



ARTS AND PUBLIC MEDIA 2019-2020 Grant Guidelines

Deadline: November 1, 2019 11:59 PM

Application Instructions will be posted to

www.arts.ca.gov/apm.php by September 20, 2019



The mission of the California
is to advance California through

Arts Council, a state agency,
the arts and creativity.

Learn more at www.arts.ca.gov

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California Arts Council



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Office Hours
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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: Advancing California through the arts and creativity.

Vision: The CAC envisions a California where the lives of all Californians are enriched by access to and participation in a diverse spectrum of arts and cultural experiences and the arts ecosystem reflects contributions from all of California's diverse populations.

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. Meeting dates and locations are posted at www.arts.ca.gov. Observers may attend but may not participate in, or in any way interfere with, Council meetings. Each meeting provides a designated time for public comment, although comments may be time-limited.

Grant Process: 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. CAC staff is responsible for grant contract administration after Council approval. In dire or unexpected circumstances, CAC reserves the right to make exceptions to any policy or procedure on a case-by-case basis.

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

2019-20 GRANT GUIDELINES

DEADLINE: November 1, 2019 11:59 PM

Apply at calartscouncil.smartsimple.com

Up to \$25,000

Grant Activity Period: July 1, 2020 – June 30, 2021

Background and Purpose

The **Arts and Public Media** program supports projects by **nonprofit media organizations*** that build public awareness and support for the arts. This grant program is rooted in the CAC's belief that the arts are a central component of daily life. It aims to contribute to a vision where the arts are accessible to all, reflect contributions from all of California's diverse populations, and foster civic engagement.

The purpose of this grant program is to support the production and programming of engaging **multiplatform media projects**. Supported projects engage Californians with authentic local stories and experiences centered on the value of arts, culture, and creative expression within California. *Multiplatform media projects* refer to content that is delivered in the context of a wide range of distribution possibilities and not just a single delivery platform.

Examples of project types include but are not limited to presentation, distribution, exhibition, and preservation activities such as:

- Production of podcasts, television programs, radio programs, web series, short-form films, or print media that highlight California's artists, cultures, and creative expression. This may involve single programs, limited series, or segments within an ongoing series.
- Film/video/audio/print media festivals and associated public programming that include artists, critics, and/or scholars; are open to the general public; and demonstrate meaningful community engagement and discussion.
- Curated series, screenings, exhibitions, installations, and associated programming featuring any genre of art that uses radio, television, film, print media, or other media to create meaningful community engagement.
- Distribution of electronic media, film, and technology-related artworks.

Program Goals

Projects should address the following Arts and Public Media program goals:

- Demonstrate the impact and benefits of arts, culture, and creative expression through professional media storytelling and/or reporting.
- Engage community partners, both within and outside of the traditional arts and media sectors, with the ability to amplify authentic voices that represent the diversity and complexity of California.
- Foster community dialogue and engagement through innovative multiplatform arts-and-culture-based project activities, including but not limited to radio or television broadcasts, 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.

Project Requirements

- The applicant must develop and complete a project addressing the program's purpose by June 30, 2021.
- All activities to be funded by the CAC must occur within the Grant Activity Period (see [Timeline](#)).
- The production and primary distribution of the project must take place in California.
- The project must include a detailed timeline and budget, indicating a thoughtful approach to engaging the community, as well as space, time, and equipment requirements. Involve appropriate California media professionals: producer, director, writer, designer, reporter, as needed.
- The project must be either an expansion of an existing project or a new project (i.e., this grant does not support ongoing operational costs or general underwriting).
- The project must be a multiplatform media project that includes more than one method of content distribution and/or engagement.
- Rates of compensation for individual artists and/or arts workers to be supported by this grant must be appropriate to experience and comparable to fees for other local skilled workers.
- If proposing therapeutic outcomes, applicants must establish the qualifications of service providers, how strategies are appropriate to the clinical and/or community arts setting, and how support is culturally responsive to participants.
- Project design and implementation must reflect a commitment to include and represent the communities to be served.
- All CAC-funded programs, services, information, and facilities where funded activities take place must be accessible for individuals with disabilities, including but not limited to individuals who are deaf, hard of hearing, deaf-blind, have difficulty speaking, have a physical disability, visual disability, developmental disability, learning disability, mental illness or chronic illness. Please see [Page 3: Requirements](#) for more information.

Eligible Request Amounts

- Applicant organizations can request up to \$25,000.
- The total request for funding in this grant program cannot exceed 50% of an organization's total operating revenue from the most recently completed fiscal year, as provided on the Budget Snapshot at the time of application.

Eligibility

- Applicants must be either a California-based nonprofit media organization*, municipal or county arts agency, or tribal government managing a public media station.
 - **A nonprofit entity that has a primary activity and mission of disseminating information to the general public or a specific community through a newspaper, magazine, zine, media festival, or other publication; or radio, podcast, television, cable television, or other medium of mass communication.*
- All applicants must have a minimum two-year history of consistent engagement in arts programming and/or services prior to the application deadline.
- All applicant organizations must have a principal place of business in California.
- Applicant organizations 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, including California Native American or Indigenous tribal governments.
 - **Fiscal Sponsors:** An applicant without nonprofit status may use a California-based Fiscal Sponsor with a federal 501(c)(3) designation to conduct work on a not-for-profit project. The Fiscal Sponsor will provide the fiscal and administrative services needed to complete the grant. **If a grant is awarded, the Fiscal Sponsor becomes the legal contractor.** The Fiscal Sponsor must also demonstrate consistent arts services or programming in California for a minimum of two years prior to the application deadline. See additional information on the use of [CAC Fiscal Sponsors](#).
 - Applicants using Fiscal Sponsors must submit all required materials for the Fiscal Sponsor at the time of application.
- All applicants must submit all required application materials and information at the time of submission. Incomplete applications are ineligible and will not be reviewed by the panel. Please see Application Instructions for all required materials and information.
 - The submission of an SMU DataArts Funder Report is not required for this program. However, applicants must provide a minimum of two and up to three years of basic financial information via the Budget Snapshot within the application.

California Secretary of State Certificate of Status

Nonprofit organizations must have “active status” with the California Secretary of State (SOS) showing evidence of “good standing” at the time of application.

You can verify your organization’s status by conducting a search using the SOS online [Business Search](#) tool. An indication of “active” (versus “suspended,” “dissolved,” “cancelled,” etc.) confirms that your nonprofit corporation exists, is authorized to conduct business in the State of California, has met all licensing and corporation requirements, and has not received a suspension from the Franchise Tax Board.

Funding Restrictions

- The **total of all requests for CAC support during the same year of funding** cannot exceed 50% of an organization’s total operating revenue from the most recently completed fiscal year, as reported in the Budget Snapshot at the time of application.
- Applicants to this program are not restricted from applying for and receiving additional CAC program grants as long as those funds are used for different projects and purposes. To meet this criterion, applicants must demonstrate that projects:
 - Serve primarily different groups of people
 - Take place in different spaces, times, and/or contexts
 - Achieve fundamentally distinct programmatic outcomes

Matching Funds

All grant recipients must provide a 1:1 match for this grant. If applying for multiple CAC grants in a single fiscal year, distinct matching funds must be identified within each application. State funds cannot be used to meet the match. The status of each source must be specified as either projected, pending, or committed.

The matching funds requirement may be met entirely through cash match sources, or by applying the value of in-kind sources for up to 50% of the match.

Cash match sources include corporate or private contributions; municipal, county, or federal government funding; or earned income, while **in-kind match** refers to goods or services rather than currency, and for which monetary value can be determined. The use of in-kind contributions to meet the CAC matching funds requirement acknowledges that some organizations may not have the financial capability to provide a 1:1 cash match but can demonstrate the capacity to carry out the activities in the grant application through other sources.

If utilizing the value of in-kind support to meet the match, keep in the mind the following:

- **In-kind contributions may only be provided by third parties.**
- A third party is defined as a service provider, partner, or supplier that is independent of the applicant organization and the CAC and is not compensated through grant funds.
- In-kind contributions may be in the form of space; pro bono consultancy, training or services; supplies; and other expendable property that are given free of charge to the organizations.
- In-kind contributions by state entities are ineligible.
- In-kind contributions must be reflected as an expense in the grant application budget.

See additional information on [CAC In-kind Contributions](#). If you have questions about in-kind contribution documentation or eligibility, please contact the designated staff (see [Staff Assistance](#)).

What the CAC Does Not Fund

- As applicants:
 - Individuals
 - State agencies
 - Federal agencies
 - Non-arts organizations not involved in arts activities
 - For-profit organizations
- Nonprofit organizations not in “good standing” with California Secretary of State
- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- Expenses incurred before the start date or after the ending date of the Grant Activity Period
- Expenses that would supplant other state funding*
- Operational, administrative, or indirect costs of schools, colleges, or universities, or any activities that are part of the curricular base of these institutions
- Fundraising activities or services such as annual campaigns, fundraising events, or grant writing
- Lobbying activities that are intended to influence the actions, policies, or decisions of government officials or specific legislation
- Programs or services intended for private use, or for use by restricted membership
- Projects with religious purposes
- Trusts, endowment funds, or investments
- Capital outlay, including construction projects or purchase of land and buildings
- Equipment
- Debt repayment
- Hospitality, meals, or food
- Out-of-state travel

*Neither the award nor the match may be used to supplant other state funding, including salaries of state employees or general operating expenses of school districts, County Offices of Education, or publicly funded schools, colleges, or universities.

Application Process

Applications will be available online through the CAC's online grants management system at calartscouncil.smartsimple.com. Only applications submitted through the system by the deadline will be accepted. More information can be found on the [Grant Programs](#) page of the CAC website.

Review Criteria

A review panel will adjudicate applications based on the following criteria:

- **Project Design and Implementation:** Project design indicates realistic timeline, appropriate budget, clear artistic and community-based objectives, and achievable goals. Design includes 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 marketing. The application successfully demonstrates that all relevant research for the project has been completed and that the project or program is ready to advance to the production phase.
- **Artistic and Professional Merit:** Key personnel are identified and California media professionals are involved at every stage of the project design and execution and demonstrate skills, expertise, and experiences that are central to the goals of the project and program.
- **Community Impact:** Project demonstrates reach and/or depth of engagement in a defined community and/or broad reach within California. Project is responsive to the community to be served. Project execution and evaluation involve significant community participation in accordance with the identified program goals and project requirements.
- **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.
- **Equity and Accessibility:** Proposal reflects fair practices to accessing resources and the inclusion of the communities to be served in the representation, participation, and creation of services and programs. Proposal reflects evidence that CAC-funded programs, services, information, and facilities where funded activities are to take place will be accessible for individuals with disabilities, including, but not limited to, individuals who are deaf, hard of hearing, deaf-blind, have difficulty speaking, have a physical disability, visual disability, developmental disability, learning disability, mental illness or chronic illness.

Panel Adjudication and Ranking Scale

An application will be deemed ineligible by CAC staff if it is incomplete at the time of submission, or does not meet eligibility criteria or project requirements.

Panelists review applications and work samples using the 6-point ranking scale below.

	Rank Title	Rank Description
6	Exemplary	Fully achieves the purpose of the program <i>Meets all of the review criteria and project requirements to the highest degree</i>
5	Strong	Strongly achieves the purpose of the program <i>Meets all of the review criteria and project requirements to a significant degree</i>
4	Good	Sufficiently achieves the purpose of the program <i>Meets all of the review criteria and project requirements to some degree</i>
3	Fair	Moderately achieves the purpose of the program <i>Meets most of the review criteria and project requirements</i>
2	Marginal	Minimally achieves the purpose of the program <i>Meets some of the review criteria and project requirements</i>
1	Weak	Does not achieve the purpose of the program; proposals that are not appropriate for this grant category <i>Inadequately meets the review criteria or project requirements</i>

California Arts Council Decision-making

The final authority for grant awards is the appointed Council. After receiving and reviewing the panel ranks, the Council will vote on final funding awards at a public meeting. Awards may differ from requested amounts based on rank.

Timeline

November 1, 2019 11:59 PM	Application deadline (online)
January 2020	Funding decisions
January 2020	Funding notifications
July 1, 2020 – June 30, 2021	Grant Activity Period
July 31, 2021	Final Report deadline

Grantee Requirements

Grantees must comply with all requirements as stipulated in the grant agreement, including but not limited to the following:

- Grantees are required to carry out activities consistent with the original proposal summary statement and the intent of the application as approved for funding, including in instances where the grant award may be less than the original request amount.
- Changes to funded activities must be proposed in advance and would require prior written approval from CAC staff. Requests for changes are considered on a case-by-case basis; approval is not guaranteed.
- To better inform our elected representatives as to the value of the arts and the use of state funds, grantees are required to include—with the approved grant agreement—copies of signed letters sent to the Governor and state Senate and Assembly representatives thanking them for the grant.
- Use the 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 on all printed and electronic materials: *“This activity is funded in part by the California Arts Council, a state agency.”*
- Provide a report summarizing grant-funded activities and accomplishments at the end of the Grant Activity Period.

California Model Agreement (AB20) and Indirect Costs

In order to comply with AB20 requirements, University of California and California State University grantees are required to secure an indirect cost waiver from The Regents of the University of California or The Trustees of the California State University.

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.

Staff Assistance

CAC staff is available 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. People who are deaf, hard of hearing, deaf-blind, or have difficulty speaking may dial 711 to reach the California Relay Service (CRS). Large print is available upon request.

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