

PROGRAM GUIDELINES 2021/22

PROJECT ASSISTANCE: Media Artists

Program Impacts and Changes Due to COVID-19

The BC Arts Council recognizes the unprecedented impact the COVID-19 pandemic is having on the B.C. arts and culture sector. While every effort is made to minimize revisions, program guidelines may be updated to align with the current provincial and federal orders and public health directives. Please:

- Ensure you have the latest version of the program guidelines as posted on the BC Arts Council website. Any changes to the guidelines made after the original posting will be clearly highlighted.
- Find up-to-date information posted on our [COVID-19 update page](#).

About the Program: Project Assistance for Media Artists

Project Assistance for Media Artists assists independent media artists with the creation of specific projects. The BC Arts Council 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.

Critics and curators of Media Art may apply to [Project Assistance: Visual Artists](#) for assistance with independent critical writing or curatorial projects.

About the BC Arts Council

For more information about the BC Arts Council's mandate, vision, values and strategic directions please visit the [About](#) and [Priorities](#) sections on the BC Arts Council website.

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 on 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 related to cultural appropriation, representation, and equitable and ethical collaboration processes, and to clearly position their work within its cultural context in their application. Equity and access are central to the BC Arts Council's response to supporting the arts and culture sector through COVID-19 recovery.

Application Deadline and Details

The deadline for submissions to Media Artists is June 15, 2021, **no later than 11:59 p.m.**

All applications must be submitted via the online grant application system. Applicants must ensure that all information and documentation in their online profile is up to date prior to submitting an application.

New applicants must register in the [online system](#) in order to submit an application. **Approval of a registration request may take up to four business days.** New registrants will be notified of approval and provided access to grant applications. Applications by mail, email, or fax are not accepted.

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

Application Assistance

Applicants who identify as Deaf and/or living with disabilities and who require accommodation or assistance to develop and submit an application to this program should contact the program officer or email bcartscouncil@gov.bc.ca for more information.

Receiving application assistance does not influence the assessment of the application.

Eligibility Requirements

Ineligible applications will not be forwarded for assessment.

Applicant Eligibility

To be eligible to apply, you must:

- Be a Canadian citizen or Permanent Resident and have been a resident of British Columbia for at least 12 months immediately prior to the application deadline, and ordinarily reside in B.C. For more information, review our [Determining B.C. Residency](#) page.
- 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 two or more years of artistic practice after basic training, and,
 - As a professional media artist, has created and completed at least one project that has been professionally presented as part of a public program for which a professional fee was received (CARFAC, IMAA, or equivalent).

OR

- Received at least one grant for the creation of media art through the First Peoples' Cultural Council Indigenous Arts Program and have submitted a final report for that grant.
- Be applying for either the first or second time with a project; if an 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, if applicable.
- Have submitted any outstanding final reports on previous BC Arts Council grants by the submission deadline date for this program.
- For collaborative applications, each individual applicant must meet these eligibility criteria.

Eligible Costs

Awards are available to support:

- Subsistence for the applicant as recipients of awards are expected to devote most 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 and/or post-production costs

Exclusions

Awards are not available to support:

- Travel and/or in-person gatherings as per BC Arts Council's [current COVID-19 policy](#).
- Capital expenditures (construction, renovation, or purchase of property or equipment).
- Works produced for the commercial media arts industry, theatrical release, or prime-time broadcast
- Pilots for commercial or educational television, and/or industrials or promotional films
- Instructional, sponsored or commissioned works
- Music recording projects or music videos
- Creation/writing of screenplays
- Promotions or distribution expenses, including additional release prints or attendance at screenings or markets
- Expenses incurred prior to the application submission date
- Projects substantially funded through other provincial government agencies

Grant Amounts

Applicants should apply to the appropriate level based on scope and scale of their project. There are two levels of awards:

Level 1: Awards up to \$10,000

Level 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

It is the applicant's responsibility to submit a complete application. Eligible applications and support material will be assessed as submitted.

The complete online application must include:

- Details outlining the proposed project including:
 - a summary of the proposed project.
 - rationale and objectives underlying the project.
 - project timeline and work plan.
- Description of equitable and ethical approaches in the project and/or your practice.
- A balanced project budget using the table provided. Include notes on the budget and indicate whether revenues are confirmed or pending.
- All required support material as per the list below.

Support Material

Applicants are advised to review and adhere to the [Upload Requirements for Support Material guidelines](#). It is the applicant's responsibility to ensure that all support material is in a readable format. Poor quality files may adversely affect an applicant's success. Applicants are encouraged to test all materials before submitting their application. Requested supporting material must be submitted via the online system unless otherwise indicated.

Required Support Material includes:

- Curriculum Vitae with professional training and related artistic activities (maximum 3 pages).
- Letters from partners or collaborators, if applicable, confirming the nature of their participation.
- Up to two samples (video or audio for a total of 5 minutes) of recently completed media arts projects over which the applicant had full creative control.
 - Identify excerpts to be viewed on the Inventory of Support Material Table
- 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

Do not submit material beyond what is requested; it will not be presented for assessment.

Assessment Criteria

The areas of assessment are set out below along with their relative weight. Applicants should keep these criteria in mind as they complete their application and should also discuss how the project may address the strategic priorities and values of the BC Arts Council.

ARTISTIC CONTRIBUTION, SIGNIFICANCE AND IMPACT (70%)

The assessment panel will evaluate the project's overall artistic achievement, contribution, and significance. The panel will consider the:

- Clarity, vitality, and strength of the proposed project demonstrated through the level of artistry and risk, originality and challenge, quality of the practice, and the development of the art form
- Integrity of the creative processes including approaches to research, collaborative processes, contributors, source materials, and cultural contexts and protocols, as applicable
- Potential benefits to the development of the applicant's practice, the applicant's own identified communities, and the professional arts community in B.C.
- Applicant's artistic practice in the context of B.C.'s geographic, Indigenous, and cultural diversity, including acknowledgement of and engagement with the cultural context in which the work exists, cultural protocols, accessibility of space and content, and reconciliation, as applicable

FEASIBILITY (20%)

The assessment panel will evaluate the viability of the project by considering:

- Achievability of the proposed activities as demonstrated by sound budgets, planning, and resource allocation.
- Level of experience in realizing comparable projects at a professional standard.

ALIGNMENT WITH STRATEGIC DIRECTIONS (10%)

The assessment panel will evaluate the applicant's commitment to, and the project's alignment with, these BC Arts Council strategic directions:

- Indigenous Arts and Culture
- Equity, Diversity, and Access
- Community Arts and Regional Arts

Assessment Process

Merit-based, independent assessment is the primary method of evaluation for all applications to this program. Assessment panels are comprised of individuals with broad professional knowledge, experience, geographical representation, and diverse aesthetic, institutional, and cultural viewpoints, including those from Indigenous perspectives.

The following process is used to evaluate every application:

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

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

Notification of Awards

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 online application. Results cannot be requested in advance.

Payment of Awards

All award payments 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.
- Fails to respect the commitment to provide a safe and respectful workplace 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

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

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 assessment panel. 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

Sarah Todd – Program Officer | 236 478-2528 | Sarah.Todd@gov.bc.ca

Walter Quan – Program Officer | 778 698-3527 | Walter.Quan@gov.bc.ca

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

For general information or further assistance, please contact:

Telephone: 250 356-1718

Email: bcartscouncil@gov.bc.ca

Program guidelines are reviewed annually. Be sure that you are working with the most current guidelines available on the program page on the BC Arts Council website.