212) 255-2919

E-Mail: [info@ducprogram.org](mailto:info@ducprogram.org)

<http://www.artresourcestransfer.org/duc.php>

Publishers may donate returned, surplus and slightly hurt books for redistribution to institutional libraries serving seniors, young people, incarcerated persons and the general public.

Literature Program Technical Support

### **Technical Assistance for Literary Presenters**

Literary Presenters Technical Assistance Program (LitTAP)

Contacts: Laurie Dean Torrell, New York State Director

Debora Ott, Founding Director

E-Mail: [Ideant@justbuffalo.org](mailto:Ideant@justbuffalo.org), [dott@littap.org](mailto:dott@littap.org)

<http://www.littap.org/index.php?id=97>

The Literature Program offers a technical assistance program, LitTAP, for New York State nonprofit literary presenters at all budget levels statewide. Sponsored by Just Buffalo Literary Center, the project features an extensive technical assistance website, consultancies, and convenings of the State's literary field.

### **Grant Information for Individual Writers**

#### **Sample Translator's Contract**

PEN American Center

568 Broadway, Suite 401  
New York, NY 10012-3225  
(212) 334-1660

E-Mail: [pen@pen.org](mailto:pen@pen.org)

<https://www.pen.org/>

Monitors worldwide freedom of expression issues and publishes "Grants and Awards Available to American Writers". A sample translation contract is also available on the PEN website at:

<http://www.pen.org/translation/modelcon.html> .

### **Support of Writers' Fees for Readings and Workshops in New York State Career Information for Writers**

Poets & Writers

90 Broad Street, Suite 2100  
New York, NY 10004  
(212) 226-3586

<http://www.pw.org>

Readings & Workshops Regrant Funding  
Contact: Bonnie Rose Marcus, Director, Readings/Workshops  
E-Mail: [rwny@pw.org](mailto:rwny@pw.org)  
212-226-3586 x4  
<http://www.pw.org/funding>

Tools for Writers  
Contact: Evan Smith Rakoff  
E-Mail: [esmithrakoff@pw.org](mailto:esmithrakoff@pw.org)  
<http://www.pw.org/toolsforwriters>

Poets & Writers offers online information to individual writers. Through a NYSCA regrant program, Poets and Writers also provides matching funds to non-profit organizations in support of writers' fees for public literary readings and writing workshops in all 62 counties of New York State. Organizations may not apply to NYSCA and to Poets and Writers for the same project in the same fiscal year.

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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 + 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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## Artistic Evaluation

NYSCA must be able to evaluate an applicant's artistic quality on an ongoing basis. It is the responsibility of all current and prospective applicants to inform staff of public programs well in advance of the event date. This is required so that staff and/or advisory panelists may attend and evaluate the events. Email notification is welcomed. Applicants offering public literary programs are asked to submit video documentation of literary events as support material.

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## BOOK and LITERARY MAGAZINE PUBLICATION CATEGORY

Kathleen Masterson, Program Director, [kathleen.masterson@arts.ny.gov](mailto:kathleen.masterson@arts.ny.gov)

### Book and Literary Magazine Publication Category Overview:

The Book and Literary Magazine Publication Category offers project support for artistic, editorial, production, promotional and distribution costs incurred in the publication of the work of noncommercial literary presses and magazines, including online and digital publishers. Publishers must principally publish poetry, fiction, drama, or literary (creative) nonfiction. Publishers demonstrating an ongoing commitment to payment of authors and editors will be given priority.

**First-time applicants in this category are required to contact NYSCA staff before submitting a request.**

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### Eligibility Criteria:

In order to be eligible to apply for Book and Literary Magazine Publication 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 Pre-qualify in the Grants Gateway, click [here](#).

### Prerequisites

- Noncommercial *book publishers* must have produced at least two new volumes (not reprints) of poetry, fiction, drama or literary nonfiction in the two years prior to the application deadline.
- Noncommercial *literary magazine publishers* must have published at least two separate issues in the two years prior to the application deadline. Double issues count as one issue.

- *Online literary magazine publishers* must have created the equivalent of two separate online issues in the two years prior to the application deadline. Online content should be refreshed in accordance with the applicant's stated publication schedules.
- Principal editorial offices must be located in New York State.

**University presses, writing competitions, and projects requiring writers to pay manuscript reading fees are not eligible for Council support. Income and expenses related to these activities must be excluded from the project budget in the finance section of the application. Use budget notes to explain.**

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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 Book and Literary Magazine Publication 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.

**Please note that the request amount should not exceed 50% of the total Project Budget.**

1. One *hard copy* of each of the 2 most recent print book titles or literary magazine issues, mailed to:

New York State Council on the Arts  
Literature Program FY15 Support Materials  
300 Park Avenue South/10<sup>th</sup> Floor  
New York, NY 10010

- Materials must be submitted in English or bilingual editions.
- Please do not re-send magazine issues submitted with previous NYSCA applications.
- In lieu of hard copies, online book and literary magazine publishers should provide URLs for links to their 2 most recent book titles or literary magazine issues. (See URL instructions above.)

2. *Electronic work samples*: All Book and Literary Magazine Publishers should provide electronic samples of a minimum of 30 pages of writing published by the press in the previous year. The sample may be from a single work or from several different works (for example, a passage from a novel, or a selection of poems, or a few poems plus a short story, etc.). Please identify the title and author of each sample and the volume or magazine issue in which the sample appears.
  3. For book publishers, a copy of the *most recent print catalog*, or a link to an online catalog.
  5. *Résumés* of key literary personnel, including principal editors and managerial staff.
  6. A representative sample of recent *marketing/publicity materials* for the press or magazine.
  7. A completed [Book Publication Fact Sheet](#) or [Literary Magazine Publication Fact Sheet](#), or similarly formatted documents (see upload instructions, above). These forms are mandatory support material.
  8. *Additional (Optional) Materials* - Please list any optional support materials being uploaded along with the Online Application Form. Please label non-mandatory support materials in the preferred order of viewing ("Optional Support Material Sample #1, #2", etc.). For video, if any, please indicate start and stop points.
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## **Application Narrative Questions**

### ***Artistic/Programmatic***

#### 1. Editorial Overview

Describe the editorial approach of the press or magazine. Detail editorial plans for the request year (FY15), highlighting any new editorial direction. Summarize plans for the following year (FY16).

#### 2. Publishing Schedule

Discuss any significant changes in the volume of publication, providing a reason for the changes. Discuss policy for maintaining and reissuing backlist titles or for archiving back issues.

Applicants must use the Book Publication Fact Sheet or Literary Magazine Publication Fact Sheet or upload similarly formatted documents, to list the literary titles or magazine issues published last year and those planned for publication in the request year. Book publishers should provide names of authors, projected release dates, and genre. Magazine publishers should provide statistics on numbers of issues per year, page count, print run, etc.

#### 3. Editorial Staff

List the names of the key editorial staff along with their titles and responsibilities.

#### 4. Artists' Fees

Describe the system used for payments to editors, authors, and translators, including royalty structure. Explain any changes or improvements planned.

### ***Managerial/Fiscal***

#### 5. Managerial Staff

List the key managerial staff and their titles and responsibilities.

#### 6. Fiscal Overview

The Council may only support up to 50% of a project's cost. Describe specific plans, projects and activities for meeting current and future expenses. Detail efforts to increase individual as well as foundation/corporate donations for the press or magazine. Include earned income.

**NB: Writing competitions and projects requiring authors to pay manuscript reading fees are not eligible for Council support. Income and expenses related to these activities must be excluded from the project budget in the finance section of the application. Use budget notes to explain.**

7. Governance

Detail the separate functions and activities of the -editorial board and the board of directors. Note any changes or improvements in board activity planned for the request year (FY15). For applicants using a fiscal sponsor: List here the names and titles of principal board of directors and editorial board members for the press or magazine. Sponsored organizations also should provide the organization's mission statement here as well.

***Service to the Public***

8. Audience

Describe the audience for the literary publications.

9. Marketing

Describe specific marketing, sales campaigns, and promotional efforts intended to reach and broaden this audience. Note special marketing plans for individual titles or issues.

10. New Technologies/Access

Describe the use of technologies such as web-based publishing, e-Books, mobile devices and apps, social networking, Live Streaming, etc. to better reach and serve the public, including artists and audiences with disabilities. Discuss the use of universal access technologies such as Braille, recorded books, and large type.