

New York State Council on the Arts

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Electronic Media & Film

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Program Goals

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, including 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.

New applicants are encouraged to contact EMF staff in advance of the application deadline.

Program Information

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 FY16 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 NYSCA 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.

Presentation Funds and Finishing Funds

The ARTS Council of the Southern Finger Lakes administers the Electronic Media & Film Grants for Presentation Funds and Finishing Funds. For more information visit: <https://www.earts.org/emf>

Presentations Funds grants support New York State non-profit organizations for in-person presentations by independent media artists.

Finishing Funds grants support artists in the completion/post production of film, video, sound, new media, and Web-based work.

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*



Evaluative Criteria:

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

Program Eligibility Criteria:

In order to apply for NYSCA Electronic Media and Film 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.
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Program Questions

*All applicants to the Electronic Media and Film Program
must complete the following questions*

Managerial/Fiscal

1. Board and Staff

Describe the board composition, including their involvement in organizational management, fundraising and program oversight. Include the range of professional expertise of the board members.

2. Finances

Describe the plan for meeting annual organizational income goals and expenses. Describe how project expenses will be met. Describe contingency plans for any shortfall in income that might occur, for the organization and for projects.

3. Describe artist fees, support and artist subsidies for participating artists across all programs involving media artists and filmmakers. Briefly describe any rights, rental fees or contracts with the artist or distributor.

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

4. **Marketing, Outreach and Promotion**

Describe the promotion and marketing plan appropriate to your request, including print and electronic media. What measures are taken to diversify and broaden public and artists participation.

5. If applicable, describe the content and presentation format of any documentation or publication stemming from this request. Include the plan for distribution, contributors and other useful information regarding the scope and purpose of this publication.

Service to the Public

6. Describe the benefit, value or significance of the organization and/or project to the cultural community and general public. If applicable, describe the specific community served by this organization. How does this organization and/or project serve participating artists and the artist community?
 7. Describe any partnerships or collaborations the organization may have with other cultural organizations, including local businesses.
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Category Specific Information & Questions

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

General Support

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

General 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, for example, the media arts programs of an arts center operated as a discrete entity within a parent community service organization.

When considering the provision and level of General 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 Support grants will be no less than \$5,000 and will not exceed 25% of an organization's budget. General Support is awarded on a multi-year basis.

Eligibility Criteria:

In order to be eligible to apply for General 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](#).
- Its primary focus or mission must be in the discipline in which the organization is seeking General Support; or the organization must have significant ongoing activities that address the focus of the NYSCA program in which the organization is seeking support; and
- It must have ongoing programs, exhibitions, productions or other art and cultural activities that are open 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 employ one or more qualified, salaried administrative staff; 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 demonstrate a consistent policy of fair payment to resident artists and teaching artists.
- Funding for national organizations is only provided for specific activities occurring in New York State

Sponsored Requests are Not Eligible for Support in this Category.

General Support Questions:

Artistic/Programmatic

1. Background

Describe the organization and how it was established, focusing on the activities for which support is requested. Briefly state the organization's mission. If other than a media arts specific mission, state the percentage of moving image and time-based media programs that take place annually compared to other programming within the organization.

2. Artistic/Cultural Vision

Articulate the organization's artistic and/or cultural vision.

3. Program Overview

Describe programs and/or services planned for the coming year. How will they 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, as well as the goals and expected outcomes for these activities. The description of programs should indicate venues, dates, theme (if any) and intended programming for these events, workshops and/or exhibitions. Only indicate projects or services occurring in New York State.

4. Changes and Challenges

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

Managerial/Fiscal

5. Staff

Identify the key administrative and artistic staff members responsible for managing the media arts programming. Detail any recent significant changes in key staff positions.

6 . Facilities

Describe the facilities used for programming and administration. If applicable, indicate seating capacity and provisions for handicapped accessibility.

7 . Organizational Development

Outline the approach to institutional and succession planning, highlighting the roles of staff and board.

Service to the Public

8. Evaluation

Articulate how the organization evaluates its programs, services, and/or other organizational initiatives.

Exhibitions & Installations

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, including 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.

Applicants to Exhibitions and Installations are eligible for support of works in all genres of time-based and moving image media, including emergent technology. Works may be presented in a gallery, museum, outdoor venue, or through other communications technologies, including radio, Internet and mobile or data-based applications. The presentation of work by New York State artists is a priority.

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

Prerequisites for Exhibitions & Installations also include

Applicants must demonstrate appropriate compensation to artists and arts professionals.

Applicants must demonstrate appropriate presentation standards for all exhibitions and/or installations.

Sponsored Requests are Not Eligible for Support in this Category.

Exhibitions and Installations Questions

Artistic/Programmatic

1. Program Summary

Describe the proposed project, number of events, when and where it will take place and a brief description of the artists and work to be presented. Be specific. Describe what funds are requested for.

2. Identify the programmers and/or curator(s) responsible for selection and interpretation of the works exhibited, noting their credentials. Describe the curatorial vision and rationale for the works selected. Also describe the technical capacity of program staff support.

3. Describe the plan for exhibiting the work, the venue, presentation format and/or technology, audience capacity and audience viewing area (gallery, theater, Internet). How is this best practice in presentation standards and why is it an appropriate venue for this proposed work?

4. For ongoing programs describe any significant changes or program developments during the past year including most recent updates. Describe the key programmatic challenges and how they will be met.

5. How does this program deepen public understanding of time-based media as a professional art form? What methods are used to provide the public a curatorial or critical context for this work?

Film Festivals & Screenings

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, including 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.

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.

Sponsored Requests are Not Eligible for Support in this Category.

Film Festivals and Screenings 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, when it occurs and duration of the event. Indicate the number of films/screenings, location and venue. Describe ticket pricing and attendance numbers for the past year. Provide the URL for the request project web site.

2. Describe the primary theme/curatorial vision of the festival and/or screenings including the 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. Describe significant festival staff and any programmatic changes and/or developments in the past year including key program challenges and how the organization plans to meet them.

4. 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.

5. For touring festivals and screenings, describe location, schedule, rationale for touring this work; include selected sites and any plans for revising the content for other sites.

Workspace, Art & Technology

Introduction

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.

This initiative was designed to encourage research and experimentation, support risk-taking ventures, and to stimulate creativity and imagination within media arts organizations. 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 Initiatives

Incubators for cross-disciplinary projects that explore the use of time-based media and emergent technologies as an art form, and/or that strengthen creative art and technology communities through new infrastructures. Projects include but are not limited to short-term art and science laboratories, convening, planning and/or implementing innovative business models and partnerships.

Digital Conversion

Transitioning time-based media materials and delivery systems; projects include but are not limited to preservation, restoration and planning for new presentation and dissemination 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
- All activities must reflect the use of time-based media and 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
- 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

Sponsored Requests are Not Eligible for Support in this Category.

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 Facilities Program.

Workspace, Art & Technology Questions

Artistic/Programmatic

1. Program Summary

Describe the proposed project and duration; where and when it will take place; what are funds requested for, be specific. Describe what makes this project unique, why it is innovative. Who are the participants, partnering organizations, and/or individuals and artists. 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 request, be specific. If applicable, describe the curriculum, and how it is developed, who participates in the process.

3. Establish the need for this project, objectives and the intended outcomes, and how it relates to the applicant's overall mission, programs and goals.

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

5. Describe key personnel, their qualifications and capacity as instructors, facilitators or technical staff; note the number of artists participating, their role 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.

Regrants and Partnerships

The Council may contract with nonprofit organizations to administer targeted funding and technical assistance in areas not directly funded by NYSCA Programs. These activities are carried out with funds granted through the Regrants & Partnerships category.

Administrative costs for delivery of services can vary depending on the nature, depth, and scope of the work, but should rarely exceed 15% of project costs. Organizations receiving support for regrants in this category are required to report on the distribution of funds, describing the demographics of the recipients.

Application to the Regrants and Partnerships Programs category is by invitation only.



Eligibility Criteria:

In order to be eligible to apply for Re-grants and Partnerships 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 not otherwise exempted from prequalification, the nonprofit organization 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](#).
- Its primary focus or mission must be in the discipline in which the organization is seeking Re-grants and Partnerships Support; or the organization must have significant ongoing activities or services that address the focus of the NYSCA program in which the organization is seeking support; and
- It must have ongoing services, programs, exhibitions, productions or other art and cultural activities that serve the general public and/or the arts discipline; and
- The organization must make evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services; or the organizational mission must be primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services; 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 employ one or more qualified, salaried administrative staff; 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 demonstrate a consistent policy of fair payment to consultants, organizations and artists.

Sponsored Requests are Not Eligible for Support in this Category.

Re-grants and Partnerships Questions:

Artistic/Programmatic

1. Program Summary

Describe the regrant or partnership program, its priorities, and the constituents served. What are the intended outcomes of this project or service? How does it differ from or complement other programs in the community or field? Provide the organizational URL.

2. Mission

How does this program relate to the organization's mission, goals and programming?

3. Scope of Activity

For ongoing regrant projects, describe the number of requests received, on average, for each of the past two years. Include the average request amount and grant amount. If this is a new request or service, project the number of anticipated requests and the range of grant amounts to be awarded.

Managerial/Fiscal

4. Staffing

Who is responsible for the administration of this project? Describe their role, detailing their duties and noting whether this is a full time, part-time or consultant position. If the coordinator has other responsibilities within the organization, describe them.

5. Work Plan

Outline the schedule and work plan for the next granting or activity cycle. Provide an overview of annual regrant or program deadlines and related activities.

Service to the Public

6. Selection Process

Describe the application and selection process, noting what is required of applicants, restrictions, and whether there is a panel review. If applicable, describe the composition of the panel and the review process.

7. Evaluation

How is the effectiveness of this program evaluated and assessed? Has evaluation led to change in the program? Describe the benefits of this regrant or partnership to the community and general public.

8. Community Context

Identify organizations in New York State that provide similar arts and cultural activities, and tell us how their activities support, enhance, or differ from those of this organization.

9. Support Materials

Please list all of the support materials and/or work samples being submitted. These materials are critical to the application's assessment.

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, 2015. 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.

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

Program Support Materials

All applicants to the Electronic Media & Film Program must submit the following support materials.

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/list of programming, including dates and artists for the most recently completed programming year. For Workshops and training, include sample curriculum and/or learning objectives.
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 a professional art form. Include two samples of artists' works in time-based media, moving image and/or or sound art (no more than six minutes each)