



## Application Ranking Guide – Arts and Public Media

This document is intended to act as a guide to assist applicants in composing successful applications to the **Arts and Public Media** grant program.

A peer panel reviews all applications and work samples in a multi-step process that involves assigning numerical ranks to each application. The 6-point ranking system below is utilized and panelists' ranks are averaged to obtain the final score.

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

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

Below, the qualities of exemplary applications (Ranked 6) in the **Arts and Public Media** program are outlined, and the areas of the application in which those criteria will be assessed are identified.

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**Review Criteria #1: 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.

### **Qualities of Exemplary Applications:**

- Project activities and timeline are clearly articulated and support the realization of all stated program goals, as listed in the grant guidelines.
- Application identifies how the production and programming of multiplatform media projects will engage the public with authentic local stories and experiences centered on the value of arts, culture, and creative expression.

- Resources, including time and funds, are effectively allocated, and project budget is realistic and complete.
- Application clearly articulates intended outcomes and methods for evaluating success.
- Applicant maps robust plan for community outreach and promotion, and documentation of program impact.

**Areas of Assessment:**

- Project narrative
  - Project budget
  - Communication and Documentation
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**Review Criteria #2: 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.

**Qualities of Exemplary Applications:**

- Applicant organization and professional media personnel demonstrate connection to and experience working with the community.
- Organization uses ongoing evaluation to assess programmatic strengths and areas for growth.
- Project utilizes media platforms that are accessible to the community to be served by the project.

**Areas of Assessment:**

- Organizational history and mission statements
  - Project narrative
  - Communication and Documentation
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**Review Criteria #3: 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.

**Qualities of Exemplary Applications:**

- Media personnel are highly skilled and accomplished in their craft, as measured by their ability to meet the needs of the organization and project.
- Media personnel demonstrate experience and capacity in executing similar projects (i.e. they have created or produced multiplatform media projects).

- The work and processes of the media personnel are appropriate to and for the intended outcomes of the project.
- If inexperienced media personnel are engaged in project, a professional training or mentorship approach (i.e. apprenticeship or internship) is identified in application.

**Areas of Assessment:**

- Media personnel biographies
  - Work samples
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**Review Criteria #4: Management and Leadership:** Ability of applicant organization to implement proposed project is clearly demonstrated by qualifications of project’s team, viability of project budget, and overall fiscal and managerial health of applicant and partnering organizations.

**Qualities of Exemplary Applications:**

- Organization meets applicant eligibility requirements.
- Organizational leadership has significant experience in facilitating similar projects.
- Organizational mission aligns with project goals.
- Staff and board membership are diverse and representative of the project constituents, including the target community.
- Organization demonstrates strong fiscal health.
- Application, including project narrative and budget, are complete and free from error.

**Areas of Assessment:**

- Staff and board biographies
- Organizational history and mission
- DataArts funder report
- Completeness and accuracy of overall application