

# PROGRAM GUIDELINES 2020/21

## PROJECT ASSISTANCE FOR MEDIA ARTISTS

### About the BC Arts Council: New Foundations

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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 BC 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 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

## Program Impacts and Changes Due to COVID-19

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The BC Arts Council recognizes the immense and unprecedented impact the COVID-19 pandemic is having, and will likely continue to have, on the B.C. arts and culture sector. While every effort will be made to minimize revisions after posting, program guidelines may need to be updated to align with the most current provincial and federal orders and directives and public health information.



In light of this evolving situation, please take note of the following general considerations:

- Ensure you are always working with the latest version of the program guidelines, as posted on the BC Arts Council website. The posting date is identified at the bottom of the page, and any changes to the guidelines made after the original posting are highlighted.
- A temporary blackout has been placed on new funding and applications for activities that involve travel and/or in-person gatherings between March 26 and June 30, 2020. This date could be adjusted if the current provincial and federal orders and directives in place are extended.
- Your application will be adjudicated to the best of the adjudication panel's ability based on the published program guidelines and the assumptions addressed within the proposal, recognizing that the responses to COVID-19 may continue to shift rapidly. Please clearly state any assumptions you are making in your application regarding the impact of COVID-19 on your project.
- If your application is successful, you may need to adjust your project to respond to further developments in the COVID-19 pandemic that were unknown at the time of application and/or adjudication. Please contact your program officer, who will work with you to find creative and flexible approaches to uphold the original intention of your funded project, including remote or virtual solutions.
- The most up-to-date information will always be posted on our dedicated [COVID 19 FAQ page](#) and individual program pages. Updates will also be announced on our [Facebook](#), and [Twitter](#) accounts.

## About the Program: Project Assistance for Media Artists

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Project Assistance for Media Artists assists independent media artists with the creation of specific projects. The BCAC defines media arts as works in film, video, audio/sound art and new media, including new information and communications technologies used for artistic expression.

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.

## Application Deadline and Submission

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The deadline for submissions to Project Assistance for Media Artists is May 31, 2020 no later than 11:59 p.m.

All applications will be submitted via the online grant application system. New applicants need to register on the online system before submitting an application. **Please note that approval of a new registration request may take up to four business days.** New registrants will be notified of approval and access to grant applications.

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

## Eligibility Requirements

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Assistance through this program is available to professional independent artists. For collaborative applications, each individual applicant must meet the eligibility criteria below. Ineligible applications will not be reviewed by the adjudication panel.

An eligible applicant must:

- Be a Canadian citizen or permanent resident and have lived in British Columbia for at least twelve months 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 created and completed at least one project that has been professionally presented as part of a public program, 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 production work is substantively complete.
- Be applying for either the first or second time with a project; if the applicant has twice applied unsuccessfully for the same project, the proposal must be substantively changed to be considered.
- Have final creative control over the proposed work.
- Compensate artists and arts professionals fairly in keeping with community contexts and industry standards within the field of practice, including adhering to international intellectual property rights standards and cultural ownership protocols.
- Have submitted any outstanding final reports on previous BC Arts Council grants by the submission deadline date for this program.

**NOTE:** *Critics and curators of Media Art should apply to the [Individual Arts Awards for Visual Artists, Craft Artists and Independent Critics or Curators](#) program for assistance with independent critical writing or curatorial projects.*

## Eligible Costs

**Awards are available to support:**

- Subsistence for the applicant as 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
- Rental of equipment and/or space
- Funds paid to other professionals to realize the project (e.g. crew, technicians, etc.)
- Production or post-production costs
- Travel expenses relevant to realizing the project

## Exclusions

### Awards are not available to support:

- Projects intended exclusively for theatrical release or prime-time broadcast
- Pilots for commercial or educational television
- Industrials or promotional films
- Instructional, sponsored or commissioned works
- Music recording projects
- Music videos
- Creation of screenplays
- Works produced specifically for the commercial media arts industry
- Promotions or distribution expenses, including additional release prints or attendance at screenings or markets
- Expenses incurred prior to the application submission date
- Capital expenditures (e.g. construction, renovation or purchase of property or equipment)

## Grant Amounts

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Applicants should apply to the category based on the scale and scope of their project. There are two categories of awards in this program:

Category 1: Awards up to \$10,000

Category 2: Awards up to \$25,000

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

## Application Requirements

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All applicants are encouraged to discuss their request with the appropriate program officer prior to submission.

All new applicants must create an Applicant Profile by registering with the [online system](#) before they can submit an application and should ensure all information and documentation in their online profile is up to date with each subsequent application.

Applicants must submit a complete online application, including all requested information and support material. All support materials must be submitted via the online system unless otherwise indicated.

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

### The online application must include:

- A detailed written statement (up to 750 words) 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, a list of completed media arts works and related artistic activities (maximum four (4) pages per artist).

- A balanced project budget using the budget table provided through the online application or uploaded as a PDF, including a budget summary. Please provide notes to the budget and indicate whether revenues are confirmed or pending.
- Letters from any partners or collaborators, if applicable, confirming the nature of their participation.
- Applicants who have received funding through the BC Arts Council for an earlier phase of the same project, which is still underway and for which a final report has not yet been submitted, must provide an update on the status of the previous phase(s).

**Supporting Material:**

Applicants must fill out the Inventory of Support Material Table within the online application when submitting any materials listed below. The applicant is responsible for ensuring materials are readable and of good quality.

- Up to two samples of recently completed media arts projects in which the applicant had full creative control. A total of five (5) minutes of video or audio will be considered by the adjudication panel. Applicants should identify on the Inventory of Support Material Table which excerpts are to be viewed.
  - Each digital file may be up to 2 GB in size and uploaded directly into the online application. The following file extensions are supported:
    - Audio:* .mp3, .flac, .wma, .wav, .ra, .rm, .mid, .midi, .ogg
    - Video:* .mp4, .mov, .flv, .ogv, .webm, .wmv, .mkv, .avi, .mov, .rm, .asf, .rmvb, .mpg, .mpeg, .mpg, .mp2, .m4v
    - Image:* .jpeg, .jpg, .gif, .png, .bmp
  - Non-standard viewing formats must 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 from the work-in-progress.
  - Video, images and audio support materials may be submitted via [Vimeo](#). URLs for audio/visual support material provided online must be clearly listed on the Inventory of Support Material Table. If the URL is password-protected please set the password to: *BCAC\_2020*
- A maximum 20-page sample of ONE of the following, as appropriate:
  - Script
  - Storyboard
  - Treatment
  - Synopsis
  - Exhibition/installation plan
  - Prototype outline of the proposed project.

Please do not submit support material other than what is outlined above. Support material will not be returned.

## Equity and Cultural Context

In its Strategic Plan [New Foundations: 2018-2022](#), the BC Arts Council makes a commitment to principles of equity, diversity, accessibility, and truth and reconciliation in all of its programs and processes. The Council also conducts its own operations and funding activities in accordance to legislation such as the

[BC Human Rights Code](#), [Accessible Canada Act](#) and the [United Nations Declaration of the Rights of Indigenous Peoples](#), as well as [Calls to Action of the Truth and Reconciliation Commission](#).

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. The BC Arts Council also recognizes that all artistic practice exists within diverse and specific cultural contexts. All applicants are encouraged to contemplate a variety of factors around cultural appropriation, representation, and equitable and ethical collaboration processes, and to clearly position their work within its cultural context as required within their application.

## Assessment Criteria

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The two areas of assessment are set out below, along with their relative weighting. Applicants should discuss how the proposed project fulfils each area of assessment within their application.

### **Artistic Contribution and Significance (75%)**

The adjudication panel will assess the applicant's overall artistic achievement, contribution, and creative processes by considering:

- The quality of the proposed project demonstrated through the level of artistry and risk, originality, production values, and contribution to the art form in B.C.
- The integrity of the creative processes, including approaches to research; collaborative processes; contributors; source and physical materials; and cultural contexts and protocols, as applicable.

### **Feasibility and Impact (25%)**

The adjudication panel will consider the achievability and viability of the project, and its impact on the province's arts and cultural community and the applicant's own identified communities, by considering:

- The achievability of the proposed project as determined by sound budgets, planning, and resource allocation.
- The ability to acknowledge and engage with the cultural context in which the work exists, including concrete engagement with demographic diversity, cultural protocols, accessibility of space and content, and reconciliation, as applicable.

## Adjudication Process

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Merit-based, independent assessment is the primary method of evaluation. All applications to this program are assessed by a peer adjudication panel. Peer adjudication panels are comprised of individuals with expertise in particular artistic disciplines, genres, or fields of practice. When selecting adjudication panel 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 applications to this program:**

- The BC Arts Council receives applications via the online system.
- BC Arts Council staff reviews applications for eligibility.

- The adjudication panel evaluates the applications using the assessment criteria outlined above and determines the level of funding and conditions on payment of awards.
- The BC Arts Council informs each applicant of the adjudication panel's decision in writing.

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

## Notification of Awards

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Decisions will be made within sixteen weeks of the application deadline. Notification will be sent via the online system to the contact linked to the application. Results cannot be requested in advance by telephone or email.

## Payment of Awards

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

The BC 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;
- Fails to comply with legal obligations; and/or
- Fails to respect the commitment to provide a safe and respectful work environment free from harassment, discrimination and sexual misconduct.

Grants are taxable income and must be reported as such. Individuals receiving grants on their own behalf or on behalf of a collective are issued T4As for the year in which the grant payment is processed.

## Final Reports

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All recipients must submit a final report with the required documentation of the completed project to the BC Arts Council within 30 days of the completion date stated in the respective application. Final Report forms must be submitted through the online system.

Future applications to BC Arts Council programs will be ineligible if reporting requirements are not met.

## Confidentiality and Recognition of Awards

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### 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 print 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.

As well, funded applicants with a website are encouraged to add a link to the [BC Arts Council](#) website.

## Contact Information

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All applicants are encouraged to discuss the eligibility of their proposed request with the program officer prior to submission.

Sarah Todd – Program Officer  
236 478-2528 | [Sarah.Todd@gov.bc.ca](mailto:Sarah.Todd@gov.bc.ca)

Walter Quan – Program Officer  
778 698-3527 | [walter.quan@gov.bc.ca](mailto:walter.quan@gov.bc.ca)

A full list of program officers is available on [our website](#).

For general information or further assistance, please contact:  
250 356-1718 | [bcartscouncil@gov.bc.ca](mailto:bcartscouncil@gov.bc.ca)

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