



Arts and Public Media

2016-2017 Grant Guidelines

Deadline: March 15, 2017, 5:00PM – (online submission)



The Mission of the California Arts Council, a state agency, is to advance California through the arts and creativity.

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California Arts Council



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Shelly Gilbride, PhD

Address

1300 I Street, Suite 930
Sacramento, CA 95814

(916) 322-6555
Toll Free (800) 201-6201
FAX: (916) 322-6575

Website: www.arts.ca.gov

Office Hours

8:00 a.m. - 5:00 p.m.
Monday through Friday

Purpose: The California Arts Council (CAC), a state agency, was established in January 1976 to encourage artistic awareness, participation, and expression; to help independent local groups develop their own arts programs; to promote employment of artists and those skilled in crafts in the public and private sector; and to enlist the aid of all state agencies in the task of ensuring the fullest expression of our artistic potential.

The Council: The appointed Council of the CAC consists of 11 members who serve staggered terms. The Governor appoints nine members, the assembly Speaker appoints one member, and the Senate President pro Tempore appoints one member. Council members serve without salary, elect their own officers, and meet throughout the state to encourage public attendance. This body sets policy and has final approval of CAC grants.

Mission: To advance California through the arts and creativity.

Funding: The CAC is a state agency, funded from the state's annual budget process and proceeds from the California Arts License Plate and the Keep Arts in Schools tax return voluntary contribution fund, supplemented by funds from the National Endowment for the Arts. Its grants are usually matched by foundations, individuals, earned income, government agencies, or other organizations.

Information Access: Due to the Public Records and Open Meeting Acts, applications and their attachments are not confidential and may be requested by the media and/or public. Observers may attend but may not participate in, or in any way interfere with, Council meetings. Meeting dates and locations are posted at www.arts.ca.gov. Each meeting provides a designated time for public comment, although comments may be time-limited.

Grants Panels: Applications are evaluated by panels of experts, recognized in their respective fields, who rank applications according to program criteria. The CAC staff provides information but not recommendations to the panel. The Council reviews panel recommendations before making final funding decisions.

Appeal Process: Appeals to CAC funding decisions must be submitted on an official Appeal Form, available from the CAC, and postmarked within 45 days of the decision. Appeals are granted only on the following grounds:

1. Panel's assessment was based on a misstatement of factual information as contained in the application such that it negatively influenced the panel's recommendation; and/or
2. Incorrect processing of the required application material such that it negatively influenced the panel's assessment of the applicant's request for funding.

Note: Dissatisfaction with award denial or with award amount is not grounds for appeal.

Requirements: The CAC is mandated both by federal and state regulations to fund only organizations that have proof of nonprofit status under sec. 501(c)(3) of the Internal Revenue Code (Fiscal Receivers are eligible in some programs), or under sec. 23701d of the California Revenue and Taxations Code, or entities that are a unit of government; and that comply with the Civil Rights Acts of 1964, as amended; sec. 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975; the Drug-Free Workplace Act of 1988; California Government Code secs. 11135-11139.5 (barring discrimination); the Fair Labor Standards Act, as defined by the Secretary of Labor in part 505 of title 29 of the Code of Federal Regulation; the Americans With Disabilities Act of 1990 ("ADA"); the Fair Employment and Housing Act; and the Personal Responsibility and Work Opportunity Reconciliation Act of 1996.

Ownership, Copyrights, Royalties, Credit: The CAC does not claim ownership, copyrights, royalties, or other claim to artwork produced as a result of a CAC grant. However, the CAC reserves the right to reproduce and use such material for official, noncommercial purpose, including but not limited to use on the CAC website, social media and print materials. In addition, the CAC requires documentation of grants activity, and appropriate credit for CAC partial support.

ARTS AND PUBLIC MEDIA 2016-2017 GRANT GUIDELINES

DEADLINE: March 15, 2017, 5:00PM

Application Instructions:

<http://arts.ca.gov/programs/files/FY16-17%20CAC%20PM%20Reference%20Application.pdf>



Background

The newly revised Arts and Public Media program supports nonprofit media projects that demonstrate a clear approach to building public awareness and support for the arts. This grant program is rooted in the California Arts Council's (CAC) vision to create a state where the arts are a central component of daily life and accessible to all, reflecting contributions from all of California's diverse populations and fostering civic engagement.

An extensive evaluation project and subsequent report titled "[Nonprofit Media Coverage of the Arts in California: Challenges and Opportunities](#)" informed the CAC's approach to supporting nonprofit media organizations in California, specifically as it relates to arts and culture coverage and related projects.

Program Goals

The Arts and Public Media program supports the production and programming of multiplatform media projects that engage Californians with authentic local stories and experiences centered on the value of arts, culture, and creative expression.

This program will support projects that meet the following goals:

- Demonstrate the impact and benefits of arts, culture, and creative expression through professional media storytelling and/or reporting.
- Foster community dialogue and engagement through innovative multiplatform arts and culture-based project activities, including but not limited to radio or television broadcast, digital media, interactive strategies, and/or live public events.
- Feature California and/or California-related artists and arts organizations, community arts projects, and/or arts education initiatives.
- Activate community partner(s) from various arts and media, and non-arts and non-media sectors, as appropriate.
- Promote civic engagement, encourage collective problem solving, and build bridges across cultures.
- Recognize that arts and culture have a direct impact on the health, welfare, and economic well-being of all Californians and their communities.
- Provide paid opportunities for media professionals such as producers, directors, writers, designers, reporters, etc.

Eligible Funding and Grant Request Amount

The Council has allocated \$200,000 to the Arts and Public Media program. Requests for support may be made for up to \$15,000. The request and match combined cannot exceed 50% of the applicant organization's total organizational income for the last completed fiscal year.

Matching

All grant recipients must provide a dollar-for-dollar (1:1) match. The cash match may be from corporate or private contributions, local or federal government, or earned income. State funds cannot be used as a match. A combination of cash and in-kind contributions may be used to match the request, with a maximum of 50% in-kind contributions permitted, with the approval of the program specialist (see staff assistance). The request and match combined cannot exceed 50% of the applicant organization's total organizational income for the last completed fiscal year.

Eligible In-Kind Match:

- Value of non-cash donations provided by third parties. These can be in the form of space, consultancy, training, services, supplies, and other expendable property.
- In-kind goods and services may not be provided by either the applicant organization or any individual or organization that is being compensated as part of the grant contract. In-kind donations by state entities are ineligible.

Applicant Eligibility

- An applicant must be one of the following:
 - California-based nonprofit media organization* with a history of arts programming for a minimum of two years prior to the time of application.
**Organizations with media production, distribution, or directly related support services as central mission and activity.*
 - Local arts agency or unit of government managing a local public media station.
- The nonprofit organization must demonstrate proof of nonprofit status under section 501(c)(3) of the Internal Revenue Code, or section 23701d of the California Revenue and Taxation Code, or must be a unit of government.
- All applicants, including non-arts organizations, must complete a DataArts CAC Funder Profile at the time of application. Non-arts organizations completing a DataArts profile should create the account for their arts program and list the non-arts organization as the parent organization. The data should pertain only to the arts program.

Project Requirements

- Project content and activities must address the program goals.
- May be an expansion of existing project(s) or a new project (ie. grant does not support "business as usual" or general underwriting purposes).
- Project must include the development of a thorough plan that includes a detailed timeline indicating a thoughtful approach to engaging the community, as well as space, time and equipment requirements.

- Involve appropriate media professionals: producer, director, writer, designer, reporter, as needed.
- Matching funds requirement for this program must be met.

What the CAC Does Not Fund

- Hospitality or food costs
- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- Non-arts organizations not involved in arts activities (as applicants)
- For-profit organizations (as applicants)
- Fundraising activities or services such as annual campaigns, fundraising events, or grant writing
- Programs of other state or federal agencies
- Programs or services intended for private use, or for use by restricted membership
- Projects with religious purposes
- Operational, administrative or indirect costs of schools, colleges, or universities, or any activities that are part of the curricular base of these institutions
- Trusts, endowment funds or investments
- Capital outlay, including construction; purchase of land, buildings, or equipment other than consumable production materials; or for the elimination of accumulated deficit
- Out-of-state travel activities
- Expenses incurred before the start or after the ending date of the grant

Application Process

Applications are accepted online only and several required attachments must be prepared prior to submitting an online application. View complete application instructions at this link:

<http://arts.ca.gov/programs/files/FY16-17%20CAC%20PM%20Reference%20Application.pdf>

Review Criteria

A peer review panel will evaluate applications based on the following criteria:

- **Project Design and Implementation:** Project design indicates realistic timeline, appropriate budget, clear media arts and community-based objectives and achievable outcomes. Design articulates methods to evaluate and measure success, collect and analyze data, and document activities. Design demonstrates depth of participant involvement and clear plans for community outreach and civic engagement in accordance with stated program goals.
- **Community Impact:** Project meets stated program goals and demonstrates reach and/or depth of engagement in an identified community. Project content and activities respond to a need or set of priorities identified with the community to be served. Project execution and evaluation involve significant community outreach, new audience

cultivation, and community participation in accordance with the identified program goals.

- **Artistic and Professional Merit:** California-based media professionals involved in the project demonstrate skills, expertise, and experiences that are central to the outcomes of the project design.
- **Management and Leadership:** Ability of applicant organization to implement proposed project is clearly demonstrated by viability of project budget and overall fiscal and managerial health of applicant organization.

Peer Panel Evaluation and Ranking Process

The panel's review of applications and work samples is a multi-step process and involves assigning numerical ranks to an application. A 6-point ranking system will be implemented. Panelists’ ranks are averaged to obtain the final score.

6-Point Numerical Ranking System

For each of the rankings listed below, the description refers to the contents of the application submitted, including work samples and attachments.

6	Exemplary	Meets all of the review criteria to the highest degree possible
5	Strong	Meets all of the review criteria in a significant manner
4	Good	Meets the majority of the review criteria; however, areas of the application need improvement, development or clarification
3	Marginal	Does not meet the majority of the review criteria in a significant manner
2	Weak	Significant inadequacies in addressing review criteria
1	Ineligible	Inappropriate for CAC support. Incomplete applications, applications with significant ineligible expenses, and proposals that do not meet program requirements are deemed ineligible.

Depending on the amount of funds available and the number of applicants, a cutoff point will be made based on the ranking. Funding recommendations will be decided through this process.

California Arts Council Decision-making

The final authority for grant decisions is the appointed Council. Subsequent to receiving and reviewing the peer panel’s recommendations, the Council will take into consideration the panel’s recommendations and make final funding decisions at a public meeting.

If approved by the Council for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand for that funding, and/or the rank a proposal receives from the peer review panel.

Should a grant award be made for an amount less than the request amount, the applicant will be required to confirm that the goals of the original request can be met or modified with a lesser grant award.

Timeline

January 18, 2017	Application available
March 15, 2017 5:00PM	Application deadline (online)
June, 2017	Funding decisions
June, 2017	Funding notifications
June 30, 2017 – June 30, 2018	Funded activity period

Grantee Requirements

- To better inform our elected representatives as to the value of the arts and the use of state funds, you will be expected to include--with your approved grant agreement-- photocopies of signed letters that you have sent to the Governor and your State Senate and Assembly representatives thanking them for your grant.
- Use CAC logo on all printed, electronic materials, and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.) that specifically reference this grant.
- Credit the CAC in all printed, media, electronic materials: *“This activity is funded in part by the California Arts Council, a state agency.”*
- When discussing the project and activities supported by this grant, verbal credit must be given to the CAC.
- A Final Report summarizing grant-funded activities and accomplishments will be required at the end of the grant period.

Staff Assistance

CAC staff is available on a limited basis to offer guidance and clarification in preparing your proposal. We recommend that you contact staff well in advance of the deadline to ensure you can be accommodated.

Contact: Caitlin Fitzwater
caitlin.fitzwater@arts.ca.gov
916-324-6617