



Canada Council
for the Arts

Conseil des Arts
du Canada

MEDIA ARTS SECTION

Grants for Media Arts Dissemination: Annual Assistance for Programming

The attached form must be used to apply to this program. Please read the application guidelines carefully before completing the application form, and keep a copy of the guidelines and the completed form. These documents contain essential information on the conditions of grants.

Deadline

All applications and support material must be postmarked no later than **1 May**. If this date falls on a weekend or statutory holiday, the deadline moves to the next business day.

Incomplete applications, applications postmarked after the deadline, and applications sent by fax or email will not be accepted.

Further Information

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Canada Council for the Arts
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APPLICATION GUIDELINES – GRANTS FOR MEDIA ARTS DISSEMINATION: ANNUAL ASSISTANCE FOR PROGRAMMING

PURPOSE

This program supports work undertaken by Canadian arts organizations to present to the public innovative Canadian independent media artworks from various regions and cultural communities and that highlight a diversity of voices and visions. The objective of this support is to develop increasingly knowledgeable and committed audiences as well as to advance the development, understanding and appreciation of the media arts. Annual Assistance for Programming is directed to Canadian non-profit artist-run organizations that present Canadian independent media artworks to the public through an annual, ongoing program.

The Canada Council for the Arts defines the media arts as works in film, video, audio and new media. Independent productions are those over which the artist maintains final creative and editorial control.

The Canada Council gives priority to the presentation of works that are innovative in the themes and subjects they address, the point of view they express and the aesthetic strategies they employ.

In keeping with the strategic priorities identified by the Canada Council for the Arts, special consideration will be given to projects that:

- present the works of Aboriginal artists;
- present the works of culturally diverse artists;
- raise the profile of independent Canadian artworks;
- reach diverse audiences, including young audiences.

ELIGIBILITY

To be eligible for annual funding, organizations must have been in operation for at least two years, be directed by a board of practising media artists, have an established administrative structure and be legally constituted as a Canadian, non-profit organization.

Organizations must demonstrate a serious, ongoing commitment to the presentation of Canadian independent media artworks as one of their primary activities.

Organizations must present a minimum of six public presentations of Canadian independent media

artworks per year. These presentations must be spread over a minimum of six months. Any international public presentations of Canadian independent media artworks must be co-curated with a host organization abroad, and the costs must be shared with the host organization.

Eligible public presentations include exhibitions, screenings, installations, performances and telecommunications events. Organizations may include webcasts and television or radio broadcasts of existing media artworks as part of their annual programming.

Organizations must pay artists' fees and/or distributor rental fees and honoraria for the Canadian, independent media artworks presented. At the time of application, organizations are required to submit a list including the name of the artist and/or distributor, the date and the amount of payment for each Canadian, independent media artwork presented in the previous year. We also reserve the right to request cancelled cheques or other proof of the payment of artists' and/or distributor rental fees.

Organizations must demonstrate sound financial management through their financial reports and budget forecasts.

All Canada Council programs are accessible to Aboriginal arts organizations and arts organizations of diverse cultural and regional communities of Canada.

Restrictions

Public institutions, such as art museums, public galleries and cinemathèques, are not eligible to apply to this program.

Organizations that carry out activities in addition to programming must use any grants received through this program only for programming activities.

Organizations may not apply to this program for support of programming that appears in any other request to the Canada Council for the Arts.

Media arts distribution organizations may not apply to this program for funding to launch new acquisitions or to present works primarily from their collection. These activities should be incorporated into a request for Annual Assistance to Distribution Organizations, also administered by the Media Arts Section.

Media arts production organizations are restricted from applying to this program for presentations/exhibitions consisting primarily of members' work.

DEADLINE

The deadline is **1 May**. If this date falls on a weekend or statutory holiday, the deadline moves to the next business day.

Applications and support material postmarked after the deadline, incomplete applications, and applications submitted by fax or email will not be accepted.

VALUE OF GRANT

There are no minimum or maximum grants that may be requested or received. Applicants may receive less than the full amount requested.

These grants provide a contribution only to the Canadian independent media arts component of an organization's programming. Eligible costs include:

- programmers' and curators' fees, and their research and travel costs;
- payments to artists, including artists' fees, distributor rental fees and honoraria;
- artists' travel costs;
- rental of presentation equipment and facilities;
- shipping costs for media artworks;
- technical costs, including technicians' or projectionists' fees, and installation costs;
- costs of writing and publishing interpretive documents (including catalogues and programs);
- publicity and promotional costs, including those for production of marketing/promotional tools, media relations and advertising;
- costs of audience development and educational initiatives, including outreach activities, panel discussions and artists' talks.

Costs associated with the presentation of non-Canadian or non-independent media artworks or artworks in other disciplines (such as dance, theatre and music) are **not** eligible. The following are also **not** covered by these grants: equipment purchase costs; capital costs; costs associated with production workshops, technical workshops or artists' residencies; and costs associated with the production or commissioning of artworks.

Costs associated with touring or circulation activities and/or presentations outside the applicant's home city are **not** eligible under this program. Such activities may, however, be covered through the Media Arts Dissemination Project Grants program.

HOW TO APPLY

Applicants are required to complete the attached application form and to submit it with all the requested support material. The form and the support material are essential to the evaluation process and will be studied carefully by the peer assessment committee.

Support Material

As part of their application, organizations must submit the following.

- A list including the name of the artist and/or distributor, the date and the amount of payment for each Canadian, independent media artwork presented in the previous year.
- Six copies of all promotional materials/marketing tools (posters, brochures, etc.) and interpretive materials (catalogues, programs, etc.) they have produced, in relation to their Canadian independent media arts programming, over the last year.
- A copy of all press clippings related to their Canadian independent media arts programming garnered over the last year (photocopied on 8 ½ x 11 inch white paper, one side only).
- Financial statements covering their last completed fiscal year, prepared by an auditor or a professional accountant (CA, CMA, CGA) not associated with the organization. The financial statements must be signed by the auditor or professional accountant as well as two members of the board of directors of the organization.
Photocopies will not be accepted.

Organizations applying to this program for the first time must also submit a copy of their certificate of registration as a non-profit organization.

Audiovisual support material (videotapes, audio tapes, CD-ROMs, etc.) and letters of support should not be submitted. The peer assessment committee will not review them.

Originals should not be submitted. The Canada Council is not responsible for the loss or damage, whatever the cause, of support material. **Material**

submitted with the application will not be returned.

CONFIRMATION OF RECEIPT

The Canada Council will send, by mail, an immediate acknowledgement that the application has been received.

COMPLETING THE FORM

Applicants are asked to complete the application form as accurately as possible, adding separate sheets where necessary and taking careful note of any additional material required under the various headings. Each section must be complete before the application is submitted.

The application must be signed by both the Senior Administrator of the organization and the President/Chairperson of the board of directors.

WARNING: Incomplete applications will not be assessed.

ASSESSMENT OF APPLICATIONS

Assessment Process

All applications for annual assistance are reviewed for eligibility by Media Arts Section Officers. A peer assessment committee then makes a comparative evaluation of all eligible applications. Based on the committee's recommendations, the Media Arts Section prepares grant recommendations, which it presents to the Canada Council for the Arts Board.

The peer assessment committee reserves the right to recommend grants for organizations not receiving annual assistance at present; to recommend an increase or decrease in existing grant levels for organizations currently receiving annual assistance; or to recommend that assistance to organizations be phased out.

The committee is made up of media art professionals. Members are selected to provide fair representation of gender, Canada's official languages, Aboriginal peoples, and regional and cultural diversity. Organizations are invited to submit the names of peers to serve on peer assessment committees. All names submitted are subject to review by the Canada Council's Media Arts Advisory Committee.

Assessment Criteria

The peer assessment committee evaluates all eligible applications for annual assistance in a

comparative context, on the basis of the following criteria:

- the quality and breadth of the organization's past and proposed Canadian independent media arts programming, including the strength of the curatorial and/or critical objectives and the significance of the research and analysis informing the programming (note that the Canada Council for the Arts considers this to be the most important assessment criterion);
- the relevance of the organization's mandate and overall direction to making Canadian independent media artworks accessible to the public and to advancing the development, understanding and appreciation of these works;
- the seriousness of the organization's ongoing commitment to presenting innovative independent media artworks produced by Canadian artists and to paying artists' and/or distributor rental fees for the presentation of their work;
- the organization's ability to present activities related to the Canada Council's identified priorities, in particular culturally diverse artists, Aboriginal artists, independent Canadian artworks and diverse audiences, including young audiences;
- the organization's ability to undertake the proposed programming, as indicated by the professional expertise of its board of directors and staff;
- the quality and effectiveness of the marketing, audience development and outreach strategies used by the applicant to widen access to and deepen understanding of its programs by the public;
- the quality of the interpretation and documentation activities undertaken by the applicant, which contribute to a critical understanding of the programmed work;
- the extent to which the organization demonstrates sound financial management and viable budget projections, as shown in its financial reports and budget forecasts.

NOTIFICATION OF RESULTS

Applicants will be notified of the results, by letter, within four months of the deadline. Results are not released over the telephone.

FAIR NOTICE TO ORGANIZATIONS

When the assessment committee of the Canada Council has concerns about the viability of an organization, it may advise the organization that it is on concerned status. This may occur if the organization:

- has a major deficit (10 percent or more of its annual operating budget), shows evidence of not being financially viable, and/or
- has a significantly reduced audience or sales base (if this differs from its own stated intentions), and/or
- does not demonstrate the ability to plan into the future, and/or
- does not address major artistic concerns such as artistic/editorial direction, declining quality of activity, failure to achieve activity plan, and/or
- does not meet contractual obligations or minimum requirements outlined in the guidelines, and/or
- demonstrates management practices which do not conform to generally acceptable practices in the discipline.

In such cases, the assessment committee will issue a warning and can recommend a reduction in the grant amount (generally up to 10 percent). All candidates who receive a warning will secure annual funding. They will be required to submit an application the following year, at which time their situation will be re-evaluated by a peer assessment committee.

If the organization receives a second unsatisfactory evaluation, the peer assessment committee can recommend a further grant reduction (generally 10 percent or more).

If the organization receives a third unsatisfactory evaluation, removal from the program is possible. In this case, the candidate will be advised to apply for project assistance.

ACKNOWLEDGEMENT OF CANADA COUNCIL SUPPORT

The Canada Council for the Arts requires that grant recipients prominently feature visible recognition of the Canada Council's support in all materials, publications and programs related to the grant. Such recognition must be commensurate with that given to corporate or other sponsors or donors, for similar support. The logomark should not be reproduced smaller than 1.5 in. (in width).

CONFIDENTIALITY OF INFORMATION

The Privacy Act protects the personal information of individuals and provides them with a right of access to such information about themselves. Personal information will be maintained in Personal Information Bank CAC PPU 130. All other information may be accessible under the Access to Information Act.

On a confidential basis, the Canada Council for the Arts may share information related to applications and awards with officials in other arts and cultural industry funding agencies to assist with program planning and application evaluation.

OTHER PROGRAMS OF ASSISTANCE

Through its Dissemination Project Grants program, the Media Arts Section provides support for circulation, publication (excluding catalogues), audience development and market development projects. Please contact Kelly Langgard, as indicated below, for more information on this program.

The Media Arts Commissioning Program provides funding for organizations to commission independent media artworks by Canadian artists. Works must be intended for presentation to local, national or international audiences. Contact Kelly Langgard, as indicated below, for more information.

Through the Audience and Market Development Office, the Canada Council offers travel assistance to presenters, programmers, curators, distributors, gallery directors, artist-run centres, artists' associations and arts organizations, to increase dissemination opportunities for Canadian artworks. For information on the Audience and Market Development Travel Assistance program, contact Sandra Bender, Market Development Coordinator, ext. 5272.

FURTHER INFORMATION

For further information about the *Grants for Media Arts Dissemination: Annual Assistance for Programming* program, contact Kelly Langgard, Media Arts Section Officer.

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Grants for Media Arts Dissemination: Annual Assistance for Programming

If you are completing the application on a computer, please use the following format. Type or print in black ink.
The Canada Council for the Arts will not accept applications submitted by fax or email.

MEDIA ARTS SECTION, CANADA COUNCIL FOR THE ARTS, 350 ALBERT ST., P.O. BOX 1047, OTTAWA ON K1P 5V8

IDENTIFICATION AND DECLARATION

Legal name of organization:

Public name of organization (if different from above):

Permanent address:

Street and suite number	City	Province or territory	Postal code
()	()		
Telephone	Fax		
E-mail	Web site		

Date of incorporation: _____ Letters of incorporation: Attached Already at Canada Council

The presentation spaces used by the organization are: Owned Rented

Seating capacity of the presentation spaces: _____

Amount requested: \$ _____ **Fiscal year:** From _____ to _____
(day/month/year) (day/month/year)

Media: Film Video New media Audio

DECLARATION

- We have read the guidelines for this program and have determined that our organization is eligible to apply.
- We accept the conditions of the program, as outlined in the guidelines, and agree to abide by the Canada Council for the Arts' decision.
- We certify that, to the best of our knowledge, the statements and information in this application are complete and accurate.
- We are aware that the Canada Council for the Arts is subject to the Access to Information Act and Privacy Act, as described in the application guidelines.

ORIGINAL SIGNATURES ARE REQUIRED

Name of Senior Administrator Signature

Name of President/Chairperson of the Board of Directors Signature

Date: _____

BASIS OF EVALUATION

The information requested below is directly related to the criteria by which the peer assessment committee will evaluate your application. The assessment criteria are set out in bold. The decision to award a grant will be based on the relative merit of your proposal, compared with all others received in this national competition, and on the funds available.

While your responses must be detailed enough to provide the members of the peer assessment committee with the information they need to make informed recommendations, we encourage you to be as concise and focussed as possible.

To facilitate processing, please print on one side only of white, 8½ in. x 11 in. paper, and clearly indicate the section to which you are responding on each page.

Profile of Organization**A. The relevance of the organization's mandate and overall direction to making Canadian independent media artworks accessible to the public and to advancing the development, understanding and appreciation of these works.**

A.1. Describe your organization's mandate and major directions in making Canadian independent media artworks accessible to the public and in advancing the development, understanding and appreciation of these works.

B. The seriousness of the organization's ongoing commitment to presenting innovative independent media artworks produced by Canadian artists and to paying artists' and/or distributor rental fees for the presentation of their work.

B.1. Provide a brief history of your organization (half a page maximum) outlining principal events and accomplishments related to the presentation of Canadian independent media artworks.

B.2. Describe your organization's policy and/or practice with regard to the payment of artists' and/or distributor rental fees to Canadian independent media artists, including the fee structure used.

B.3. Attach a list including the name of the artist and/or distributor, the date and the amount of payment for each Canadian, independent media artwork presented in the previous year. This list may be generated from your electronic bookkeeping program (such as QuickBooks or Simply Accounting.) If fees paid to international artists are recorded in the same list, please highlight the fees paid for Canadian, independent media artworks.

C. The organization's ability to undertake the proposed programming, as indicated by the professional expertise of its board of directors and staff.

C.1. List the names of your board of directors, showing the date each member joined. Indicate which members are practising media artists, programmers or curators.

C.2. List the names of your staff members, indicating their job titles and whether they are full-time (FT) or part-time (PT).

Presentation Activities

D. The quality and breadth of the organization’s past and proposed Canadian independent media arts programming, including the strength of the curatorial and/or critical objectives and the significance of the research and analysis informing the programming.

D.1. Provide a description of the programs/exhibitions of work by Canadian independent media artists that your organization presented last year. Include the curatorial and/or critical objectives, the themes or series titles, and retrospectives or other contexts in which the works were presented. Give the title, name of artist, year of production and city of origin for each Canadian independent work presented. Provide attendance figures for each of the programs. Indicate which artists were in attendance for the presentation of their work and, where applicable, which artists gave live performances (local and guest artists). **Please use the following format for each program theme or series. Without this information in the format indicated, your application will be considered incomplete.**

Date(s):

Program theme or series title:

Description of program, including curatorial and/or critical objectives:

Name of Artist(s)	Title(s) of Work(s)	Year of Production and City of Origin	Artist Present? Live Presentation?

Total attendance for program theme or series:

D.2. Provide a description of the programs/exhibitions of work by Canadian independent media artists your organization will be presenting over the next year. Include the proposed curatorial and/or critical objectives, the themes or series titles, and retrospectives or other contexts in which the works will be presented. Wherever possible, list the Canadian independent media artworks that will be presented, indicating for each one the title, name of artist, year of production and city of origin. Provide the names of any guest programmers/curators who will work with your organization over the next year. Wherever possible, indicate which artists will be in attendance for the presentation of their work and, where applicable, which artists will give live performances (local and guest artists). Please use the following format for each program theme or series.

Date(s):

Program theme or series title:

Description of program, including curatorial and/or critical objectives:

Name of Artist(s)	Title(s) of Work(s)	Year of Production and City of Origin	Artist Present? Live Presentation?

Total expected attendance for program theme or series:

D.3. Describe your organization's methodology for selecting Canadian independent media artworks for presentation (e.g. staff programmers/curators, programming committee or guest programmers/curators). Outline any significant research, travel and investigative activities that have been, or will be, carried out to prepare the programs described in D.2.

Marketing, Audience Development and Outreach Activities

E. The quality and effectiveness of the marketing, audience development and outreach strategies used by the applicant to widen access to and deepen understanding of its programs by the public.

E.1. Describe your organization's target audience(s) and the communities that you serve.

E.2. Indicate the regular admission fee charged for a presentation. If your organization has a membership policy related to its presentation activities, describe the membership criteria and members' rights and privileges. Include information on annual membership fees and admission fees for members.

E.3. Describe the marketing activities conducted by your organization over the last year (e.g. production of marketing/promotional materials, media relations and advertising).

E.4. Describe the audience development and outreach activities conducted by your organization over the last year. These may include panel discussions, lectures, artists' talks, workshops, off-site or satellite presentations, student programs and outdoor events.

E.5. Describe any significant changes or plans in the areas of marketing, audience development or outreach anticipated over the next year.

E.6. Attach six copies of all promotional materials/marketing tools produced by your organization in relation to its Canadian independent media arts programming over the last year. These may include posters, brochures, program calendars and invitations.

E.7. Attach a copy of all press clippings related to your organization's Canadian independent media arts programming garnered over the last year (photocopied on 8 1/2 in. x 11 in. white paper, one side only).

Interpretation and Documentation Activities

F. The quality of the interpretation and documentation activities undertaken by the organization, which contribute to a critical understanding of the programmed work.

F.1. Describe any interpretive materials produced by your organization over the last year that contributed to a greater understanding of the programmed Canadian independent media artworks and/or documented the organization's presentations/exhibitions for historical/archival purposes. These materials may include catalogues, program books, critical essays, program notes, and print and audiovisual documentation. Describe any major changes or plans in the area of interpretation and documentation that are anticipated for next year.

F.2. Attach six copies of all interpretive materials produced by your organization in relation to its Canadian independent media arts programming over the last year (e.g. catalogues, program books, critical essays and program notes).

Financial Information

G. The extent to which the organization demonstrates sound financial management and viable budget projections, as shown in its financial reports and budget forecasts.

G.1. Attach financial statements covering your last completed fiscal year, prepared by an auditor or by a professional accountant (CA, CMA, CGA) not associated with your organization. The statements must be signed by the auditor or accountant and by two members of your board of directors. Photocopies will not be accepted.

Without this information, your application will be considered incomplete. If your organization has an operating deficit, attach a detailed deficit reduction plan, outlining financial goals, target dates and the methods you plan to use to reach your goals. If your organization has any connection to a foundation, profit-making arm or separate corporation, trust, etc., describe the nature of the relationship.

G.2. Provide the financial information requested below, based on your organization's fiscal year. If your organization carries out activities other than presentation, include revenues and expenses related to your annual programming only.

2005-2006 Actual	REVENUES	2006-2007 Projected
	Earned:	
\$	Admissions/ticket sales	\$
\$	Rental of services/facilities	\$
\$	Memberships	\$
\$	Catalogue/publication sales	\$
\$	Advertising sales	\$
\$	Corporate and community sponsorships (cash only)	\$
\$	Concession	\$
\$	Other (specify)	\$
\$	Subtotal – Earned	\$
	Fundraising:	
\$	Fundraising events	\$
\$	Private donations	\$
\$	Subtotal – Fundraising	\$
	Grants for Presentation:	
\$	Canada Council – Annual Assistance for Programming	\$
\$	Canada Council – Other (specify)	\$
\$	Other federal (specify)	\$
\$	Provincial	\$
\$	Municipal	\$
\$	Other (specify)	\$
\$	Subtotal – Grants for Presentation	\$
\$	Total Revenues	\$

Financial Information (cont'd)		
2005-2006 Actual	EXPENSES	2006-2007 Projected
	Administration:	
\$	Salaries and benefits – administration (indicate no. of staff _____)	\$
\$	Rent and utilities	\$
\$	Other administration costs (including phone, fax, postage, legal and accounting fees, bank charges and office supplies)	\$
\$	Subtotal – Administration	\$
	Presentation:	
\$	Salaries and benefits – programming (indicate no. of staff _____)	\$
\$	Guest programmers' and curators' fees	\$
\$	Programmers' and curators' travel	\$
\$	Research materials	\$
\$	Artists' fees, honoraria and/or rental fees for media artworks	\$
\$	Shipping and brokerage costs for media artworks	\$
\$	Guest artists' travel	\$
\$	Rental of presentation equipment	\$
\$	Rental of presentation facilities/venues	\$
\$	Technicians' fees and expenses (including installation costs, technical support and projection)	\$
\$	Other (specify)	\$
\$	Subtotal – Presentation	\$
	Marketing, Audience Development and Outreach:	
\$	Production of promotional materials (including posters, brochures, one-sheets and invitations)	\$
\$	Web site	\$
\$	Media relations (including media kits, stills, copies of preview tapes and sample CDs)	\$
\$	Advertising	\$
\$	Audience development and outreach initiatives (including panel discussions, lectures, artists' or curators' talks, workshops, off-site/satellite presentations, student programs and outdoor events)	\$
\$	Other (specify)	\$
\$	Subtotal – Marketing, Audience Development and Outreach	\$
	Interpretation and Documentation:	
\$	Fees for critical writing	\$
\$	Production of interpretive materials (including catalogues, programs, program notes and critical essays)	\$
\$	Documentation activities	\$
\$	Subtotal – Interpretation and Documentation	\$
\$	Total Expenses	\$