
PROGRAM GUIDELINES 2020/21

PROJECT ASSISTANCE FOR MEDIA ARTISTS

Important Update for 2020/21:

In July 2018, the BC Arts Council (BCAC) released the [New Foundations: Strategic Plan for the BC Arts Council 2018-2022](#). As part of the implementation of *New Foundations*, BCAC will be revising existing program eligibility and assessment criteria over the coming year to fully align with the new strategic directions and priorities. However, in order to best serve BCAC clients, accommodate existing program deadlines and honour the plan's commitment to consultation, BCAC is taking a phased approach in rolling out these changes.

As there have been preliminary changes to the program guidelines and application form this year to reflect the new strategic directions and priorities, please ensure you review all program materials thoroughly.

All applicants are encouraged to review [New Foundations: Strategic Plan for the BC Arts Council 2018-2022](#) in order to acquaint themselves with the BCAC's priorities for the coming years.

Territory Acknowledgement

The BC Arts Council acknowledges that it carries out its work on the land of Indigenous nations throughout British Columbia. We are grateful for the continuing relationships with Indigenous people in B.C. that develop through our work together. We acknowledge and raise our hands to the Lkwungen people, known today as the Songhees and Esquimalt Nations, on whose ancestral lands we operate our main offices.

About Project Assistance for Media Artists

This program assists independent media artists with the creation of specific projects. Media arts are defined as works in film, video, audio/sound art and new media, including new information and communications technologies used for artistic expression. Collaborative projects where artistic control is equally shared may be submitted as long as all creators meet eligibility requirements.

Awards are available to support the creation of new works. Applications may be made by individuals or on behalf of a collaboration of two or more artists sharing creative control of a project.

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BC Arts Council program guidelines and application forms are revised annually.

About the BC Arts Council: New Foundations

The BC Arts Council is an agency of the provincial government established by the *Arts Council Act*, for the purposes of:

- Providing support for the arts and culture in British Columbia;
- Providing persons and organizations with the opportunity to participate in the arts and culture in British Columbia; and
- Providing an open, accountable and neutrally administered process for managing funds for British Columbia arts and culture.

In July 2018, the BC Arts Council released [New Foundations: Strategic Plan for the British Columbia Arts Council 2018-2022](#), which articulates the following vision:

“Artists and cultural organizations in British Columbia are well-supported, thriving, and able to reach their full potential under principles of equity, diversity, accessibility, and reconciliation. Arts and culture are seen as fundamental to developing vibrant and resilient communities, where the people of British Columbia are highly engaged in the province’s unique arts and culture sector recognized for its innovation and leadership in Canada and abroad.”

Strategic Directions

The new strategic plan lays out four new strategic directions for the BC Arts Council, intended to facilitate more equitable access to arts funding and informed by the current context facing the arts and culture sector in B.C.:

- Sustainability and Creative Development
- Equity, Diversity and Access
- Indigenous Arts and Culture
- Regional Arts and Community Arts

Values

The BC Arts Council’s values guide all decisions and activities, from program design to the peer review process. We strive for constant improvement under these values in how we serve artists and cultural organizations throughout B.C.

- Artistic Development and Achievement
- Indigenous Engagement and Cultural Vitality
- Equity, Access and Diversity
- Collaboration and Partnerships
- Engagement and Participation
- Recognition and Promotion
- Fair and Transparent Governance

Eligibility Requirements

Eligibility Criteria

An eligible applicant must:

- Be a Canadian citizen or permanent resident and have lived in British Columbia for one year immediately prior to application.
- Be a professional media artist who has completed all basic training (not necessarily in academic institutions) and is not enrolled in full-time studies.

- Have completed at least one project that has been professionally programmed in public, subsequent to basic training as a media artist. This may include graduating projects, but not works created for specific competitions. Additionally, applications for a first project in time-based media including film/video/audio (aka “First Film”) may be eligible for post-production support only, provided that production work is substantively complete.
- Be applying for the first or second time with the same new project, or, if the applicant has twice applied unsuccessfully for the same project, have substantively changed the proposal.
- Have final creative control over the proposed work.
- Have submitted all required final reports on previous BC Arts Council grants as of the deadline date for this program
- Compensate artists and arts and cultural professionals at industry standards and adhere to international intellectual property rights standards and cultural ownership protocols (see Considering Cultural Context, below)

For collaborative applications, each individual applicant must meet these eligibility criteria.

Critics and curators of Media Art should apply to the Project Assistance for Visual Artists program for assistance with independent critical writing or curatorial projects.

Eligible Costs

Awards are available to support:

- Subsistence for the applicant (recipients of awards are expected to devote the majority of their time to their practice for the duration of the project).
- Costs of materials of the project.
- Equipment and space rental (as applicable).
- Funds paid to other professionals to realize the project (crew, technicians, etc.).
- Other production or post-production costs.
- Travel expenses relevant to realizing the project.

Ineligible Costs

Awards are not available to support:

- Projects intended exclusively for theatrical release or prime-time broadcast.
- Pilots for commercial or educational television.
- Industrials or promotions.
- Instructional, sponsored or commissioned works.
- Music recording projects.
- Music Videos.
- Creation of screenplays.
- Works produced specifically for the commercial media arts industry.
- Promotional or distribution expenses, including additional release prints or attendance at screenings or markets.

- Expenses incurred prior to the application date.
- Purchases of equipment or other capital costs.

Application Requirements

All applicants, especially new applicants to this program, are urged to discuss their request with the program officer prior to submission.

Applicants must provide a completed application, all requested information, and clearly identified support materials.

It is the applicant's responsibility to ensure applications are complete and all application requirements are included. The BC Arts Council will not contact applicants to address errors in applications or missing application requirements, including support material, other than that required to determine eligibility. Eligible applications and any supporting material will be assessed as they have been submitted.

All applications must include:

- A completed Project Assistance for Media Artists online application.
- A detailed statement of intent that includes: 1) a precise description of the proposed project; and 2) a description of how an award will assist with the project. In this statement consider responding to these questions: "Why This Project? Why You? Why Now?"
- A Curriculum Vitae of the applicant(s) that includes professional training and related artistic activities (maximum 3 pages).
- A list of completed media arts works (film/videography as appropriate). A separate document is not required if this information is included as part of the CV.
- A detailed and balanced budget of projected expenses and revenues for the project. (note: portrait orientation only)

Support Material

- Sample of script (20 page maximum) OR storyboard OR treatment OR synopsis OR exhibition/installation plan OR prototype outline of the proposed project, as appropriate.
- Up to two samples of recently completed media arts projects over which the applicant has had full creative control. Please submit complete works with relevant excerpts indicated/cued or provided. The Support Material List must be completed and accompany the samples. Non-standard viewing formats should be discussed with the program officer before submission. If the request is for post-production support in time-based media, one of the two samples submitted must be of the work-in-progress.

Support materials will not be returned.

SUPPORT MATERIAL FORMATS

Media Files

Video, images and audio support materials may be submitted via Vimeo (<https://vimeo.com/>). You may choose to password protect your submission and we require that it stay live from May 31st until September 15th. For details on compression see <https://vimeo.com/help/compression>. Include the hyperlink **AND** password (if necessary) on the Support Material List.

We are unable to accept submissions via file-sharing sites i.e."DropBox".

Support materials may also be submitted on USB flash drive, CD, or DVD. Submissions must be compatible with Windows Media Player 11, or VLC, or QuickTime 7.7 software. Please ensure that all files submitted are independent and do not require plug-ins.

On the Support Material List, please indicate the timecode at which you wish the jury to start if the sample is not an excerpt.

NOTE: Before submitting, test materials to make sure that they are readable and of good quality. It is the responsibility of the applicant to ensure all portfolio submissions arrive intact and in a readable format. Applicants are encouraged to check the quality of images and sound level of recordings.

Considering Cultural Context

In [New Foundations: 2018-2022](#), the BC Arts Council has made a commitment to principles of equity, diversity, accessibility and truth and reconciliation in all of its programs and processes. In its own operations and in the funding and support it provides for arts and culture in the province, the BC Arts Council administers its activities in accordance with the [BC Human Rights Code](#) and strives to foster cultural safety and safe and respectful workplaces for all artists, arts workers and cultural practitioners.

The BC Arts Council is committed to the standards and principles of the [United Nations Declaration of the Rights of Indigenous Peoples \(the Declaration\)](#) and the [Calls to Action of the Truth and Reconciliation Commission](#). We support the Province of British Columbia in its commitment to fully adopt and implement both of these important documents.

The BC Arts Council acknowledges the cultural, geographic and regional diversity of the province, and recognizes the distinct and varied contexts of Indigenous, cultural and regional communities.

In consideration of these commitments, all applicants and assessors should contemplate a variety of factors around cultural context when submitting a proposal. Not all considerations will apply to all applications.

- Consider issues around cultural appropriation and ownership if using the cultural expressions, aesthetics or iconography of various communities removed from their social, political and cultural roots. Cultural appropriation can also occur when there is insufficient credit given to the sources of artistic and cultural work. Cultural appropriation diminishes access and reduces the opportunity for artists from Indigenous and diverse cultural communities to tell their own stories.
- If working with Indigenous peoples, communities, culture or intellectual property (including but not limited to stories, songs, dance, designs, art, traditional knowledge or other cultural expressions), consider the principles outlined in the United Nations Declaration of the Rights of Indigenous Peoples (the Declaration). The Declaration affirms that Indigenous peoples have the right to self-determination and the right to practice and revive their culture and traditions. As stated in Article 11 of the Declaration this “includes the right to maintain, protect and develop the past, present and future manifestations of their cultures, such as archaeological and historical sites, artefacts, designs, ceremonies, technologies and visual and performing arts and literature.”
- Consider the reciprocity of relationships with the various communities and cultural practices represented in your application, and whose voices and perspectives are being included.
- Consider how you have addressed cultural protocols and/or received permissions where required, including appropriate community consent, support, advice and/or collaboration.

Assessment Criteria

The areas of assessment are set out below, along with their relative weighting.

Throughout the application and assessment, the Jury will consider and discuss how the project fulfills the applicant's artistic objectives in each area of assessment.

In evaluating each application, the Jury is asked to consider a number of possible criteria under each area of assessment. It is important to note that not all of the criteria will apply to each application; rather, they are examples of aspects that might be considered and should be addressed in the application if relevant to the applicant, the applicant's history and/or the proposed project. Additionally, some criteria may have implications in more than one area of assessment.

Applications are judged against these criteria alongside a number of equally eligible applications.

In each area of assessment, the Jury considers the detailed written statement and support material provided. Applicants are encouraged to critically assess the challenges faced and the creative solutions under consideration.

ARTISTIC CONTRIBUTION AND SIGNIFICANCE (75%)

Applicants should define and demonstrate their artistic activity, showing how the proposed project will advance the art form or practice that is central to the work of the artist.

Jurors may discuss the following:

- Clarity, focus, and vitality of the proposed project.
- Artistic risk or challenges inherent in, or tackled by, the proposed project.
- The strength of the artistic intention in the work, the quality of the practice, and the development of the art form.
- Ability to realize the project artistically, based on previous successes and support material.
- The applicant's artistic practice in the context of B.C.'s geographic, Indigenous and cultural diversity.
- Clear statements about compensation to every professional artist and practitioner participating in the project including levels of professional fees.
- The potential benefits to the development of the applicant, artists and the professional arts community in B.C.
- Consideration of cultural context in the artistic activity.

FEASIBILITY AND IMPACT (25%)

Applicants should define and demonstrate the feasibility and impact of the project. Applicants should present related past works and proposed plans.

Jurors may consider the following:

- Demonstrated capacity to realize the project, including presentation of realistic budget assumptions and projections.
- The inclusion of and engagement with appropriate protocols and practices, particularly in regard to Indigenous artists and communities.

CULTURAL COMPETENCY AND AGILITY

Although not a scored assessment criterion, when working with artists, practitioners and communities from a diversity of backgrounds, it is expected that applicants will work respectfully, knowledgeably and effectively. Cultural competency and agility has particular implications in considering reconciliation and the cultural safety and self-determination of Indigenous peoples.

Applicants should consider and speak to, where required, the following factors, which may be considered with respect to the assessment criteria:

- Commitment and ability to foster cultural safety.
- Capacity to acknowledge, negotiate and respect differing cultural perspectives, worldviews and values.
- Reciprocity in artistic, cultural and community relationships.
- Ability to address cultural protocols and permissions where required, including appropriate community consent, support, advice and/or collaboration.
- Ethical use of material, including issues of cultural appropriation and ownership.
- Consideration of the impact of proposed artistic activity, including who will benefit from it.

Application Deadline and Submission

The deadline for the Project Assistance for Media Artists is May 31, 2020.

Applications are accepted via our **NEW** online system **no later than** 11:59 p.m. on May 31, 2020.

Please note that you will have to register to our new online system before you can submit and application to this program. **The registration period can take up to 2 days**, so please plan accordingly.

Applications by mail, email or fax will not be accepted.

Adjudication Process

Merit-based, independent assessment is the primary method of evaluation.

All applications are assessed by peer review juries. Juries are comprised of individuals with expertise in particular artistic disciplines, genres or practices. When selecting jury and committee members, the Council considers broad professional knowledge, expertise, geographical representation and diverse aesthetic, institutional, and cultural viewpoints, including those from Indigenous perspectives.

The following process is used to evaluate every application:

- The British Columbia Arts Council receives applications and acknowledges receipt by email within 2 weeks of the deadline date.
- Council staff reviews applications for eligibility.
- The jury evaluates the applications using the assessment criteria outlined above and determines the level of funding and conditions on payment of awards.
- Council informs each applicant of its decision in writing.

- Applicants are urged to contact their program officer for feedback on their applications.

Grant Amounts

There are two categories of awards in this program:

Category 1: Awards up to \$10,000

Category 2: Awards up to \$25,000

Applicants are encouraged to apply to either category based on the scale and scope of their project.

Assistance through this program is possible only once per BC Arts Council fiscal year (April 1- March 31).

Notification of Awards

Decisions will be made within sixteen weeks of the application deadline. All applicants will be notified by letter. Results will not be released by telephone or email.

Payment of Awards

All payments of grant monies to the grant recipient are subject to an authorizing appropriation under the Financial Administration Act.

The British Columbia Arts Council reserves the right to redistribute, delay or suspend payments if the recipient:

- Does not carry out its planned program of activities
- Undergoes major changes in artistic or administrative direction
- Does not meet its obligations as a grant recipient, including submission of final reports to the Council
- Fails to comply with legal obligations
- Fails to respect the commitment to provide a safe and respectful workplace free from harassment, discrimination and sexual misconduct.

Successful individuals are issued T4As for the year in which the grant payment is processed.

Final Reports

All recipients must submit a final report and requested documentation of the completed project to the BC Arts Council within 30 days of its completion date stated in the application for support. Final Report forms are available at: <http://www.bcartscouncil.ca/forms.htm>.

Future applications to project assistance programs will be ineligible if all reporting requirements are not met. Final reports may be scanned and submitted electronically to BCArtsCouncil@gov.bc.ca or by mail or courier.

Confidentiality and Recognition of Awards

CONFIDENTIALITY OF INFORMATION

The collection, use, and disclosure of personal information are subject to the privacy provisions of the *Freedom of Information and Protection of Privacy Act*. The applicant's information will be shared in confidence with members of the adjudication jury. The names and locations of successful award recipients may be published, along with the amount of the award, in the Annual Report of the BC Arts Council as well as in various communications and promotional vehicles of the BC Arts Council and Government of British Columbia. Social Insurance Numbers are provided to Canada and Revenue Agency through the issuance of T4As.

RECOGNITION OF ASSISTANCE

In recognition of funding, the support of the BC Arts Council and the Province of British Columbia should be acknowledged in all promotional materials, both hard copy and online. The approved BC Arts Council and provincial logo and graphics standards are available online in a variety of ready-to-use digital formats at <http://www.bcartscouncil.ca/mediaroom/logoanduse.htm>. The joint logo should be used on posters, brochures, print ads and programs and used where possible on media releases and signs related to the funded project.

As well, funded organizations with a website are encouraged to add a link to the BC Arts Council website.

Contact Information

All applicants must discuss their request with their program officer prior to submission.

Walter Quan – Program Officer
Phone number 778-698-3527 | walter.quan@gov.bc.ca

A full list of program officers is available at <http://www.bcartscouncil.ca/about/coordinators.htm>.

For general information or further assistance, please contact:

Telephone: 250 356-1718
Email: bcartscouncil@gov.bc.ca

***Program guidelines are reviewed annually.
Please ensure you are working with the most current program guidelines for each intake.***