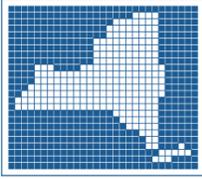


State of the Arts



NYSCA

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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.

Film Festivals and Screenings

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Support is available for the public presentation of film, video and new media festivals and screenings in cinemas, theaters, galleries, libraries and museums. Funding is also available for series and year-round programming. The presentation of work by New York State artists is strongly encouraged.

Film Festival & Screenings requests will be no less than \$5,000 and will not exceed 50% of the project budget.

Priority is given to programs that demonstrate strong curatorial vision, innovation and rarely seen works. EMF recognizes that film today is presented in a wide variety of formats. EMF welcomes applications that value the range of technologies employed in the history of cinema to date and emergent moving image.

Prerequisites

For Film Festivals, applicants must have completed three years of successful festival programming to a public audience.

For Screenings, applicants must have completed two years of successful film and media screening programs to a public audience in a cinematic setting.

Applicants must demonstrate appropriate presentation standards for all screenings and presentations.

Applicants must demonstrate a contract or agreement for screening work between the organization and the artist or his/her representative, including appropriate compensation for the artist, and confirming the format that the artist designates.

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 Film Festivals & Screenings 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. *Program schedules* or list of programming, including dates, artists and works exhibited for the most recently completed programming year.
5. *Sample contract* or letter of agreement between the organizations/artists served.
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 (no more than six minutes per sample)

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

Application Narrative Questions:

Artistic/Programmatic

1. Program Summary

Briefly describe the festival or screening and what the funds are requested for, be specific. Include purpose, type(s) of film/media work presented, scope, audience numbers, when it occurs and duration of the event. Indicate the number of films/screenings, location and venue. Provide the URL for the request project web site.

2. Curatorial Vision

Describe the primary theme/curatorial vision of the festival and/or screenings; criteria for selecting work; identify the programmer/ curator(s) responsible and their credentials how does this advance critical dialogue around media and film as an art form?

3.Changes and Developments

Describe significant festival staff; any programmatic changes and developments in the past year, key program challenges and how the organization plans to meet them.

4. Exhibition Venue

Describe the technical capacity of the venue, presentation format and technology, audience capacity and viewing area. Why was this venue chosen? Describe the technical capacity of program staff support, including projectionists.

Managerial/Fiscal

5. Board and Staff

Describe the board composition and its range of expertise. How does it serve the organizational mission? Describe the involvement of the board in management and program planning. Who is responsible for oversight of the final program, for fundraising?

6. Finances

Describe the plan for meeting current and future expenses for this festival. Briefly describe rights, rental fees or contracts you have with the artist or distributor. If the media maker(s) is present, describe their participation, fee and number of guest appearances you are planning.

7. Marketing and Outreach

Describe the marketing plan and outreach, including print and electronic media, ticket pricing and subscription plans. Describe the steps taken to increase and diversify the audience, including recent and projected attendance numbers.

8. Planning

If appropriate, describe the annual planning process for this festival, indicating who participates and how planning informs future staff programming decisions.

Remember to include any financial notes in the Budget Notes area.

Service to the Public

9. Audience and Community

Describe the general audience in demographic and cultural terms. What is the cultural significance of this festival to this community? How is this festival of service to the artists you are screening?

10. Public Education

How does this festival deepen public appreciation and advance understanding of historic and/or contemporary film and media as a professional art form? What tools or techniques are used to achieve this?

11. Other Programming in the Area

Describe other screening or festival programming in the community. Describe any partnerships or collaborations with other cultural organizations, including local businesses.

12. Touring Projects

If applicable, describe location, schedule, rationale for selected sites and any plans for revising the content for other sites. Include the value of this festival to the selected communities.

13. Support Materials

List all support materials being submitted for this proposal, including electronic as well as print materials.