

# Media Art Grants



Media Arts Officer  
Ontario Arts Council



Mark Haslam

# Agenda

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- ▶ **Introductions**
- ▶ **About the OAC**
- ▶ **OAC and You**
- ▶ **Types of projects funded**
- ▶ **Eligibility (i.e. who can apply)**
- ▶ **What to submit in the application**
- ▶ **The assessment process**
- ▶ **Other OAC grants for Media Artists**
- ▶ **Protecting your work**
- ▶ **Q & A**



From *Trailing Arbutus*  
by Hope Thompson, 2009.

# About the Ontario Arts Council (OAC)

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- ▶ **OAC is an agency of the Ontario Ministry of Tourism, Culture and Sport.**
- ▶ **We offer programs for artists and arts organizations.**
- ▶ **Dance, Theatre, Media Arts, Music, Visual Arts, Literature, Community-engaged Arts, Arts Education, Indigenous Arts, Franco-Ontarian Arts, Touring and Audience Development offices.**

# Vital Arts and Public Value

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- ▶ **Strategic Plan *Vital Arts and Public Value***
- ▶ **The OAC is committed to equity in funding to all artists and organizations – including those from all regions of Ontario, and Indigenous, francophone and new generation artists, artists of colour, and Deaf artists and artists with disabilities.**
- ▶ **Support for Ontario's vital artists and arts organizations**



# New Funding Framework - 2017

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- ▶ **Creating and Presenting**
- ▶ **Building Audiences and Markets**
- ▶ **Engaging Communities and Schools**
- ▶ **Developing Careers and Arts Services**



# Who Can Apply to OAC? Professional Artists

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## What we mean by artist:

- ▶ **You have completed basic training (formal or informal) in your field**
- ▶ **You spend a significant amount of time practicing your work**
- ▶ **You are a recognized, practicing artist**
- ▶ **You are a Canadian citizen or permanent resident, or have an application pending for permanent resident status that can be verified**



*The Monkey and the Mermaid* by Shary Boyle, in collaboration with songwriter Christine Fellows and musician Jason Tait, during the Images Festival 2010.

# Project Grants for Media Artists

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## Emerging

Grants up to \$10,000

Project budgets up to \$75,000

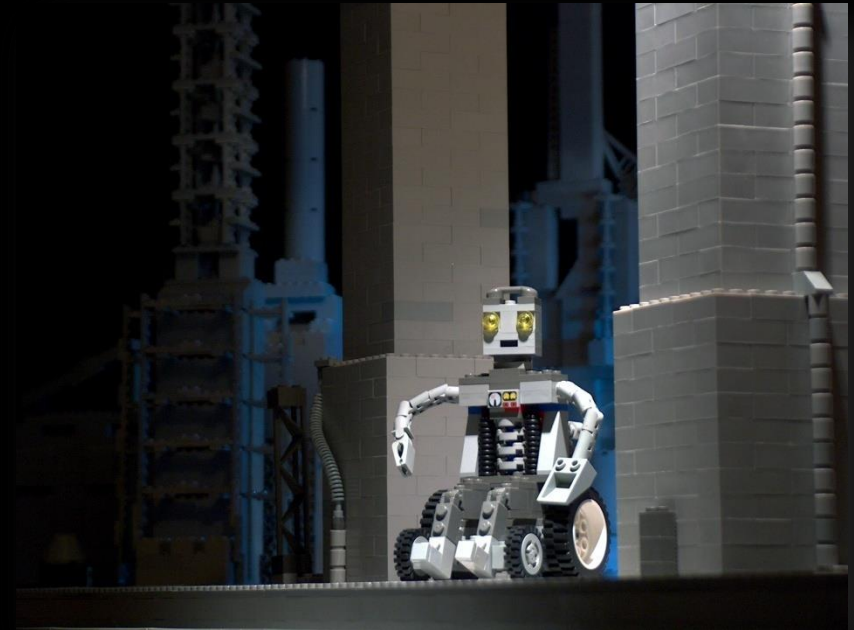
Must have at least one piece of eligible support material

## Mid-Career & Established

Grants up to \$40,000

Project budgets up to \$300,000

Must have at least two pieces of eligible support material



From Marc Berteaux's *Robota*, an animated film done entirely in Lego, 2005.

# ELIGIBLE Projects

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- ▶ **Animation**
- ▶ **Audio art**
- ▶ **Dance film or video**
- ▶ **Documentary**
- ▶ **Drama/comedy**
- ▶ **Experimental**
- ▶ **Games**
- ▶ **Media art installation**
- ▶ **Media-based performance**
- ▶ **New media**
- ▶ **Virtual reality**
- ▶ **Web-based art projects**

*We fund  
directors/  
artists,  
not  
producers*

*We fund film,  
tape, video,  
digital,  
robotic,  
mechanical...*



# **NOT** ELIGIBLE

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- ▶ **Budgets exceeding program limit**
- ▶ **Commissioned projects**
- ▶ **Promotional projects or PSAs**
- ▶ **Instructional projects**
- ▶ **Producer-driven projects**
- ▶ **Television projects**
- ▶ **Music videos**
- ▶ **Websites**
- ▶ **Documentation of existing artworks**
- ▶ **Transfers from one format to another**
- ▶ **Subtitling**
- ▶ **Student projects**
- ▶ **Academic projects supported by SSHRC or the NRC**
- ▶ **Projects with tax credits**

# Before You Start...

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## The basics:

- ▶ **Confirm the deadline**  
*Available on OAC's website*
- ▶ **Read the Program Guidelines**  
*Also available on-line*
- ▶ **Call if you have questions**
- ▶ **Give yourself enough time**
- ▶ **No extensions**
- ▶ **Must postmark application before midnight on the deadline date**
- ▶ **Keep a copy of your application**



Eric Gamache, Shelly Rhame, Kevin Hoffman  
and Toivo Koivukoski work on  
*Cut and Run: Ephemeroptera* organized by the  
Near North Mobile Media Lab Collective in North Bay.

# What's in an Application?

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- ✓ **Harmonized Application form**
- ✓ **Writing tips**
- ✓ **Project Description (include Synopsis and Rationale)**
- ✓ **Timeline**
- ✓ **Resumes or bios of principal artists involved**
- ✓ **Letters of agreement and/or confirmation of participation (if applicable)**
- ✓ **Budget**
- ✓ **Audio/Visual support material**
- ✓ **Use the checklist to ensure that your application is complete**

# How Does it All Work?

## Application Assessment in a Nutshell

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### Artistic Merit

- Support Material
- Project description

### Impact

- Your artistic development
- Community impact

### Viability

- Artistic CV
- Budget
- Timeline
- Project Description



# Who Makes the Decisions?

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## **The jury process...**

- ▶ **OAC grants are peer assessed**
- ▶ **Juries are made up of arts professionals just like you, chosen by OAC officers.**
- ▶ **The jury decide who gets a grant and how much**



*Would you like to be considered as a juror, or recommend someone? Email your resume to [jurors@arts.on.ca](mailto:jurors@arts.on.ca).*

## **People on juries are chosen for...**

- ▶ **Range of artistic expertise**
- ▶ **Geographic diversity**
- ▶ **Aboriginal & Cultural diversity**
- ▶ **Francophones and Anglophones**
- ▶ **Generosity of spirit**
- ▶ **Ability to work in a consensus process**

# What happens in the Assessment Process?

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- ▶ Applications are received and logged into database
- ▶ Officer selects jurors
- ▶ Jurors receive written applications and take notes
- ▶ Jurors attend meeting at OAC, watch support materials and take more notes
- ▶ Jurors translate their assessment notes into a score for each criteria
- ▶ Scores are sorted in an excel spreadsheet
- ▶ Jurors discuss applications, and re-score
- ▶ Final list
- ▶ Check budgets and allocate grant amounts.

# When Will I Know?

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**In general we provide the results in four (4) months.**

If you DO get the grant

- ▶ Complete the grant acknowledgement form
- ▶ Submit a revised budget with documentation of confirmed funding
- ▶ Keep copy of application
- ▶ Update OAC on changes
- ▶ Final report required within two years

If you DON'T get the grant

- ▶ Don't be discouraged
- ▶ Re-apply in the next fiscal year
- ▶ We provide technical feedback but not artistic feedback if you call us

# Remember to Protect Your Work

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- ▶ Take responsibility for your work and research on-line:
  - Independent Media Arts Preservation  
(<http://www.imappreserve.org/index.html>)
  - Documentation and Conservation of Media Arts Heritage  
(<http://www.docam.ca/>)
  - Monitoring Media Art Preservation is an online newsletter published by the Netherlands Media Art Institute  
(<http://nimk.nl/eng/media-art-preservation-links>)
- ▶ Document your process
- ▶ Ensure that you store your work properly
- ▶ If your work is in a collection, ask how it will be preserved



*Tanya Tagaq performing in ImagineNATIVE's  
New Media Mash-Up, 2010*




# Other Grant Programs

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You may also be eligible to apply to:

- ▶ Exhibition Assistance
- ▶ Media Arts Projects
  - For organisations and collectives
- ▶ Skills and Careers
- ▶ Artists in Education
- ▶ Indigenous Arts Projects
- ▶ Franco-Ontarian Arts – Avance Médias
- ▶ Northern Arts
  - Ontario residents north of Parry Sound




*You have funding  
choices at OAC.*

Thank you for participating.  
We look forward to hearing from you.

[www.arts.on.ca](http://www.arts.on.ca)

1-800-387-0058 toll free  
Services in English and French



*You are an  
artist. Keep  
making your  
work!*