

New York State Council on the Arts

300 Park Avenue South, 10th Floor

New York, NY 10010-3953

212-459-8800

www.arts.ny.gov

Literature Program

Kathleen Masterson, Program Director, kathleen.masterson@arts.ny.gov

Information Outlined Below:

Program Goals

Program Information

Category Information & Questions

- General Operating Support

For complete instructions on how to apply to NYSCA's FY2017 Grant Program, please [click here](#).

Program Goals

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.

Program Information

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 FY17 should first speak to Program staff regarding eligibility for General Operating Support.

General Operating Support is provided for organizations whose primary mission is literary. General Operating Support applicants may not apply in the project categories below, and are limited to one additional project 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 FY17, 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. 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.

Technical Assistance

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 Assistance should consult directly with the technical assistance providers listed in these guidelines.**

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, Founding Executive Director

Lawrence Shaw, Administrative Assistant

607-829-5055

E-Mail: wordthur@stny.rr.com

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

Community of Literary Magazines and Presses (New York Technical Assistance Program - NYTAP)
154 Christopher Street, Suite 3C
New York, NY 10014-2839

Contact: Paul Legault
Director of Programs and Strategic Communications
plegault@clmp.org

Montana Agte-Studier
Director of Membership and Development
magte-studier@clmp.org

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

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

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, 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
<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
212-226-3586 x4
<http://www.pw.org/funding>

Tools for Writers
Contact: Evan Smith Rakoff
E-Mail: 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.

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

Organizations applying for or receiving General Operating 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*

Evaluative Criteria

Grant requests are evaluated in accordance with agency-wide [criteria](#).

Program Eligibility Criteria:

In order to apply for NYSCA Literature 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.
- 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](#).
- The timely submission and staff approval of all mandated Final Reports is required before an application can be considered for funding. Please sign in to the NYSCA website and view the Organization Home Page on the online grant application system to review the reports that are due, overdue, or incomplete.

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.

Category Specific Information & Questions:

Applicants are also required to complete those questions that correspond to the category for which they are applying.

General Operating Support

General Operating Support represents an investment by NYSCA in an organization's ongoing work, rather than a specific project or program. General Operating Support seeks to reward exemplary practice in all areas of administration, finance, programming, and other organizational activities.

General Operating Support is directed toward ongoing activities of arts and cultural organizations, arts and cultural programs operated as independent entities within their own organizations, or significant ongoing arts and cultural programming within organizations whose mission is not primarily arts based. A primary focus in the discipline in which the organization is seeking General Operating Support, or significant ongoing activities that address the focus of the NYSCA program in which the organization is seeking support, is necessary. For example, a writing center operated as discrete entity within a larger entity such as a YMCA/YMHA.

When considering the provision and level of General Operating Support, the Council examines the nature, scope, and quality of an organization's programs and activities, its managerial and fiscal competence, and its public service.

General Operating Support grants will be no less than \$5000 and will not exceed 25% of an organization's budget, based on the income and expense statement for the organization's most recently completed fiscal year. General Operating Support is awarded on a multi-year basis.

Eligibility Criteria:

In order to be eligible to apply for General Operating 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](#).
- Its primary focus or mission must be literary; or the organization must have significant ongoing literary activities; and
- It must have ongoing programs, publishing activity, exhibitions, productions or other art and cultural activities that are open and/or accessible to the general public; and
- The organization makes evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities; or the organizational mission is primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities; 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 currently employ one or more qualified, salaried (not contracted) administrative staff (the position may be full- time or part – time) ; 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 meet or exceed the minimum requirements for funding in either the Public Programs or Literary Publishing categories, or both; as applicable, and

- It must demonstrate a consistent policy of fair payment to literary artists.

Sponsored Projects are Not Eligible for Support in this Category.

General Operating Support Questions:

Artistic/Programmatic

1. Request Overview

Describe programs and/or services for the year for which support is requested and how they will help the organization to realize its artistic and cultural vision. Discuss any new programs and/or initiatives that are planned for the next two years, the goals in undertaking these activities, and the expected outcomes.

2. Background

Describe the organization and how it was established, focusing on the program-specific activities for which support is requested that took place in the past two years.

3. Artistic/Cultural Vision

Articulate the organization's artistic purpose and its place within its cultural community.

4. Artistic Changes and Challenges

Describe any recent significant programmatic changes, developments, and/or challenges, indicating how any challenges will be addressed.

5. Facilities

Describe the facilities used for programming and administration and how they are maintained. Please include seating capacity and provisions for handicapped accessibility.

Managerial/Fiscal

6. Staff

Identify the key administrative and artistic staff members responsible for this program, specifying those with responsibility for artistic/curatorial decisions. Detail any recent significant changes in key staff positions.

7. Governance & Organizational Development

Describe the board and/or governing body in detail, including committee structure, diversity, meeting schedule, and approach to staff and fiscal oversight. Outline the approach to institutional and succession planning, highlighting the roles of staff and board.

8. Finances

Detail plans for meeting current and future expenses. Include sources of earned and unearned income. Explain any current and/or recurring surplus or deficits, including significant fluctuations in the organization budget. Indicate the current amount of the organization's cash reserve, if any.

9. Artist and Programmatic Consultant Fees

Indicate how payment to artists and any outside consultants is determined. Please include the range of fees.

Service to the Public

10. Constituency, Development and Outreach

Describe the audiences and communities served. Detail efforts being undertaken to cultivate and broaden the organization's constituency.

11. Marketing and Online Resources

Describe the organization's marketing strategies. Describe your use of the Internet and social media.

12. Evaluation

How does the organization evaluate its programs, services, and/or other organizational initiatives? How are the evaluative results applied?

13. Community Context

Identify the other organizations in your market 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.

14. Support Materials Listing

Provide here a list of all support materials being uploaded into Grants Gateway with this General Operating Support request. Please refer to the list of mandatory support materials for the Literature Program General Operating Support Category that follows the guidelines questions.

Support Materials

Support Materials must be submitted by uploading each into the Pre-Submission Upload menu in the Grants Gateway Grant Opportunity Portal.

Acceptable file types: 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, 2016. 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.

Applicants are required to submit those support that correspond to the category for which they are applying.

General Operating Support/Support Materials:

1. *Résumés or biographical statements* of up to 3 key staff, maximum of 1 page each.
2. *Organizational Chart*.
3. *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.
4. *Website, Facebook, Twitter, YouTube, and other social media links*. We reserve the right to review any/all of these online sources as part of your application.
5. *Fact Sheets (click links here for fact sheets)*. Literary publishers applying for General Operating Support must submit the [Book Publication Fact Sheet](#) or the [Literary Magazine Publication Fact Sheet](#), or both, as applicable. Literary presenters applying for General Operating Support must submit the [Literary Presenter's Fact Sheet](#).
6. *Hard Copy and Electronic Work Samples*. Literary publishers applying for General Operating Support must submit hard copy and electronic work samples as noted in the Support Material Requirements for the Book and Literary Magazine Publication Category. Hard copy samples should be mailed to:

New York State Council on the Arts
Literature Program FY17 Support Materials
300 Park Avenue South 10th Floor
New York, New York 10010

7. *Video.* Literary presenters applying for General Operating Support must submit up to 3 minutes of video showing recent literary readings or other literary public programs activities.
 8. *Long-range or Strategic Plan.*
 9. *Additional (Optional) Support Materials.* Please label optional materials, such as promotional videos, in preferred order of viewing, i.e., "Optional Support Material #1, #2, etc. For video, please indicate start and stop points.
-