



Literature

FY2020 GUIDELINES

Application Deadline: March 28, 2019 by 4:00PM



**Council on
the Arts**

ANDREW M. CUOMO
Governor

KATHERINE NICHOLLS
Chair

MARA MANUS
Executive Director

Helpful Information

TIMETABLE OF KEY EVENTS

Guidelines Released	January 23, 2019
Application Period Begins	February 11, 2019
Applications Due	March 28, 2019 4 pm
Award(s) Announced By	EST December 15, 2019

PROGRAM STAFF



Kathleen Masterson

Program Director

Kathleen.Masterson@arts.ny.gov

(212) 459-8826

PLEASE NOTE:

These program guidelines have been developed for the current funding year. NYSCA's grant recommendations each year are the result of funds available, the volume of applications received, and a review process that includes the evaluation of all eligible proposals by a peer review panel. Past funding is neither a factor considered by the review panel nor a guarantee of future funding.

Funding Restrictions

Limitations to the Number of Applications

Organizations are limited to two grant requests to NYSCA. Each ongoing multi-year grant counts as one of these requests. Please note that the following categories **do not count** towards an organization's limit of two requests:

- ❑ Architecture + Design Program — *Independent Projects category*
- ❑ Dance Program — *Rehearsal Space and Residencies categories*
- ❑ Electronic Media & Film Program — *Art & Technology Initiative (Workspace category)*
- ❑ Facilities Projects Program — *All categories*
- ❑ Folk Arts Program — *Apprenticeships category*
- ❑ Folk Arts Program — *Regional and County Folk Arts Programs category*
- ❑ Individual Artists Program — *All categories*
- ❑ Literature Program — *Translation category*
- ❑ State and Local Partnership Program — *Decentralization category*
- ❑ All Programs — *Regrants and Partnerships category*

Ineligible Activities

New York State law and NYSCA policy restrict the types of activities and expenditures that NYSCA may fund. NYSCA is unable to award funding for the following:

- ❑ Accumulated deficits and debt reductions
- ❑ Activities not open to the public, for example, activities restricted to an organization's membership. Funded activities must be open to the public and promoted as such
- ❑ Competitions and contests
- ❑ Components of an organization's budget that are not directed towards programs in New York State
- ❑ Entertainment costs for receptions, openings, and fundraising benefits/events
- ❑ Major expenditures for the establishment of a new organization
- ❑ Operating expenses and fellowships at professional training schools that are not open to the general public
- ❑ Operating expenses of privately owned facilities (such as homes and studios)
- ❑ Out-of-state travel expenses
- ❑ Programs of public school districts or their components or affiliates
- ❑ Programs that are essentially recreational, rehabilitative, or therapeutic
- ❑ Programs of New York State agencies or departments
- ❑ Requests for amounts that are greater than an organization's total operating expenses minus its total operating income
- ❑ Programs of public colleges and universities except under limited circumstances. Entities with close public college or university affiliations will be examined on a case-by-case basis to determine eligibility. **Such applicants are strongly advised to contact NYSCA program staff listed on the previous page of this document in advance of the application deadline to determine eligibility.**

Literature Program - Overview

Please Note two important changes to the FY2020 Application Process:

1. Applicants no longer need to register requests on the NYSCA website; and
2. Applicants must submit through the online NYSCA-New York State Consolidated Funding Application (NYSCA-CFA). *The Grants Gateway will continue to be a critical part of the NYSCA grants Prequalification and contracting process for FY2020.*

The NYSCA FY2020 [Application Manual \(PDF\)](#) explains how to:

1. Review NYSCA's general requirements;
2. Become Prequalified in the Grants Gateway
3. Register in the NYSCA-CFA
4. Submit an application through the NYSCA-CFA and get help for technical questions.

The NYSCA FY2020 Application Manual and online NYSCA application guide are available on the NYSCA website at www.arts.ny.gov/application-guide . Please read all instructions carefully.

The **Literature Program** offers support to a wide range of organizations that promote the creation, publication, and dissemination of contemporary literary writing and encourage its appreciation by the general public. Literary genres supported include fiction, poetry, drama, and literary (creative) prose. NYSCA is committed to the development and support of literary activity for underserved areas and audiences, and to activity that supports writers who represent the cultural diversity of New York State. Priority is given to applicants that demonstrate artistic excellence as well as a consistent policy of payment to writers and substantial efforts to reach and to creatively engage a wide audience through innovative literary programming and promotional efforts.

The Literature Program makes grants for New York State literary activity in the following categories:

- General Operating Support (unrestricted support)
- Book and Literary Magazine Publication/Literary Publishing (project support for contributors'/editors' fees, production, promotion & distribution costs)
- Public Programs (project support for writers'/curators' fees & promotion costs for a series of public readings, literary events/festivals or writing workshops)
- Literary Translation (project support for translators' fees for literary translations-in-progress)
- Re-grants and Partnerships (project support – by invitation from NYSCA only)

Funding for national organizations is provided only for those activities occurring in New York State. Literary programming must be open to the general public and promoted as such.

Applicants may make one request per category to the Literature Program for FY20 and two requests NYSCA- wide. Applications in the Literary Translation Category and the Re-grants and Partnerships Category are exempt from this two-request limit. General Operating Support applicants in Literature may make one other request NYSCA-wide.

New applicants or applicants changing request categories are asked to speak with Literature Program Staff before beginning an application.

Artistic Evaluation

NYSCA must be able to evaluate an applicant's artistic quality on an ongoing basis. It is the responsibility of all current and prospective applicants to inform staff of public programs well in advance of the event date. This is required so that staff and/or advisory panelists may attend and evaluate the events. Email notification is welcomed. Applicants offering public literary programs are asked to submit video documentation of literary events as support material.

Notification of events should be sent to kathleen.masterson@arts.ny.gov, or to:
NYSCA Literature Program – Event Notification
300 Park Avenue South 10th Floor
New York, NY 10010

Literature Program - Overview (cont.)

Technical Assistance

The Literature Program provides technical assistance to literary publishers, literary presenters, and individual writers through a number of literary service partners, as listed below. It also supports information access for the general public. Applicants seeking Technical Assistance should consult directly with the technical assistance providers listed in these guidelines.

Statewide Literary Website for Literary Audiences:

Bright Hill Literary Center and Press / New York State Literary Website (LitTree)

94 Church Street, P.O. Box 193

Treadwell, NY 13846-0193

Contact: Beatrice Georgalidis, Executive Director

Lawrence Shaw, Administrative Assistant 607-829-5055

E-Mail: wordthur@stny.rr.com

www.nyslittree.org

LitTree offers a comprehensive listing, by county, of writers who have lived or worked in New York State, as well as listings of the State's important literary sites, libraries and bookstores. It also offers links to the websites of many literary organizations, including literary event calendars.

Technical Assistance for Literary Publishers:

Council of Literary Magazines and Presses (New York Technical Assistance Program – NYTAP)

154 Christopher Street, Suite 3C

New York, NY 10014-2839 212-741-9110

info@clmp.org

Contact: David Gibbs, Director of Programs dgibbs@clmp.org

Montana Agte-Studier, Director of Membership and Development magte-studier@clmp.org

<http://www.clmp.org/publisher-resources/nytap/>

CLMP provides assistance to nonprofit literary magazines and small presses in the form of regrants, consultancies, workshops, roundtable meetings, travel funds, mentorships and online resources in areas such as distribution, fundraising, publicity and marketing through its New York State Technical Assistance Program, funded by NYSCA.

Book Redistribution to Libraries in Underserved Communities (The Poulin Project):

Distribution to Underserved Communities (DUCS)/ Art Resources Transfer

526 West 26th Street, Suite 614

New York, NY 10001

Contact: D.U.C. Library Program Coordinator/attn. The Poulin Project (212) 255-2919

E-Mail: info@ducprogram.org

<http://www.artresourcestransfer.org/duc.php>

<https://www.artresourcestransfer.org/poulin>

Publishers may donate returned, surplus and slightly hurt books for redistribution to institutional libraries serving seniors, young people, incarcerated persons and the general public.

Literature Program - Overview

Technical Assistance (cont.)

Technical Assistance for Literary Presenters:

Literary Presenters Technical Assistance Program (LitTAP)

Contacts: Laurie Dean Torrell, New York State Director

Debora Ott, Founding Director

E-Mails: ldcant@justbuffalo.org dott@littap.org

<http://www.littap.org/index.php?id=97>

The Literature Program offers a technical assistance program, LitTAP, for New York State nonprofit literary presenters at all budget levels statewide. Sponsored by Just Buffalo Literary Center, the project features an extensive technical assistance website, consultancies, and annual convenings of the State's literary field.

Grant Information for Individual Writers/Sample Translator's Contract:

PEN American Center 568 Broadway, Suite 401

New York, NY 10012-3225 (212) 334-1660

E-Mail: pen@pen.org

<https://www.pen.org/>

Monitors worldwide freedom of expression issues and provides a variety of services and grants to writers and literary translators. A sample translation contract is available on the PEN website at

<https://pen.org/a-model-contract-for-literary-translations/>

Support of Writers' Fees for Readings and Workshops in New York State/Career Information for Writers:

Poets & Writers

90 Broad Street, Suite 2100 New

York, NY 10004

(212) 226-3586

<http://www.pw.org>

Readings & Workshops Regrant Funding Contact:

Director, Readings/Workshops

E-Mail: rw-eastny@pw.org

212-226-3586 x4

<http://www.pw.org/funding>

Tools for Writers:

Contact: Information Services, Poets & Writers

E-Mail: info_services@pw.org

212-226-3586 x221

<http://www.pw.org>

Poets & Writers offers free online tools and information for writers. (Visit pw.org.) Through a NYSCA regrant program, Poets & Writers also provides matching funds to non-profit organizations in support of writers' fees for public literary readings and writing workshops in all 62 counties of New York State (see above). Organizations may not apply to NYSCA and to Poets & Writers for the same project in the same fiscal year.

Literature Program - Overview

Sponsored Requests

Sponsored requests are accepted in the Literature Program in the following categories: Book and Literary Magazine Publication, Literary Translation, and Public Programs

- ❑ Organizations may not impose a fee for submitting a sponsored application but are permitted to charge a fiscal sponsorship fee if the application is funded. Fiscal sponsorship fees for funded applications may not exceed 7% (with the exception of literary translation, see guidelines below) and are determined by mutual agreement between the sponsored entity and the sponsoring organization. This expense must be included in the project budget and indicated in the budget narrative question included in the application.
- ❑ Applicants serving as fiscal sponsors must provide a fiscal sponsorship agreement stating the services provided by the fiscal sponsor, amount or percentage of the grant provided to the fiscal sponsor, and responsibilities of the sponsored organization relating to the fiscal sponsorship.
- ❑ The services of the sponsoring organization are limited to fiscal management of the project, submission of the application and final report, and, at the discretion of the sponsoring organization, publicizing the activity requested. Following notification of the funding decision by NYSCA, the fiscal sponsor is required to notify the sponsored organization as soon as possible about whether the application has been funded and the funding amount.
- ❑ Please review the [Sponsored Application Instructions](#).

Types of Literature Support

GENERAL OPERATING SUPPORT

General Operating Support represents an investment by NYSCA in an organization's ongoing literary work, rather than a specific project or program. General Operating Support seeks to reward exemplary practice in all areas of administration, finance, programming, and other organizational activities.

General Operating Support is directed toward ongoing activities of arts and cultural organizations, arts and cultural programs operated as independent entities within their own organizations, or significant ongoing arts and cultural programming within organizations whose mission is not primarily arts-based.

A primary focus in the discipline in which the organization is seeking General Operating Support, or significant ongoing activities that address the focus of the NYSCA program in which the organization is seeking support, is necessary. For example: a writing center operated as discrete entity within a larger entity such as a YMCA/YMHA.

When considering the provision and level of General Operating Support, NYSCA examines the nature, scope, and quality of an organization's programs and activities, its managerial and fiscal competence, and its public service.

General Operating Support grants will be no less than \$5,000 and will not exceed 25% of an organization's budget, based on the income and expense statement for the organization's most recently completed fiscal year. In FY19 the median grant awarded was \$17,000, and the largest grant awarded was \$50,000. General Operating Support is awarded on a multi-year basis.

Prerequisites:

In order to be eligible to apply for General Operating Support, an applicant organization must meet the following minimum criteria:

- ❑ The organization's primary focus or mission must be literary; or the organization must have significant ongoing literary activities;
- ❑ The organization must have ongoing literary programs, publishing activity, literary readings and writing workshops, exhibitions, productions or other literary, art and cultural activities that are open and/or accessible to the general public;
- ❑ The organization must make evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities; or the organizational mission must be primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities;
- ❑ The organization must demonstrate fiscal stability as indicated by such factors as a positive fund balance, an absence of substantial, recurring organizational deficits, a realistic and balanced organizational budget, diverse revenue sources, and strong internal controls;
- ❑ The organization must currently employ one or more qualified, salaried (W-2, not contracted) administrative staff (the position may be full-time or part-time);
- ❑ The organization must have a viable, committed board of directors, with officers, that exercises oversight and accountability for governance, operations, programming and finances;
- ❑ The organization must meet or exceed the minimum requirements for funding in either the Public Programs or Literary Publishing categories (see "Prerequisites" in these categories), or both, as applicable; and
- ❑ The organization must demonstrate a consistent policy of fair payment to literary artists.

Sponsored Projects are not eligible for support in this category.

For applicants requesting General Operating Support, please note that the project budget for General Operating Support applicants represents the organizational budget for the request year, excepting costs for out of state and non-literary programming.

For literary publishers requesting General Operating Support, please note that university presses, writing competitions, and projects requiring writers to pay manuscript reading fees are not eligible for NYSCA support. Income and expenses related to these activities must be excluded from the project budget in the application. Use budget notes to explain.

Types of Literature Support

BOOK & LITERARY MAGAZINE PUBLICATION/LITERARY PUBLISHING

The Book and Literary Magazine Publication/Literary Publishing Category offers project support for artistic, editorial, production, promotional and distribution costs incurred in the publication of the work of noncommercial literary presses and magazines, including online and digital publishers. Publishers must principally publish poetry, fiction, drama, or literary (creative) nonfiction or literary translation. Publishers demonstrating an ongoing commitment to payment of authors and editors will be given priority.

First-time applicants in this category are required to contact NYSCA staff before submitting a request.

Prerequisites

In order to be eligible to apply for Book and Literary Magazine Publication/Literary Publishing support, an applicant organization must meet the following minimum criteria:

- Noncommercial book publishers must have produced at least two new volumes (not reprints) of poetry, fiction, drama or literary nonfiction in the two years prior to the application deadline.
- Noncommercial literary magazine publishers must have published at least two separate issues in the two years prior to the application deadline. Double issues count as one issue.
- Online literary magazine publishers must have created the equivalent of two separate online issues in the two years prior to the application deadline. Online content should be refreshed in accordance with the applicant's stated publication schedules.
- Principal editorial offices must be located in New York State.

Please note that the request amount should not exceed 50% of the total Project Budget. The minimum request/grant amount is \$2,500, and the minimum project budget amount is \$5,000. In FY19 the median grant awarded was \$7,000, and the largest grant awarded was \$16,250.

University presses, writing competitions, and projects requiring writers to pay manuscript reading fees are not eligible for NYSCA support. Income and expenses related to these activities must be excluded from the project budget in the application. Use budget notes to explain.

Sponsored Projects are eligible for support in this category.

Types of Literature Support

PUBLIC PROGRAMS

The Public Programs category offers project support to organizations that present professional writers to the public as part of a reading series. It also offers support for other public literary programs including writing workshops, literary festivals and book fairs, book discussion groups led by published writers, lectures by writers, writers' tours, and literary programs involving electronic media. This category also serves organizations whose primary focus is not literary. NYSCA funding in this category is directed toward writers' and curators' fees, and promotional activities.

Prerequisites:

In order to be eligible to apply for Public Programs, an applicant organization must meet the following minimum criteria:

- ❑ All applicants must offer literary programming that is open to the public.
- ❑ All applicants must have completed at least one year of such programming prior to the application deadline.
- ❑ All applicants are expected to demonstrate an ongoing commitment to paying writers' fees. (Refer to the Resources menu at www.LitTAP.org for updates on suggested minimum writers' fees.)
- ❑ Reading series applicants must offer a minimum of four literary readings per year (four different authors).
- ❑ Reading series at colleges and universities are eligible for support provided:
 - ❑ they are promoted to, and attended by, the general public; and
 - ❑ they are not offered for college credit to students.
- ❑ Writing workshops applicants:
 - ❑ must offer a minimum of eight sessions per year; and
 - ❑ must be taught by a professional writer/teacher/consultant.
- ❑ Series presenting playwrights to the public are eligible provided:
 - ❑ playwrights appear in person as the featured readers (minimum 4 events with 4 separate writers); and,
 - ❑ playwrights appear in a series of public discussions, panels or roundtables highlighting the craft of playwriting.

Please note that the request amount should not exceed 50% of the total Project Budget. The minimum request amount is \$2,500, and the minimum project budget amount is \$5,000. In FY19 the median grant awarded was \$5,000, and the largest grant awarded was \$28,000.

School-based writing programs taking place during the school day are ineligible for support in the Literature Program. Please see Arts Education guidelines.

Sponsored Projects are eligible for support in this category.

Types of Literature Support

LITERARY TRANSLATION

New York State historically has welcomed speakers of other languages, and 30% of the State's population speaks a first language other than English. The availability of high-quality world literature in excellent English translation is essential to a literate democracy. NYSCA continues to provide support for translators' fees for the completion of literary translations in progress into English. Accuracy and literary quality of the translation are the paramount category criteria.

Grant range: \$2,500 - \$10,000. The minimum request amount is \$2,500. In FY19 the median grant awarded was \$5,000, and the largest grant awarded was \$5,026.

Translators must be New York State residents and may not submit the same project to NYSCA more than once. Individuals may not apply directly for NYSCA funding; translation requests must be sponsored by a nonprofit organization. Literary magazine and book publishers are encouraged to apply on behalf of translators they plan to publish. Applications that present a commitment of publication or performance from a literary publisher or presenter as well as a clear plan for bringing the translated work before New York State public will take priority in the event of tied ratings.

See a model translator's contract at: <https://pen.org/a-model-contract-for-literary-translations/> from PEN American Center's Translation Committee.

This category is exempt from the two-request limit.

Prerequisites:

- The applicant organization (sponsor) must be based in New York State;
- The applicant translator/s must be current New York State resident/s and submit proof of residency; and,
- Projects by matriculated students are not eligible for support.

Nonprofit Sponsorship of Literary Translation Applications

Sponsored Projects are eligible for support in this category.

Literary magazine and book publishers are encouraged to apply on behalf of translators they plan to publish, but an eligible New York State non-profit may serve as a sponsor for a request by an individual translator. Some sponsoring organizations serve only as fiscal conduits for the project and limit their role to receiving, disbursing, and reporting on grants. Others provide additional fiscal and administrative services to the artists they sponsor. Sponsors may not impose a fee on artists for submitting their applications. However, if a project receives funding, sponsors of translation applications may take a fee of no more than 5% of the grant, provided they are presenting a public program featuring the funded translator. This expense should be reflected in the Project Budget submitted in support of the application. Artistic control of and proprietary rights to projects should rest exclusively with the artist. In addition, any arrangement for services provided to the artist, including application consultation, budget or work samples, should be clearly described.

Types of Literature Support

REGRANTS AND PARTNERSHIPS SUPPORT

Application to the Regrants and Partnerships Programs category is by invitation only.

NYSCA may contract with nonprofit organizations to administer targeted funding and technical assistance in areas not directly funded by NYSCA Programs. Organizations are invited based on an identified, unmet need within a discipline by Program staff and the service profile of the applicant organization. This category covers a range of services from the administration of technical assistance funds to fees for artist appearances. Organizations applying to NYSCA in this category must show a willingness to reach beyond their membership in providing services or regrant awards.

This category covers a range of services from the administration of technical assistance funds to fees for artist appearances. Services can either have a long-term role in the arts community or be developed to meet a short-term need. Some organizations may use a panel review process to determine regrant awards for their projects, while others may be limited primarily to assigning and accounting for consulting services. A working knowledge of the target audience, arts discipline, and service area is essential for those organizations receiving grant contracts in this category.

Administrative costs for delivery of services can vary depending on the nature, depth, and scope of the work, but should rarely exceed 15% of project costs. Organizations receiving support for regrants in this category are required to report on the distribution of funds, describing the demographics of the recipients.

Activity in the former Services to the Field category in the Literature Program may be eligible for support in the Regrants and Partnerships category. Please contact Program Staff to discuss eligibility.

Eligibility Criteria - In order to be eligible to apply for Regrants and Partnerships Support an applicant organization must meet the following minimum criteria:

- ❑ Its primary focus or mission must be in the discipline in which the organization is seeking Regrants and Partnerships Support; or the organization must have significant ongoing activities or services that address the focus of the NYSCA program in which the organization is seeking support;
- ❑ It must have ongoing services, programs, exhibitions, productions or other art and cultural activities that serve the general public and/or the arts discipline;
- ❑ The organization must make evident a substantial commitment to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services; or the organizational mission must be primarily devoted to arts and culture, with a prior record of accomplishment in producing or presenting cultural activities or services;
- ❑ It must demonstrate fiscal stability as indicated by such factors as a positive fund balance, an absence of substantial, recurring organizational deficits, a realistic and balanced organizational budget, diverse revenue sources, and strong internal controls;
- ❑ The organization must employ one or more qualified, salaried administrative staff;
- ❑ It must have a viable, committed board of directors with officers that exercises oversight and accountability for governance, operations, programming and finances; and
- ❑ It must demonstrate a consistent policy of fair payment to consultants, organizations and artists.

Sponsored Projects are not eligible for support in this category.

Literature - Questions

The Questions below must be completed in the NYSCA-CFA under the QUESTIONNAIRE and NYSCA Tabs.

STANDARD QUESTIONS - All NYSCA APPLICANTS must answer the questions below:

LEGAL NAME OF APPLICANT

APPLICANT ADDRESS TABLE: Street, City, State, Zip

CONTACTS TABLE: (For Primary and Secondary Contact, Executive Director/Equivalent Position and Board Chair/President): First Name, Last Name, Title (for Primary and Secondary Contact), Phone, Email

MISSION: Please enter your organization's current mission statement. (Max 250 characters)

ACTIVITIES: Provide a brief overview of your organization's programs and activities as it relates to your mission in the previous question. (Max 1,000 characters)

STAFF LIST TABLE: First Name, Last Name, Title, Salary Range for Up to Five Primary Staff.

DIVERSITY/INCLUSIVENESS: Given your mission and the community you serve, how does your organization address diversity and inclusiveness? In your response, discuss in terms of staff, board, and audience composition, as well as the programs and services your organization provides. (Max 1,000 characters)

ACCESSIBILITY: A universal and inclusive environment for the arts allows everyone, including people with and without disabilities, and people of all ages, to access the facilities and programs of an organization. What actions has your organization taken to make your facilities, programs, and communications systems accessible and usable by all? (Max 1,000 characters)

FACILITIES: Briefly describe your facilities. Explain any relocations, expansions, renovations, or major improvements undertaken in the recent past or planned for the future. (Max 750 characters)

ORGANIZATION'S FACILITIES/REAL ESTATE ARE: Choose "Owned" or "Rented"
IF RENTED, DATE CURRENT LEASE EXPIRES:

DAYS/HOURS/SEASONS OF OPERATION:

TOTAL NUMBER OF VISITORS/USERS/AUDIENCE: How many audience members, exhibition visitors, service users, or visitors to your facility do you serve? Provide an average annual figure.

SOCIAL MEDIA TABLE: Provide links to primary website and two additional social media, if your organization maintains.

FISCAL YEAR END DATE: Format MM/DD

YEAR INCORPORATED: Format YYYY

PROJECT NAME (* Completed when the application is created)

PROJECT DESCRIPTION: Provide a brief description of your project. (Max 250 characters)

Literature - Questions

STANDARD QUESTIONS - ALL NYSCA APPLICANTS (cont.)

PROJECT OBJECTIVE: Please indicate the primary goals of this request. (Max 250 characters)

PROJECT PERFORMANCE MEASURE: Indicate how you will measure the success of the request, should it be supported. (Max 250 characters)

PROJECT CAPACITY: Indicate how your staffing will provide sufficient support for the project (experience, training activities). (Max 250 characters)

PROJECT REQUEST AMOUNT: (* Completed under the Funding Tab)

PROJECT TOTAL EXPENSES: (* Completed under the Funding Tab)

ADDITIONAL STANDARD QUESTIONS: *All LITERATURE APPLICANTS must answer the questions below:*

1SQ. Provide the **Project Title, Request Amount and Total Cash Expenses** for the project for which you are requesting support. The Project Title must be the same as the Application Name provided when this application was created and the Request Amount and Total Cash Expenses for the project must be the same as the amounts provided in the Funding Tab. (Max. 250 characters)

2SQ. MANAGERIAL/FISCAL — Finances: Describe any recent, significant fiscal, artistic or organizational changes, developments or challenges. Indicate how challenges will be addressed. Explain recurring deficits, outstanding loans, or tax liens that may appear on your Form 990s, audits or other public filings, as well as specific plans to resolve these issues, providing here a transparent picture of your organization's current situation. (Max. 2,500 characters)

GENERAL OPERATING SUPPORT: *All applicants to GENERAL OPERATING SUPPORT must complete the following questions:*

1G. ARTISTIC/PROGRAMMATIC — Request Overview:

Request Overview: Provide a workplan for the request year that describes literary activity, programs, developmental work and/or services for which support is requested. Discuss any new programs, initiatives or innovations that are planned. (Max. 2,500 characters)

2G. ARTISTIC/PROGRAMMATIC — Background:

Describe the organization, how it was established and evolution of its literary work. Highlight how the creative activity of the past three years reflects your current artistic approach. This is your company's "biography." (Max. 1,500 characters)

3G. ARTISTIC/PROGRAMMATIC — Artistic/Cultural Vision:

Articulate the organization's artistic and/or cultural vision for the next several years. This question projects the preferred future of your organization, in alignment with your mission statement and strategic plan. (Max. 1,500 characters)

4G. MANAGERIAL/FISCAL — Staff:

Identify the key administrative and artistic staff members responsible for this program, specifying those with responsibility for artistic/curatorial decisions. Detail any recent significant changes in key staff positions. (Max. 1,300 characters)

Literature - Questions

GENERAL OPERATING SUPPORT (cont.)

5G. MANAGERIAL/FISCAL — Governance & Organizational Development:

Describe the board and/or governing body in detail, including committee structure, diversity, meeting schedule, and approach to staff and fiscal oversight. (Max. 1,300 characters)

6G. MANAGERIAL / FISCAL — Succession Planning: Outline the approach to institutional and succession planning, highlighting the roles of staff and board. If your organization does not have a written succession plan, please explain why not and discuss the current conversation in your organization around successorship. (Max. 1,300 characters)

7G. MANAGERIAL/FISCAL — Finances:

Detail plans for meeting current and future expenses. Include sources of earned and unearned income. Explain any current and/or recurring surpluses or deficits not explained in Question 2SQ, including significant fluctuations (20% or more) in the organizational budget. Indicate the current amount of the organization's cash reserve. (Max. 1,300 characters)

8G. MANAGERIAL/FISCAL — Artist and Programmatic Consultant Fees:

Indicate how payment to literary artists, and to any outside consultants is determined. Please include the range of fees paid to writers/contributors, editors, translators, literary curators, book designers and consultants for the most recently completed year. (Max. 1,500 characters)

9G. MANAGERIAL/FISCAL — Objectives and Evaluation: Articulate how the organization determines its annual goals/objectives, and state those objectives for the request year. Explain how the organization will evaluate the programs, service to the public, and other organizational initiatives it has chosen to measure. Include any performance measures or metrics used to assess outcomes. (List here the URLs linked to results of assessments available online, or upload assessment results as support material). (Max. 1,300 characters)

10G. SERVICE TO THE PUBLIC — Constituency, Community Engagement and Diversity:

Describe the specific communities served, including both audiences and artists. How does your organization define and approach diversity and inclusiveness? (Max. 1,000 characters)

11G. SERVICE TO THE PUBLIC — Audience Development & Cultivation: Detail specific efforts being undertaken to cultivate and broaden the organization's constituency, as well as efforts to deepen service to existing audiences and readers. If there are members or subscribers, how are they served, and what benefits do they receive? Describe audience development activities, including education programs, newsletters, blogs, and cultivation activities directed toward community-based organizations, social service agencies, etc. (Max. 1,300 characters)

12G. SERVICE TO THE PUBLIC — Marketing/Use of Online Resources and Social Media: Describe the organization's marketing strategies, both organizational and programmatic. Discuss any recent changes in the approach to marketing. Describe the use of online resources and social networking sites in the marketing plan and beyond. (Max. 1,300 characters)

13G. SERVICE TO THE PUBLIC — Community Context:

Identify the other organizations in your market area that provide similar arts and cultural activities, and tell us how their activities support, enhance, or differ from those of this organization. Describe any partnerships or collaborations with other organizations. (Max. 1,300 characters)

Literature - Questions

BOOK AND LITERARY MAGAZINE PUBLISHERS: *All applicants to BOOK AND LITERARY MAGAZINE PUBLICATION/LITERARY PUBLISHING category must complete the following questions:*

1B. Is this request for **Book Publication** or for **Literary Magazine Publication** support? (Max. 100 characters)

2B. ARTISTIC/PROGRAMMATIC — Editorial Overview:

Describe the editorial approach of the press or magazine, including how the publication was founded and its literary evolution. Detail editorial plans for the request year (FY20-calendar year 2020), highlighting any new editorial direction. Summarize plans for the following year (FY21-calendar year 2021). (Max. 2,500 characters)

3B. ARTISTIC/PROGRAMMATIC — Publishing Schedule:

Discuss any significant changes in the volume of publication, providing a reason for the changes. Discuss policy for maintaining and reissuing backlist titles or for archiving back issues. Applicants must use the [Book Publication Fact Sheet](#) or [Literary Magazine Publication Fact Sheet](#), or upload similarly formatted documents, to list the literary titles or magazine issues published last year and those planned for publication in the request year. (Max. 1,500 characters)

4B. ARTISTIC/PROGRAMMATIC — Editorial Staff:

List the names of the key editorial staff along with their titles and responsibilities. (Max. 1,000 characters)

5B. MANAGERIAL/FISCAL —Artists' Fees:

Describe the system used for payments to literary artists, including royalty structure and range of payments to writers/contributors, editors, translators and designers from most recently completed year. Explain any changes or improvements planned. (Max. 1,500 characters)

6B. MANAGERIAL/FISCAL — Managerial Staff:

List the key managerial staff and their titles and responsibilities. (Max. 750 characters)

7B. MANAGERIAL/FISCAL — Fiscal Overview:

NYSCA may only support up to 50% of a project's cost. Describe specific plans, projects and activities for meeting current and future expenses. Detail efforts to increase individual as well as foundation/corporate donations for the press or magazine. Include earned income. NB: Writing competitions and projects requiring authors to pay manuscript reading fees are not eligible for NYSCA support. Income and expenses related to these activities must be excluded from the project budget in the finance section of the application. Use project budget notes to explain. (Max. 1,000 characters)

8B. MANAGERIAL/FISCAL — Governance:

Detail the separate functions and activities, if any, of the editorial board and the board of directors. Note any changes or improvements in board activity planned for the request year. If there is an editorial advisory board, discuss its function and contribution to the publication. (Max. 2,500 characters)

9B. SERVICE TO THE PUBLIC — Community Engagement and Diversity:

How does your organization define and approach diversity and inclusiveness? Which specific communities does it serve, including both audiences and artists? (Max. 1,000 characters)

Literature - Questions

BOOK AND LITERARY MAGAZINE PUBLISHERS (cont.)

10B. SERVICE TO THE PUBLIC — Audience/Marketing:

Describe the audience for the literary publications. Describe specific marketing, sales campaigns, and promotional efforts intended to reach and broaden this audience. Note special marketing plans for individual titles or issues. (Max. 1,000 characters)

11B. SERVICE TO THE PUBLIC — New Technologies/Access:

Describe the use of technologies such as web-based publishing, e-Books, mobile devices and apps, social networking, Live Streaming, etc. to better reach and serve the public, including artists and audiences with disabilities. Discuss the use of universal access technologies such as Braille, recorded books, and large type. (Max. 1,000 characters)

PUBLIC PROGRAMS: *All applicants to PUBLIC PROGRAMS must complete the following questions:*

1P. ARTISTIC/PROGRAMMATIC — Literary Program Overview

Describe the curatorial (artistic) approach to the reading series, writing workshop or other public program for the request year, including discussion of the artist selection process. Provide a two-sentence biography on 4 of the writers/teachers/literary artists proposed for the request year. Provide a complete roster of proposed writers/teachers on the [Literary Presenters' Fact Sheet](#), which will be included with your support materials. (Max. 2,500 characters)

2P. ARTISTIC/PROGRAMMATIC — Literary Staff:

List the key literary staff, including the literary curator, and their titles and responsibilities. Include three-sentence bios of each. (Max 2,500 characters)

3P. MANAGERIAL/FISCAL — Artists' Fees:

Discuss the policy regarding payment of literary artists' fees. Give range of fees paid to writers, workshop teachers and literary curators for the most recently completed year. Explain any changes or improvements planned. (Max. 1,500 characters)

4P. MANAGERIAL/FISCAL — Managerial Staff:

List the key managerial staff responsible for administering the program, if different from the literary staff, along with their titles and responsibilities. Include two-sentence bios of each. (Max. 1,000 characters)

5P. MANAGERIAL/FISCAL — Fiscal Overview:

NYSCA may only support up to 50% of a project's cost. Describe specific plans, projects and activities for meeting current and future expenses for the literary programs, including income earned from admissions and sales. Detail organizational efforts to increase individual and foundation/corporate donations for the literary programs. (Max. 1,000 characters)

6P. SERVICE TO THE PUBLIC — Community Engagement and Diversity:

How does your organization define and approach diversity and inclusiveness? Which specific communities does it serve, including both audiences and artists? (Max. 1,000 characters)

7P. SERVICE TO THE PUBLIC — Audience/Promotional Overview:

Describe the audience for the literary programs. Describe the specific marketing and promotional efforts that will be used to target and broaden this audience for the request year, including use of online resources. Please note the names of publications in which the organization advertises and the size of your mailing and e-mail lists. (Max. 1,000 characters)

Literature - Questions

LITERARY TRANSLATION

All applicants to LITERARY TRANSLATION must complete the following questions using the [Sponsored Request Form](#):

1L. ARTISTIC/PROGRAMMATIC — Work to be Translated/Permissions:

Give the title, author and genre of the work to be translated into English. Note the original language (specifying dialect) from which the translation is being made. Indicate whether rights to the work have been secured, or when they will be secured. Attach rights letter in the documents upload section. (Max. 1,500 characters)

2L. ARTISTIC/PROGRAMMATIC —Translator/s Credentials:

Identify the translator/s and briefly summarize their professional credentials. Note whether the translator/s have received previous support from NYSCA. (Max. 2,500 characters)

3L. ARTISTIC/PROGRAMMATIC — Translator's Statement:

Provide here a statement written by the proposed translator describing the translation project and her/his interest in the work. Detail the translator's artistic concerns and intentions relating to the proposed project. Discuss the need for the translation and the New York State community it will represent or serve, if applicable. Also discuss the previous publication history of the work, and the literary context of the work in its original and any other English translations. Please note the current stage of the project (first draft, second draft, etc.), and the proposed completion date. (Max. 4,000 characters)

4L. MANAGERIAL/FISCAL —Relevance to Mission:

If the translation project has special relevance to the public service mission of the sponsoring organization, please discuss here. (Max. 1,000 characters)

5L. MANAGERIAL/FISCAL — Translator/s' Fee/Finances:

Specify the translator/s' fee/s and how they have been calculated. Note here and include in the project budget the amount and source of any additional income for the translation. Note here if the sponsoring organization intends to access the 5% fee for public presentations of the translation, and include that amount in the project budget under "other outside fees and services." (Max. 1,500 characters)

6L. SERVICE TO THE PUBLIC — Publication/Public Programs:

Describe plans by the sponsoring organization or other entity for publication and/or public readings presenting the translator/translation to New York State readers/audiences, stating dates, location/s and nature of activity. If the work is to be published, discuss any plans to contextualize the translation for potential readers through the use of front or end matter in the published volume. (Max. 2,000 characters)

7L. SERVICE TO THE PUBLIC — Marketing:

Detail plans by the sponsoring organization or translator for promoting the published translation and/or the public program featuring the translator to NYS readers/audiences, if applicable. (Max. 1,500 characters)

Literature - Questions

REGRANTS AND PARTNERSHIPS: *All applicants to REGRANTS AND PARTNERSHIPS must complete the following questions:*

1R. ARTISTIC/PROGRAMMATIC — Program Summary:

Describe the regrant or partnership program, its priorities, and the constituents served. How does it differ from or complement other programs in the community or field? Provide the organizational URL. (Max. 2,000 characters)

2R. ARTISTIC/PROGRAMMATIC — Relevance to Mission:

How does this program relate to the organization's mission, goals and programming? (Max. 750 characters)

3R. ARTISTIC/PROGRAMMATIC — Scope of Activity:

For ongoing regrant projects, describe the number of requests received, on average, for each of the past two years. Include the average request amount and grant amount. If this is a new request or service, project the number of anticipated requests and the range of grant amounts to be awarded. (Max. 1,500 characters)

4R. MANAGERIAL/FISCAL — Staffing:

Who is responsible for the administration of this project? Describe their roles, detailing their duties and noting whether this is a full time, part-time or consultant position. If the coordinator has other responsibilities within the organization, describe them. (Max. 1,500 characters)

5R. MANAGERIAL/FISCAL — Governance:

Describe the involvement of the board in management and program oversight. If regrant or partnership project has an advisory group, discuss composition and contribution of this group. (Max. 1,500 characters)

6R. MANAGERIAL/FISCAL — Work Plan:

Outline the schedule and work plan for the next granting or activity cycle. Provide an overview of annual regrant or program deadlines and related activities. (Max. 2,000 characters)

7R. MANAGERIAL/FISCAL — Finances:

Detail plans for meeting current and future expenses beyond income from NYSCA, if appropriate to the regrant or partnership project. Include sources of earned income. Explain any current and/or recurring surplus or deficits. How would the scope of the project change if the full request for NYSCA funding is not received? (Max. 1,000 characters)

8R. SERVICE TO THE PUBLIC — Constituency:

Describe the audiences and communities served. (Max. 1,000 characters)

9R. SERVICE TO THE PUBLIC — Marketing/Outreach:

What are the strategies for outreach and marketing to diverse communities, arts groups and artists, including those not currently served by the program? Include details about any technical assistance resources for emerging artists and arts groups. (Max. 1,500 characters)

10R. SERVICE TO THE PUBLIC — Selection Process:

Describe the application and selection process, noting what is required of applicants, restrictions, and whether there is a panel review. If applicable, describe the composition of the panel and the review process. (Max. 1,500 characters)

Literature - Questions

REGRANTS AND PARTNERSHIPS (cont.)

11R. SERVICE TO THE PUBLIC — Objectives and Evaluation:

Articulate how the organization determines its annual goals/objectives, and state those objectives for the request year. Explain how the organization will evaluate the programs, service to the public, and other organizational initiatives it has chosen to measure. Include any performance measures or metrics used to assess outcomes. (List here the URLs linked to results of assessments available online, or upload assessment results as support material). Discuss whether and how evaluation has led to change in the program. Describe the benefits of this regrant or partnership to the field, community and general public. (Max. 2,500 characters)

12R. SERVICE TO THE PUBLIC — Community Context:

Identify the other organizations in the area that provide similar arts and cultural activities, and tell us how their activities support, enhance, or differ from those of this organization. Describe any partnerships or collaborations with other organizations. (Max. 1,500 characters)

Literature - Support Materials

Required Support Materials must be uploaded in the NYSCA-CFA under the DOCUMENTS tab (other than Board list which will be uploaded within the NYSCA tab), unless otherwise noted below

STANDARD SUPPORT MATERIALS – ALL LITERATURE APPLICANTS must submit the support materials below:

1. Board of Directors List, including affiliations. A sample template is available at <https://grantsmanagement.ny.gov/system/files/documents/2018/10/sample-board-directors-profile.pdf>
2. For sponsored requests only, the [Sponsored Request Form](#) and the required fiscal sponsor agreement described in the Overview section of the Program Guidelines. Please note that all applicants must now complete the project budget table within the Questionnaire Tab of the NYSCA-CFA. The Application Manual provides more detail on this table. Sponsored request applicants must also complete this table but may notate zero or NA as the relevant information needed by NYSCA is included in the Sponsored Request Form.

GENERAL OPERATING SUPPORT: All applicants to GENERAL OPERATING SUPPORT must submit the following support materials.

1. **Résumés or biographical statements** of up to 3 key staff, maximum of 1 page each.
2. Up to **5 representative marketing materials** (sample programs, flyers, catalogs or brochures) that reflect activity for the past year. Do not include press coverage, reviews or notices.
3. **Website, Facebook, Twitter, YouTube, and other social media links** to the extent not already provided in the NYSCA Tab of the NYSCA-CFA. We reserve the right to review any/all of these online sources as part of your application.
4. **Fact Sheets:** Literary publishers applying for General Operating Support must submit the [Book Publication Fact Sheet](#) or [Literary Magazine Publication Fact Sheet](#), or both, as applicable. Literary presenters applying for General Operating Support must submit the [Literary Presenter's Fact Sheet](#).
5. **Hard Copy and Electronic Work Samples:** Literary publishers applying for General Operating Support must submit hard copy and electronic work samples as noted in the Support Material Requirements for the Book and Literary Magazine Publication Category. Hard copy samples should be mailed to:

New York State Council on the Arts Literature Program
Support Materials
300 Park Avenue South 10th Floor
New York, New York 10010

6. **Video:** Literary presenters applying for General Operating Support must submit up to 3 minutes of video showing recent literary readings or other literary public programs activities. Video should show space and audience as well as literary artists.
7. **Long-range or Strategic Plan.**
8. An **organizational chart** diagramming the reporting structure within the organization.
9. **OPTIONAL:** Additional Support Materials (no more than 3 items). Please label optional materials, such as promotional videos, in preferred order of viewing, i.e., "Optional Support Material #1, #2, etc. For video, please indicate start and stop points.

Literature - Support Materials

BOOK AND LITERARY MAGAZINE PUBLICATION / LITERARY

PUBLISHING: *All applicants to Book and Literary Magazine Publication / Literary Publishing must submit the following support materials.*

1. **One hard copy of each of the 2 most recent print book titles or literary magazine issues**, mailed to:
New York State Council on the Arts Literature Program
Support Materials
300 Park Avenue South, 10th Floor
New York, NY 10010

Materials must be submitted in English or bilingual editions.

Please do not re-send magazine issues submitted with previous NYSCA applications.

In lieu of hard copies, online book and literary magazine publishers should provide URLs for links to their 2 most recent book titles or literary magazine issues. (See URL instructions.)

2. **Electronic work samples:** All Book and Literary Magazine Publishers should provide electronic samples of a minimum of 30 pages of writing published by the press in the previous year. The sample may be from a single work or from several different works (for example, a passage from a novel, or a selection of poems, or a few poems plus a short story, etc.). Please identify the title and author of each sample and the volume or magazine issue in which the sample appears, and the date of publication.
3. For book publishers, a **copy of the most recent print catalog, or a link to an online catalog.**
4. **Résumés of key literary personnel**, including principal editors and managerial staff.
5. A **representative sample of recent marketing/publicity materials** for the press or magazine.
6. **Fact Sheets** (click links here for fact sheets). A completed [Book Publication Fact Sheet](#) or [Literary Magazine Publication Fact Sheet](#) or similarly formatted documents.
7. **OPTIONAL: Additional Support Materials** (no more than 3 items). Please list any optional support materials being uploaded along with the Online Application Form. Please label non- mandatory support materials in the preferred order of viewing (“Optional Support Material Sample #1, #2”, etc.). For video, if any, please indicate start and stop points.

PUBLIC PROGRAMS: *All applicants to PUBLIC PROGRAMS must submit the following support materials.*

1. **Representative promotional brochure/calendar**, listing literary programs produced in the current year.
2. **Résumés of key literary personnel**, including literary coordinator or curator, and brief bios of proposed writers and writing teachers for the season.
3. For writing workshops only: a **ten-page sample of student work** from the workshop or from an anthology or publication produced by the workshop.
4. A completed [Literary Presenters' Fact Sheet](#). Please complete this sheet, or upload a similarly formatted document. Detailed schedules for literary festivals and book fairs should be listed here.
5. Up to **three minutes of video** showing recent literary readings, writing workshops or other literary public programs activities.
6. **OPTIONAL: Additional Support Materials** (no more than 3 items). Please label optional materials, such as promotional videos, in preferred order of viewing, i.e., “Optional Support Material #1, #2, etc. For video, please indicate start and stop points.

Literature - Support Materials

LITERARY TRANSLATION: *All applicants to LITERARY TRANSLATION must submit the following support materials.*

1. **Proof of translator/s' NYS residency** (NYS driver's license, current utility bill, etc.)
2. **10-page excerpts (15 pages for play scripts)** in English and in the original language, from the proposed translation-in-progress (20 pages total, 30 pages for play scripts). Please match the English translation and corresponding original on facing pages, and note the title and original author/translator names on each page. Manuscripts must preserve diacritical marks from the original language.
3. **Copy of the letter granting rights to the translator.**
4. **Résumé/s** of the proposed translator/s participating in the project.
5. **OPTIONAL: Additional Support Materials** (no more than 3 items). Please label optional material in preferred order of viewing, i.e., "Optional Support Material #1, #2, etc.

REGRANTS AND PARTNERSHIPS

All applicants to REGRANTS AND PARTNERSHIPS must submit the following support materials.

1. **Résumés or biographical statements** of key project staff, maximum of 1 page each.
2. An **organizational chart** diagramming reporting structure within the organization.
3. Up to **5 representative marketing materials** (sample brochures, promotional materials and/or application forms) that reflect regrant or partnership activity for the past year.
4. **Website, Facebook, Twitter, YouTube, and other social media links** to the extent not already provided in the NYSCA Tab of the NYSCA-CFA. We also reserve the right to review any/all of these online sources as part of your application.
5. **Outreach/promotional** plan for proposed regrant or partnership.
6. If applicable, service-related projects must provide **evaluation materials** such as samples of surveys or feedback forms, along with outcomes/results.
7. **OPTIONAL: Additional Materials** (no more than 3 items). Please list any optional support materials being uploaded along with the Online Application Form. Please label non-mandatory support materials in the preferred order of viewing ("Optional Support Material Sample #1, #2", etc.). For video, please indicate start and stop points.