



**Canada Council
for the Arts**

**Conseil des Arts
du Canada**

MEDIA ARTS SECTION

Media Arts Dissemination Project Grants

| | |
|---|---|
| Follow these three steps to apply for a Canada Council for the Arts grant: | |
| Step 1 | Read the Program Guidelines for details about the purpose of the program, who and what is eligible, grant amount, application process and assessment, etc. |
| Step 2 | Read the Important Information for Applicants section. If you still have questions or are confused about the program or the application process, go to the Canada Council's website or contact the Media Arts Section Officer indicated below. |
| Step 3 | Complete all sections of the attached application form , and be sure to use the checklist to confirm that you have completed all relevant sections of the form and have included all required support material. |

Deadlines

1 November or 1 May

If either of these dates falls on a weekend or statutory holiday, the deadline moves to the next business day. Your completed application and all support material must be postmarked on or before the deadline date.

The Canada Council will not accept applications postmarked after the deadline, incomplete applications, or those submitted by fax or email. You will not be contacted if your application is incomplete.

Further Information

Kelly Langgard

Media Arts Section

Canada Council for the Arts

350 Albert Street, P.O. Box 1047

Ottawa ON K1P 5V8

Telephone: 1-800-263-5588 (toll-free) or (613) 566-4414, ext. 5251

TTY (TDD) machine, for hearing-impaired callers: (613) 565-5194

Email: kelly.langgard@canadacouncil.ca

Fax: (613) 566-4409

October 2005 / MAG6E 10-05



STEP 1 – PROGRAM GUIDELINES

Please read both the **general guidelines** for all applicants and the **guidelines for the program component to which you wish to apply** before beginning work on your application.

GENERAL GUIDELINES FOR ALL APPLICANTS

| | |
|-----------------------------------|---|
| <p>Program Description</p> | <p>This program assists organizations and collectives undertaking innovative, time-limited projects that disseminate Canadian independent media artworks to the public and/or develop critical discourse in the media arts field, with a view to developing knowledgeable and committed audiences and/or expanding Canadian and international markets for this work.</p> <p>The Canada Council for the Arts defines the media arts as works in film, video, audio and new media. Independent means that the artist maintains complete creative control over their work.</p> <p>Assistance is available through six program components:</p> <ul style="list-style-type: none"> • Presentation • Circulation • Audience development • Market development and distribution • Conferences and symposia, and • Publications. |
| <p>Program Priorities</p> | <p>Priority is given to the dissemination of artworks that are innovative in their content, their point of view or their approach to form or style. Innovation can also be based on the uniqueness of the subject or community represented.</p> <p>Special consideration will be given to projects in areas identified as priorities by the Canada Council for the Arts. These priorities are:</p> <ul style="list-style-type: none"> • Aboriginal artists and their works • culturally diverse artists and their works • artists from various regions and cultural communities • diverse audiences, including young audiences, and • international profile for Canadian artists and their works. <p>All Canada Council for the Arts programs are accessible to Aboriginal arts organizations and arts organizations of diverse cultural and regional communities of Canada.</p> |

| | |
|---------------------------|--|
| <p>Eligibility</p> | <p>Applicant Eligibility</p> <p>In order to apply, applicants must:</p> <ul style="list-style-type: none"> • be incorporated, non-profit Canadian arts organizations, <i>or</i> • be collectives with three or more members. All members must be Canadian citizens or permanent residents of Canada, and be practising media artists and/or media arts professionals. Collectives do not need to be incorporated or have a permanent site. Note that applications must be submitted in the name of an entity (such as the collective or project) that is able to receive a grant payable to it. • pay artists' and/or distributor rental fees for the Canadian, independent media artworks disseminated, pay writers for published work, and/or pay speaker fees for lectures or for participation in panel discussions. If you receive a grant, the Canada Council reserves the right to ask you for cancelled cheques or other proof of the payment of artists' and/or distributor rental fees. <p>All projects supported through the Canada Council's Media Arts Section must pay appropriate fees to participating artists. Fee schedules for media artworks are recommended by media arts distribution organizations and also by CARFAC (www.carfac.ca). You should consult these sources if you require information about artist fee rates.</p> <p>Applicants that have a final report and/or financial accounting overdue from a previous media arts project grant are not eligible. Public institutions, such as art museums, public galleries and cinematheques, are also not eligible.</p> <p>Project Eligibility</p> <p>Projects must disseminate or highlight a body of Canadian independent media artworks.</p> <p>Projects focused on a single media artwork are not eligible. (Exception may be made for large-scale media art works. Contact the officer well in advance of the deadline to determine eligibility in these cases.)</p> <p>Projects that use the web or other electronic media to disseminate works in other disciplines (such as dance, theatre, music, writing or the visual arts) are not eligible.</p> <p>Production of media artworks and production training, such as technical or hands-on workshops, are not eligible.</p> <p>Projects that have received funding through the Canada Council's Media Arts Commissioning Program are not eligible to apply to this program for dissemination activity involving the commissioned artwork unless the proposed activity is clearly different from what was originally funded. The Canada Council must have received and approved the final report for the Commissioning grant before you may apply to this program.</p> <p>Ongoing operating expenses—including permanent staff salaries, general administration and maintenance costs—are not eligible.</p> <p>Capital costs and equipment purchases are not eligible.</p> |
|---------------------------|--|

| | |
|--|---|
| <p>Eligibility (continued)</p> | <p>Costs associated with the creation or commissioning of original media artworks are not eligible. Projects proposing to disseminate media artworks that do not exist at the time of application are also not eligible.</p> <p>Costs associated with non-Canadian, non-independent or student works are not eligible. Although you are free to present whichever works you choose, these grants contribute only to the presentation of existing independent media artworks by professional Canadian artists.</p> <p>Research and development expenses are not eligible. In all program components, projects should be well researched and developed at the time of application.</p> <p>Now refer to the description of each project component for additional eligibility information for that activity.</p> |
| <p>Grant Amount</p> | <p>There are no minimum or maximum grants in this program. Average grants in the past have ranged between \$10,000 and \$20,000. Note that you may receive less than the amount you request.</p> <p>This is a competitive program. Your project should be well researched and developed. Your application must include a clear description of your project and a thorough, realistic budget.</p> <p>Retroactive funding is not available. In order to plan your budget adequately, please request funding at least four months before the start of your project.</p> |
| <p>Assessment of Applications</p> | <p>Assessment Process</p> <p>All applications to this program are reviewed for eligibility by media arts section officers.</p> <p>The Canada Council for the Arts makes its funding decisions through the peer assessment process. Eligible requests are assessed by a peer assessment committee composed of media arts professionals chosen for their specialized knowledge in media arts presentation and dissemination.</p> <p>Committee members may include media artists, curators, critics, programmers, distributors and other media arts professionals. They are selected to reflect a broad range of professional experience and expertise and to provide fair representation of gender, Aboriginal peoples, regional and cultural diversity, and both official languages.</p> <p>New committees are formed for each competition.</p> <p>Assessment Criteria</p> <p>The peer assessment committee evaluates all eligible applications in a national comparative context and makes final funding decisions based on the availability of funds, the program objectives and priorities, and the criteria listed in the description of each program component.</p> <p>Consideration is also given to the project’s potential impact on furthering the identified priorities of the Canada Council, which include cultural diversity, Aboriginal arts, international profile, young artists and young audiences.</p> |

SPECIFIC GUIDELINES FOR PRESENTATION PROJECTS

| | |
|--|---|
| <p>Purpose for This Component</p> | <p>Assistance is available to present the works of Canadian independent media artists to the public in a critical and/or curatorial context. Works may be presented in Canada as well as internationally.</p> <p>Presentation projects assistance contributes to the direct costs of presenting Canadian independent media artworks to the public.</p> <p>At the time of application, you must have already selected the works to be presented or have developed clear critical or curatorial objectives and provided a list of media artworks and/or artists under consideration. If your programming is generated through an open call for submissions, you must clearly outline the selection criteria and process.</p> <p>You must include a focused audience development and marketing plan.</p> |
| <p>Eligibility for This Component</p> | <p>Examples of eligible activities include:</p> <ul style="list-style-type: none"> • screenings of film or video artworks • exhibition of media art installations and performances • telecommunications events, webcasts, and television or radio broadcasts of existing media artworks, and • presentation of original media artworks on the web. <p>Festivals that do not receive funding from the Annual Assistance to Media Arts Festivals program are eligible to apply for the presentation of Canadian independent media artworks at their festival.</p> <p>Organizations and collectives presenting works produced by their own members must have a clear critical or curatorial framework informing the selection and presentation of works.</p> <p>International projects must be co-presented with a host organization abroad. International organizations hosting an exhibition/program are expected to contribute to the presentation expenses (such as facilities and equipment, technical/installation costs, audience development costs, and marketing and publicity costs).</p> <p>Organizations that receive funding through Annual Assistance to Media Arts Festivals or Annual Assistance for Programming in the Media Arts Section are not eligible to apply in this component.</p> <p>Eligible Costs</p> <p>Eligible costs will vary according to the nature of the project, but may include:</p> <ul style="list-style-type: none"> • programmers' and curators' fees • project coordinators' fees • artists' fees and/or distributor rental fees |

| | |
|--|--|
| <p>Eligibility for This Component (continued)</p> | <ul style="list-style-type: none"> • participating artists' and curators' travel costs (to attend the proposed event or presentation) • presentation equipment and facilities rental • packing, crating, shipping, insurance and customs brokerage for Canadian media artworks within and outside Canada • transcoding and language versioning of artworks • written and simultaneous translation services • technical and installation requirements, including technician or projectionist fees • marketing and publicity, including production of promotional materials, media relations and advertising • audience development and education activities, including panel discussions and artists' or curators' talks related to the media artworks presented, and • interpretation and documentation activities, including the writing and publishing of exhibition catalogues or program books. |
| <p>Assessment Criteria for This Component</p> | <ul style="list-style-type: none"> • The overall impact of the project on increasing the public visibility of Canadian independent media artworks. • The artistic quality of the artworks presented. • The merit of the critical and/or curatorial objectives of the project, and the breadth and quality of the Canadian independent media arts programming. • The merit of the audience development and marketing plans, and their relevance to the proposed project. • The merit of the interpretation and documentation materials generated for the project, and their contribution to a critical understanding of the programmed work. • The organization's ability to undertake the project, as indicated by its resources and expertise. • The viability of the project budget, including a reasonable balance of revenues and expenses. |

SPECIFIC GUIDELINES FOR CIRCULATION PROJECTS

| | |
|--|--|
| <p>Purpose for This Component</p> | <p>Assistance is available to circulate or tour exhibitions or programs of Canadian independent media artworks at the regional, national or international level.</p> <p>Exhibitions or programs must be presented in a minimum of two locations outside your home city.</p> <p>Organizations hosting an exhibition/program are expected to contribute to the presentation expenses (such as facilities and equipment, technical/installation costs, audience development costs, and marketing and publicity costs).</p> <p>You must include a focused audience development and marketing plan.</p> |
| <p>Eligibility for This Component</p> | <p>At the time of application, you must have a minimum of two public venues confirmed and must already have exhibitions or programs that are fully developed and ready to be sent on the road.</p> <p>Circulation projects assistance covers only the direct costs to circulate an exhibition or program.</p> <p>Eligible Costs</p> <p>Eligible costs will vary according to the nature of the project, but may include:</p> <ul style="list-style-type: none"> • artists' and/or rental fees for the Canadian independent media artworks included in the circulating exhibition or program • travel for participating artists and curators • the tour coordinator's fees and coordination expenses • packing, crating, shipping, insurance and customs brokerage for Canadian media artworks within and outside Canada • transcoding and language versioning of artworks • written and simultaneous translation services • marketing and publicity, including production of generic promotional materials (poster, brochure) to be used for promotional purposes at all exhibition/program locations, media relations and advertising • audience development and education activities, including panel discussions and artists' or curators' talks related to the media artworks presented, and • interpretation and documentation activities, including the writing and publishing of an exhibition catalogue or program book designed specifically for the circulating exhibition/program, or reproducing an existing exhibition catalogue/program book for circulation purposes. |

| | |
|--|--|
| <p>Assessment Criteria for This Component</p> | <ul style="list-style-type: none"> • The overall impact of the project on increasing the public visibility of Canadian independent media artworks. • The artistic quality of the artworks circulated. • The merit of the critical and/or curatorial objectives of the circulating exhibition/program, and the breadth and quality of the Canadian independent media arts programming. • The quality of the collaboration with local presenters and/or partners, and the appropriateness of the selected venues. (The local presenter should be actively involved in the project.) • The merit of the audience development and marketing plans, and their relevance to the proposed project. • The extent to which the Canadian independent media artworks included in the circulating exhibition/program are contextualized for the audiences to which they are being presented. • The organization's ability to undertake the project, as indicated by its resources and expertise. • The viability of the project budget, including a reasonable balance of revenues and expenses. |
|--|--|

SPECIFIC GUIDELINES FOR AUDIENCE DEVELOPMENT PROJECTS

| | |
|--|---|
| <p>Purpose for This Component</p> | <p>Assistance is available for audience development projects designed to identify, increase and educate audiences and to build their understanding of and access to Canadian independent media artworks.</p> <p>Audience development refers to interpretation and education activities that are related to an exhibition or event and are aimed at a non-specialized audience. Projects must have clear objectives. You should articulate who the target audience is, why you want to reach them, and how the project will build audiences in identified groups or communities, and/or increase public access to Canadian independent media artists and their work.</p> |
| <p>Eligibility for This Component</p> | <p>Examples of eligible projects include:</p> <ul style="list-style-type: none"> • “satellite” artists’ presentations or programs at schools, community centres and other non-traditional exhibition venues • student or young audience programs • programming in public spaces, and • media arts literacy projects. <p>Technical or hands-on workshops are not eligible.</p> <p>Regular, ongoing audience development or publicity activities of your organization (such as post-screening artists’ talks and annual artist spotlights) are not eligible.</p> <p>Eligible Costs</p> <p>Eligible costs will vary according to the nature of the project, but may include:</p> <ul style="list-style-type: none"> • project coordinators’ fees • professional consultation or services fees • artists’ and/or media artwork rental fees for any work presented as part of the project • artists’ or speakers’ travel • transportation of equipment or media artworks • presentation equipment and facilities rental • written and simultaneous translation services • technical requirements, including technicians’ fees • marketing and publicity activities, including production of promotional materials, media relations and advertising, and • interpretation and documentation activities, including the writing and publishing of catalogues, or developing printed or audiovisual materials. |

| | |
|---|--|
| Assessment Criteria for This Component | <ul style="list-style-type: none">• The overall merit and impact of the project on developing audiences for Canadian independent media artworks.• The artistic quality of the artworks presented and/or promoted.• The effectiveness of the proposed activity in relation to the project's objectives.• The quality of the research and planning informing the project.• The organization's ability to undertake the project, as indicated by its resources and expertise.• The viability of the project budget, including a reasonable balance of revenues and expenses. |
|---|--|

SPECIFIC GUIDELINES FOR MARKET DEVELOPMENT AND DISTRIBUTION PROJECTS

| | |
|--|--|
| <p>Purpose for This Component</p> | <p>Assistance is available for market development and/or distribution projects that develop and expand Canadian and international markets for Canadian independent media artworks.</p> <p>Projects must have clear market development objectives that will increase presentation and distribution opportunities for professional Canadian media artists and their work.</p> |
| <p>Eligibility for This Component</p> | <p>Examples of eligible projects include:</p> <ul style="list-style-type: none"> • intensive marketing campaigns targeted to particular sectors (such as broadcast or educational) or territories • mini-catalogues aimed at specific markets or interest groups • video compilations • study guides, and • handbooks for potential users of independent media artworks (such as educators or gallery staff). <p>Promotional tours and travel to markets, festivals, showcases, etc. are not eligible. For support for these activities, please investigate the Canada Council’s Audience and Market Development Travel Assistance program.</p> <p>Assistance is not available for the regular, ongoing marketing of your organization (such as your annual advertising activities).</p> <p>Eligible Costs</p> <p>Eligible costs will vary according to the nature of the project, but they may include:</p> <ul style="list-style-type: none"> • project coordinators’ fees • professional consultation or services fees • artists’ and/or media artwork rental fees for any work presented as part of the project • postage and shipping costs • presentation equipment and facilities rental • written and simultaneous translation services • technical requirements, including technicians’ fees • marketing and publicity activities, including production of promotional materials, media relations and advertising, and • interpretation and documentation activities, including the writing and publishing of catalogues, or developing printed or audiovisual materials. |

| | |
|---|---|
| Assessment Criteria for This Component | <ul style="list-style-type: none">• The overall merit and impact of the project on developing markets and/or increasing distribution possibilities for Canadian independent media artworks.• The artistic quality of the artworks marketed and/or distributed.• The effectiveness of the proposed activity in relation to the project's objectives.• The quality of the research and planning informing the project.• The organization's ability to undertake the project, as indicated by its resources and expertise.• The viability of the project budget, including a reasonable balance of revenues and expenses. |
|---|---|

SPECIFIC GUIDELINES FOR CONFERENCE AND SYMPOSIUM PROJECTS

| | |
|--|--|
| <p>Purpose for This Component</p> | <p>Assistance is available for conferences, symposia, colloquia, lecture series and other public fora for the exchange and dissemination of ideas in the contemporary media arts.</p> <p>Projects must clearly encourage meaningful dialogue and exchange about issues of critical importance to the independent media arts in Canada and/or increase public understanding of Canadian media arts practices.</p> <p>Projects should contribute to the development of critical discourse in the media arts. Projects must be either stand-alone events or self-contained events within the context of a larger event.</p> |
| <p>Eligibility for This Component</p> | <p>Examples of eligible projects include:</p> <ul style="list-style-type: none"> • inviting a facilitator to lead a public discussion about an issue of importance to the development of critical discourse in the media arts • organizing a series of public panel discussions to explore the impact of new technologies on the practice of media artists, and • inviting a speaker to lecture on the history of media arts practice within a specific cultural community. <p>Regular, ongoing critical discourse or discussion activities of your event or organization (such as artists' talks and information sessions) are not eligible.</p> <p>Professional development workshops, technical training and pitch sessions are not eligible.</p> <p>Eligible Costs</p> <p>Eligible costs will vary according to the nature of the project, but they may include:</p> <ul style="list-style-type: none"> • project coordinators' fees • artists' and/or media artwork rental fees for any work presented as part of the event • speaker fees for participating artists, speakers and/or panelists • travel and accommodation for participating artists, speakers and/or panelists • presentation equipment and facilities rental • written and simultaneous translation services • technical requirements, including technicians' fees • marketing and publicity activities, including production of promotional materials, media relations and advertising • audience development and education activities, and • interpretation and documentation activities, including the writing and publishing of transcripts. |

| | |
|---|--|
| Assessment Criteria for This Component | <ul style="list-style-type: none">• The overall merit and impact of the project on developing critical discourse in the media arts and increasing public appreciation of independent Canadian media artworks.• The artistic quality of the artworks discussed and/or presented.• The effectiveness of the proposed activity in relation to the project's objectives.• The quality of the research and planning informing the project.• The organization's ability to undertake the project, as indicated by its resources and expertise.• The viability of the project budget, including a reasonable balance of revenues and expenses. |
|---|--|

SPECIFIC GUIDELINES FOR PUBLICATION PROJECTS

| | |
|--|--|
| <p>Purpose for This Component</p> | <p>Assistance is available for the publication of books and major electronic publications that highlight Canadian independent media artists and their work.</p> <p>Publications must clearly encourage meaningful exchange about issues of critical importance to the independent media arts in Canada and/or increase public understanding of Canadian media arts practices.</p> <p>Publications should contribute to the development of critical discourse in the media arts. They must consist of critical writings on Canadian independent media arts and be at least 50 percent Canadian-authored.</p> <p>Collaborating publishers are expected to contribute to the expenses related to the production, marketing and distribution of your publication.</p> <p>At the time of application, you must submit either a complete manuscript (for a title by a single author) or the name and resumé of the proposed editor, a detailed description of the publication, and a table of contents (for an anthology).</p> <p>You must include a focused marketing and distribution plan.</p> |
| <p>Eligibility for This Component</p> | <p>Examples of eligible projects include:</p> <ul style="list-style-type: none"> • an anthology of critical writing that explores the history and current practice of a particular media arts genre from various perspectives, and • a book examining the oeuvre of an independent Canadian media artist who has made a significant contribution to the media arts field. <p>Magazines, journals, newsletters, or other print or electronic periodicals are not eligible.</p> <p>Exhibition catalogues are not eligible. (Note that catalogue costs may be included as an eligible expense in a presentation or circulation project request.)</p> <p>Regular, ongoing publication activities of your event or organization (such as catalogues, brochures or printed invitations) are not eligible.</p> <p>Eligible Costs</p> <p>Eligible costs will vary according to the nature of the project, but they may include:</p> <ul style="list-style-type: none"> • permission fees to writers and artists for the right to reproduce their work • permission fees for the right to reproduce photos, film/video stills or other artistic images • authors' fees • fees for anthology editors • written translation services, and • fees for a graphic designer. |

| | |
|--|---|
| <p>Eligibility for This Component (continued)</p> | <ul style="list-style-type: none"> • pre-printing requirements, including photography, typesetting, layout and colour separation • printing and binding • shipping and postage • costs associated with the production of a CD-ROM or other major electronic publication, and • marketing and distribution activities including the production of promotional materials and advertising. |
| <p>Assessment Criteria for This Component</p> | <ul style="list-style-type: none"> • The contribution of the publication to a wider public understanding of Canadian independent media artists and their works. • The quality of the proposed publication with regard to research, writing and scholarship. • The quality of the marketing and distribution plans surrounding the project. • The organization's ability to undertake the project, as indicated by its resources and expertise. • The viability of the project budget, including a reasonable balance of revenues and expenses. |

STEP 2 – IMPORTANT INFORMATION FOR APPLICANTS

May I submit extra support material?

No. Submit only the material requested, and carefully choose the material you include. Extra material will not be shown to the peer assessment committee. Also, committee members have a limited time in which to study each grant application. This ensures that all applicants are assessed on the same basis.

How will I know that my application has been received at the Canada Council for the Arts?

The Canada Council will send you, by mail, a notice acknowledging that your application has been received. This notice will be sent out a few days after your application has been received.

Is my personal information protected?

The Privacy Act protects your personal information and provides you with a right to access your information. The Canada Council maintains your personal information in Personal Information Bank CAC PPU 130. All other information may be accessible to others 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. This helps with program planning and evaluation of applications.

When and how will I find out the results of my application?

You will receive the results, by letter, approximately **four months** after the application deadline. Note that, for privacy reasons, the Canada Council does not release results by telephone or email.

Can I find out who got a grant and who was on the peer assessment committee?

Yes. You can access the Searchable Grants Listing, a database of successful grant applicants, at www.canadacouncil.ca/grants/recipients. You can also contact the Canada Council, in writing, to request the list of peer assessors.



Media Arts Dissemination Project Grants

If you are completing the application form 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

PART A – IDENTIFICATION AND DECLARATION

Name of applicant (registered name if incorporated)

Mailing address: _____

(_____) (_____) _____
Telephone Fax

Email Website

Title of project:

Project description summary (maximum of 30 words):

Amount requested (see application guidelines): \$ _____

Current request (check one box only):

- | | |
|--|---|
| <input type="checkbox"/> Presentation Projects | <input type="checkbox"/> Market Development and Distribution Projects |
| <input type="checkbox"/> Circulation Projects | <input type="checkbox"/> Conference and Symposium Projects |
| <input type="checkbox"/> Audience Development Projects | <input type="checkbox"/> Publication Projects |

DECLARATION

As a representative of a collective or an organization,

- I confirm that I have read carefully the eligibility criteria for this program, which are contained in the application guidelines, and that the organization or collective I represent meets these criteria.
- I accept the conditions of the program, as outlined in the application guidelines, and agree to abide by the Canada Council for the Arts' decision.
- I certify that the information contained in this application is accurate and complete, to the best of my knowledge. I will act as sole representative of the organization/collective, and I will keep the other participants informed of the contents and outcome of this grant application.
- I have already sent, or have included with this application, all final reports for previous Canada Council grants. I understand that my application will be considered ineligible if any of my final reports are outstanding.
- I am 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.

Name of person responsible for the application Position

(_____) (_____) _____
Telephone Fax Email

Signature (AN ORIGINAL SIGNATURE IS REQUIRED) Date

PART B — MANDATE OF ORGANIZATION

On an attached page, briefly state your organization's or collective's mandate and describe its principal activities (total maximum of 100 words). To facilitate processing, please print on one side only of white, 8 ½ x 11 inch paper.

PART C — PROJECT DESCRIPTION

Provide a detailed description of your project, addressing the points below (maximum of 2,000 words). Attach the requested support material.

You may apply to only **one of the six project components per project**. However, you may submit requests for support of more than one project per competition deadline. Please submit each project request on a separate application form.

The information requested is related to the assessment criteria that the peer assessment committee will use to evaluate your application. (These criteria are listed in the application guidelines.) The decision to award a grant will be based on the merit of your proposal compared with all others received in this national competition, and on the funds available.

While your project description must be detailed enough to give the assessors the information they need to make informed recommendations, we encourage you to be as concise and focused as possible.

To facilitate processing, please print on one side only of white, 8½ x 11 inch paper.

For Presentation Projects

- Describe the critical/curatorial objectives of the project.
- Describe the proposed Canadian independent media arts programming. Include a brief description of each independent Canadian media artwork to be presented, indicating the title, name of artist, medium and year of production for each one. For presentation projects showcasing the work of eight or fewer artists, provide brief artists' biographies (maximum of 50 words each). For solo exhibitions, attach a full artist's resumé (maximum of three pages). Indicate which artists will be invited to present their work in person.
- Describe the process used to program/curate the project (such as staff or guest curation, programming committee or juried open call).
- Indicate the dates and duration of the project, the number of programs or events to be mounted, and the proposed venues. For international presentations, provide details of the venue and appropriateness of the venue for presenting Canadian independent artwork.
- Indicate the fee structure for the payment of artists' and/or rental fees.
- Indicate the target audiences or communities that will be served by the project. For international presentations, describe how the Canadian work will be contextualized for the international audience.
- Describe the marketing and audience development activities that will be used to identify, increase and educate audiences (these may include the production and distribution of promotional materials, advertising, media relations, artists' or curatorial talks, or panel discussions).
- Describe the interpretation/documentation materials produced for this project that will contribute to a greater understanding of the programmed work (these materials may include catalogues, program books, critical essays, program notes, and print and audiovisual documentation).

PART C — PROJECT DESCRIPTION (cont'd)

- Attach resumés for the curator(s) and/or programmer(s) of the project (maximum of three pages each). For international presentations, provide a letter of agreement or contract with the international presenter, confirming the partnership and financial commitments.
- Note that audiovisual support material will be accepted **only** for presentation projects where the work of one to three artists is being shown. In such cases, applicants may submit a maximum of 10 slides or two audiovisual samples (such as videotapes, CD-ROMs, audio CDs or cassette tapes, or URLs) per project. All support material must be clearly labelled.

For Circulation Projects

- Describe the exhibition/program of Canadian independent media artworks that will be circulated, indicating the critical/curatorial objectives addressed. Include a brief description of each Canadian independent media artwork to be presented, indicating the title, name of artist, medium and year of production for each one. For circulation projects showcasing the work of eight or fewer artists, provide brief artists' biographies (maximum of 50 words each). For solo exhibitions, attach a full artist's resumé (maximum of three pages).
- Provide a circulation schedule, including the name, geographic location and a brief description of each public venue (maximum of 50 words each). Indicate which of the venues are confirmed and which are pending. Attach letters of agreement or contracts with local presenters, confirming partnerships and any financial commitments (note that a minimum of two public venues must be confirmed at the time of application).
- Indicate the fee structure for the payment of artists' and/or rental fees for the circulating exhibition/program.
- Indicate how the Canadian independent media artworks included in the circulating exhibition/program will be contextualized for the audiences to which the program/exhibition will be presented. Include a description of any promotional materials (such as brochures or posters) and/or interpretive materials (such as catalogues or program books) that will be produced for the circulating exhibition/program. Indicate which, if any, of the participating artists and/or curators will be travelling to the various exhibition/program locations.
- Attach the tour coordinator's resumé, as well as resumés for the curator(s) and/or programmer(s) of the circulating exhibition/program (maximum of three pages each).

Note that audiovisual support material will be accepted **only** for **circulation** projects where the work of one to three artists is being shown. In such cases, you may submit a maximum of 10 slides or two audiovisual samples (such as videotapes, CD-ROMs, audio CDs or cassette tapes, or URLs) per project. All support material must be clearly labelled.

For Audience Development Projects

- Describe the goals and objectives of the audience development project, and indicate your target audience groups. Include any research or analysis that your organization/collective has conducted in developing this proposal.
- Provide a detailed description of the project, including the program of activities that will be carried out and the strategies that will be employed in meeting the project goals and objectives. Include a time line for the project.
- Where a particular program of work is being presented within the context of the audience development project, provide a description of the Canadian independent media artworks to be presented.
- Attach the project coordinator's resumé (maximum of three pages).

PART C — PROJECT DESCRIPTION (cont'd)**For Market Development and Distribution Projects**

- Describe the goals and objectives of the market development and distribution project, and indicate your target markets. Include any research or analysis that your organization/collective has conducted in developing this proposal.
- Provide a detailed description of the project, including the program of activities that will be carried out and the strategies that will be employed to meet the project goals and objectives. Include a time line for the project.
- Where a particular body of work is being disseminated within the context of the market development and distribution project, provide a description of the Canadian independent media artworks to be disseminated.
- Attach the project coordinator's resumé (maximum of three pages).

For Conference and Symposium Projects

- Describe the goals and objectives of the conference or symposium project.
- Describe the proposed event(s). Include brief biographical information about each participant, as well as your rationale for including them in the project.
- If programming will be presented as part of the event, describe the rationale and context for the programming and list the artworks being presented.
- Indicate the fee structure for the payment of speaker and presentation fees, artists' and/or rental fees.
- Indicate the target audiences or communities that will be served by the project, and describe the audience development and marketing plans that you will use to reach them.
- Outline how this event will contribute to a wider public understanding of Canadian independent media artists and their works, and describe any interpretation or documentation materials that you will produce.
- Attach resumé(s) for the organizers and key presenters/speakers (maximum of three pages each.) Provide letters of agreement with major presentation partners (if applicable).

For Publication Projects

- Provide a description of the proposed publication, including the title, author(s), editor(s) (if applicable), name and location of co-publisher (if applicable), approximate page count, binding (cloth or paper), anticipated publication date and print run. Include a detailed summary of the contents (maximum of two pages).
- Where available, provide brief biographies of the writers whose work will appear in the publication (maximum of 50 words each).
- Outline how this publication will contribute to a wider public understanding of Canadian independent media artists and their works.
- Describe the proposed marketing and distribution plans for the publication.
- Attach a copy of the complete manuscript (for a title by a single author) or the name of the proposed editor and a table of contents (for an anthology). Where articles have already been selected for inclusion in an anthology, attach sample articles (photocopied on 8½ x 11 inch white paper, one side only).
- Attach the resumé of the coordinator of the publication project, and, where applicable, the resumé(s) of the editor(s). In the case of co-publications, attach a brief description (maximum of 100 words) of the co-publishing organization.

PART D — FINANCIAL INFORMATION

Provide the financial information requested below related to your proposed project. Use the budget template provided. Make sure that your budget is balanced (that is, total expenses equal total revenues).
 The amount requested from the Canada Council, as indicated below, should be the same as the amount marked on page 1 of the application form.

| REVENUES | | | | |
|---|--------------------------|--------------------------|---------------|--------------------------|
| Anticipated revenues for the proposed project only: (indicate whether confirmed or pending) | | | | |
| | Confirmed | Pending | Amount | Final Report Only |
| Canada Council grant requested in this application | | <input type="checkbox"/> | \$ | \$ |
| Federal grants (other than Canada Council) | <input type="checkbox"/> | <input type="checkbox"/> | \$ | \$ |
| Provincial grants | <input type="checkbox"/> | <input type="checkbox"/> | \$ | \$ |
| Municipal grants | <input type="checkbox"/> | <input type="checkbox"/> | \$ | \$ |
| Private or corporate donations | <input type="checkbox"/> | <input type="checkbox"/> | \$ | \$ |
| Admissions | <input type="checkbox"/> | <input type="checkbox"/> | \$ | \$ |
| Other (specify) | <input type="checkbox"/> | <input type="checkbox"/> | \$ | \$ |
| | <input type="checkbox"/> | <input type="checkbox"/> | \$ | \$ |
| | <input type="checkbox"/> | <input type="checkbox"/> | \$ | \$ |
| | | Total | \$ | \$ |

PART D — FINANCIAL INFORMATION (cont'd)**EXPENSES** (fill in for one type of project only)

| Presentation Projects | Total Cost | Final Report Only |
|--|-------------------|--------------------------|
| Programmers' and curators' fees | \$ | \$ |
| Artists' and/or rental fees for media artworks | \$ | \$ |
| Artists' honoraria for participation at event | \$ | \$ |
| Artists' and curators' travel costs | \$ | \$ |
| Shipping and brokerage fees for media artworks | \$ | \$ |
| Costs for transcoding and language versioning | \$ | \$ |
| Rental of presentation facilities/venues | \$ | \$ |
| Rental of presentation equipment | \$ | \$ |
| Technical costs (including technicians' or projectionists' fees and installation costs) | \$ | \$ |
| Fees for marketing and audience development personnel | \$ | \$ |
| Costs for production of promotional materials (including posters and brochures) | \$ | \$ |
| Media relations expenses (including media kits, media conferences, dubs of preview tapes and stills) | \$ | \$ |
| Advertising costs | \$ | \$ |
| Costs for audience development activities (including panel discussions and artists' or curatorial talks) | \$ | \$ |
| Fees for writing, editing and design of interpretive materials (such as catalogues and program books) | \$ | \$ |
| Printing costs for interpretive materials | \$ | \$ |
| Other (specify) | \$ | \$ |
| Total | \$ | \$ |

| Circulation Projects | Total Cost | Final Report Only |
|---|-------------------|--------------------------|
| Artists' and/or rental fees for media artworks | \$ | \$ |
| Tour co-ordinator's fees | \$ | \$ |
| Tour co-ordination expenses (such as fax, telephone and postage) | \$ | \$ |
| Costs for packing, crating, shipping and insuring media artworks, and customs brokerage | \$ | \$ |
| Costs for transcoding and language versioning | \$ | \$ |
| Artists' and curators' travel costs and honoraria | \$ | \$ |
| Costs for production of promotional materials (including posters and brochures) | \$ | \$ |
| Fees for writing, translation, design and production of an exhibition catalogue or program book | \$ | \$ |
| Printing costs for a catalogue or program book | \$ | \$ |
| Other (specify) | \$ | \$ |
| Total | \$ | \$ |

NAME OF APPLICANT:

PART D — FINANCIAL INFORMATION (cont'd)

| Audience Development Projects | Total Cost | Final Report Only |
|--------------------------------------|-------------------|--------------------------|
| Fees for personnel (specify) | \$ | \$ |
| Other expenses (specify) | \$ | \$ |
| Total | \$ | \$ |

| Market Development and Distribution Projects | Total Cost | Final Report Only |
|---|-------------------|--------------------------|
| Fees for personnel (specify) | \$ | \$ |
| Other expenses (specify) | \$ | \$ |
| Total | \$ | \$ |

PART D — FINANCIAL INFORMATION (cont'd)

| Conference and Symposium Projects | Total Cost | Final Report Only |
|--|-------------------|--------------------------|
| Fees for personnel (specify) | \$ | \$ |
| Speaker, panelist, moderator fees | \$ | \$ |
| Artists' and/or rental fees for media artworks | \$ | \$ |
| Shipping and/or brokerage for media artworks | \$ | \$ |
| Travel, accommodation, per diem for participants | \$ | \$ |
| Facilities and equipment rental | \$ | \$ |
| Technical fees | \$ | \$ |
| Translation fees | \$ | \$ |
| Costs for production of promotional materials | \$ | \$ |
| Advertising costs | \$ | \$ |
| Fees for writing, editing and design of interpretive materials | \$ | \$ |
| Printing costs for interpretive or documentation materials | \$ | \$ |
| Other (specify) | \$ | \$ |
| Total | \$ | \$ |

| Publication Projects | Total Cost | Final Report Only |
|---|-------------------|--------------------------|
| Permission fees (paid to writers and artists for the right to reproduce their work) | \$ | \$ |
| Editors' fees | \$ | \$ |
| Pre-printing costs (including photography, typesetting, design, layout, translation and colour separations—specify) | \$ | \$ |
| Printing and binding costs | \$ | \$ |
| Production expenses for a CD-ROM or other major electronic publication | \$ | \$ |
| Marketing and distribution expenses | \$ | \$ |
| Other (specify) | \$ | \$ |
| Total | \$ | \$ |

PART E – CHECKLIST

Please submit your completed application form in the following order:

- PART A – Identification and Declaration (with original signature of applicant)
- PART B – Mandate of Organization
- PART C – Project Description
- PART D – Financial Information
- Support material (catalogues, brochures, etc.) where appropriate, is recommended. Audiovisual support material (CDs, DVDs, VHS tapes) will be accepted **only** for presentation or circulation projects where the work of one to three artists is being shown.

Originals should not be submitted. The Canada Council is not responsible for the loss or damage, whatever the cause, of support material. Support material will not be returned except on request.

Be sure to make and keep a copy of your completed application form.

Do not bind or staple your application.