



NEW PROGRAM SOLICITATION | INFO SESSION 6.30.2022 @3:00pm ET

Independent Film & Media Arts Field-Building Initiative

Proposals Due: Tuesday, August 9, 2022

This info session will cover the following:

- Overview/Context
- Scope of work
- Detailed requirements
- Eligibility
- Proposal review process
- OPEN Q&A

PROGRAM SOLICITATION POSTING:

arts.gov/program-solicitation-independent-film-and-media-arts-field-building-initiative

Independent Film & Media Arts Field-Building Initiative

PURPOSE

To select a Cooperator to administer the Independent Film & Media Arts Initiative.

GOAL

To strengthen connectivity across the film and media arts field through knowledge exchange and peer learning, with a focus on equity and career sustainability.

TIMELINE

- PROPOSAL DEADLINE | Tuesday, August 9, 2022 by 11:59 PM Eastern Time
- NOTIFICATION | Anticipated in November 2022
- PERIOD OF PERFORMANCE | No earlier than March 1, 2023

Independent Film & Media Arts Field-Building Initiative



Documentary Sustainability Summit & Report

Summit topics included:

- Shifting business models and impact of digital streaming
- Best practices and model partnerships
- Effective public sector partnerships
- Strategies to advance the field (at-large)

Full summit report and briefings:

arts.gov/impact/convenings/documentary-sustainability-summit

PROGRAM SOLICITATION | BACKGROUND CONTEXT

Independent Film & Media Arts Field-Building Initiative

Current Cooperator: Sundance Institute



Indie Media Arts Group (IMAG)

A collaborative field-building initiative
Co-hosted by Sundance Institute
via an NEA Cooperative Agreement (2019-2022)

Website: sundance.org/imag/

SPECIAL THANKS

Brenda Coughlin, Chandler Phillips, Keri Putnam, Carrie Lozano, Maggie Bowman
and the **entire** Sundance team for laying the groundwork for this initiative!

Independent Film & Media Arts Field-Building Initiative



Current Cooperator: Sundance Initiative (2019-2022)

Indie Media Arts Group (IMAG)

A collaborative field-building initiative co-hosted by Sundance Institute

IMAG provides a space for collaborative thought and strengthening connective tissues across the wide-ranging interests of the indie film and media arts field.

- **Collective focus on:**
 - strengthening local and regional ties
 - advancing equity and career sustainability for independent storytellers and the broader independent film & media arts field.
- **IMAG Website | sundance.org/imag/**
- **IMAG Resources | <https://collab.sundance.org/resources-we-love/Sustain>**

Independent Film & Media Arts Field-Building Initiative

The purpose of this solicitation is to select a Cooperator to administer the Initiative.

AREAS OF SPECIAL INTEREST

- 1) Provide a forum for ideas exchange and peer learning
- 2) Strengthen connectivity between existing networks and media arts communities across the United States
- 3) Elevate strategies, best practices, and exemplary models for building accessible and equitable career pathways into the film and media arts industry
- 4) Promote the contributions of the independent film and media arts field to the wider arts sector and beyond

Applicants should **propose a comprehensive plan** for the cooperative agreement that addresses its goal and the areas of special interest.

Independent Film & Media Arts Field-Building Initiative

The purpose of this solicitation is to select a Cooperator to administer the scope of work.

SCOPE OF WORK

- Plan, organize, and implement a comprehensive work plan and manage the project activities, which may include hosting field meetings and activities
- Implement a comprehensive communications strategy for the Initiative.
- Facilitate open communication among stakeholders throughout the year.
- Routinely meet with groups of regional stakeholders to stay abreast of current resources, trends, and initiatives in the field, and provide quarterly reports summarizing communication among regional groups.
- Produce an annual report for the public that provides a summary of key lessons and takeaways, as well as tracking impact and outcomes resulting from the Initiative.

Independent Film & Media Arts Field-Building Initiative

DETAILED REQUIREMENTS

- The Cooperator will work with the NEA's Media Arts Director and other agency staff on all aspects of this program.
- Work with the NEA Project Director to refine the details, budget, and schedule of all project components.
- Develop and implement a work plan for the activities supported by this Cooperative Agreement; and meet regularly with the NEA Project Director to monitor progress in completing the **project activities** (more info on next slides).

Review the full Program Solicitation online:

arts.gov/program-solicitation-independent-film-and-media-arts-field-building-initiative

Independent Film & Media Arts Field-Building Initiative

PROJECT REQUIREMENT | **PROJECT ACTIVITIES**

Plan and conduct field-building activities in collaboration with various partners in the independent film and media arts field:

- **Quarterly field meetings for stakeholders** in the independent film and media arts field from across the United States.
- **Additional convenings, forums, webinars, and training sessions** for regional and national practitioners intended to strengthen connections supporting the independent film and media arts field and provide opportunities for knowledge exchange, technical assistance, cross-sector collaboration, and expanding professional networks.
- **Meetings with various stakeholders** to elevate the role of the independent film and media arts field within civic infrastructure and amplify the needs, values, and contributions of the field in healing, uniting, and lifting up communities.

Activities should be open to the public--and may be held in-person, online, or in a hybrid setting.

Independent Film & Media Arts Field-Building Initiative

PROJECT REQUIREMENT | COMMUNICATIONS STRATEGY

Implement a comprehensive communications strategy for the Initiative and maintain an online presence for the program:

- **Includes clear communication** about dates and times for upcoming field meetings and special topic sessions, and a list of publicly available field resources.
- **Publicize activities** widely and manage the registration processes.
- **Post meeting agendas** and minutes after quarterly meetings.
- **Post documentation of activities and online events**, such as a virtual recording, if deemed appropriate between the Cooperator and the NEA.
- **Manage and moderate an email listserv**, contact group, or other similar electronic communication system to facilitate communication amongst stakeholders.

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PROJECT REQUIREMENT | ANNUAL REPORT

Produce and publish an annual report for the public, which includes:

- Summary of presenters, meeting attendees, and topics explored
- Key lessons and takeaways from activities
- Tracking impact and outcomes resulting from this Initiative

The draft of the annual report would be presented in advance to the NEA Project Director for editorial review and approval.

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Cooperative Agreement Amount

- The NEA expects to award one Cooperative Agreement of up to \$100,000, contingent upon the availability of funds.
- This Cooperative Agreement requires a nonfederal cost share/match of at least 50% of the Cooperative Agreement amount.
- Cost share/matching funds cannot include funds from any NEA or other federal sources.

Period of Performance

- This Cooperative Agreement will begin on or after March 1, 2023, and may extend for up to 12 months.
- The NEA will work with the Cooperator to identify dates related to specific project activities before the Cooperative Agreement is finalized.

Notification Timeline

- It is anticipated that applicants will be notified about the selection of a Cooperator in **November 2022**.

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Applicant Eligibility

- Nonprofit, tax-exempt 501(c)(3), U.S. organizations; units of state or local government; or federally recognized tribal communities or tribes may apply.
- To be eligible, **the applicant organization must meet** the National Endowment for the Arts' "[Legal Requirements](#)" at the time of application.
- An organization may submit only one proposal under this program solicitation.

Important Notes:

- An organization may submit only one proposal under this program solicitation.
- You may apply to other NEA funding opportunities, including Grants for Arts Projects, in addition to this program solicitation. In each case, the request must be for a distinctly different project. No project costs or staff time may overlap with activities executed as part of other federal awards.

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Application Review

- Proposals are reviewed by an advisory panel.
- Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the NEA Chair. The Chair makes the final decisions on all awards.
- It is anticipated that applicants will be notified about the selection of a Cooperator in **November 2022**.
- Proposals will be reviewed on the basis of the **artistic excellence** and **artistic merit**.

Independent Film & Media Arts Field-Building Initiative

Artistic Excellence

Degree to which the proposal:

- Demonstrates a comprehensive understanding of the goals, areas of special interest, scope of work, and requirements of this field-building Initiative.
- Reflects expertise in addressing and responding to the needs of artists and organizations within the independent film and media arts field.
- Addresses the areas of special interest for this field-building Initiative.

And, the quality of similar or related programs administered by the applicant organization, including experience managing the interests of cross-sector stakeholders.

Artistic Merit

Ability to:

- Provide guidance and structure for the program based on a sound understanding of policies and practices in the film and media arts field.
- Formulate and implement an effective communications and outreach plan.
- Carry out the project based on such factors as the appropriateness of the budget, the quality and clarity of the project activities and goals, the resources involved, and the qualifications of the project's personnel.

And, provides evidence of access to experts in the independent film and media arts field, and, as relevant, the broader arts and cultural field.

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HOW TO APPLY

Go to the Grant Opportunity Package in Grants.gov | Funding Opportunity Number: NEAPS2202

- Organizations are required to submit their applications through Grants.gov, the federal government's online application system.
- **The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on August 9, 2022.**
- We strongly recommend that you submit by July 29, 2022, to give yourself ample time to resolve any problems that you might encounter.

[STAFF WILL SCREENSHARE GRANT OPPORTUNITY PACKAGE]

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Register for the media arts newsletter online at **arts.gov**