

2020 NYC Women's Fund for Media, Music and Theatre Guidelines and Eligibility for MUSIC Projects

Overview:

Administered by the New York Foundation for the Arts (NYFA), the NYC Women's Media, Music and Theatre Fund ("Women's Fund") is the latest in a groundbreaking series of initiatives by the City of New York Mayor's Office of Media and Entertainment (MOME) to address the underrepresentation of women in film, music, television and theatre. The Fund provides grants to encourage and support the creation of content that reflect the voices and perspectives of all who identify as women.

This year we have added a category for Music with the goal to support recording or video projects that are made by, for, or about all who identify as women; and/or feature a strong female perspective; and/or a female producer or director credit; and/or writing credit; and/or engineer credit; and/or a female(s) in a leading musical role.

The Fund will provide grants of up to \$20,000 to support the production of a new EP, album, or music video(s) for yet to be released work where the principal place of recording or production is New York City. "Principal place of recording or production" means (i) at least 75% of rehearsal and recording dates are in New York City or (ii) 75% of the project budget is spent on costs in New York City.

The grant funds projects in any music genres,

Eligibility Criteria:

- Recordings must be an original studio-recorded EP or album with a minimum total playing time of 15 minutes with at least three distinct tracks or an album with a minimum total playing time of 30 minutes with no minimum track requirement.
- Recordings that will be distributed primarily or solely digitally, whether by download or streaming are eligible as are recordings that are distributed in physical form.
- Applicants can be: a producer; composer; solo musician; ensemble, band, or orchestra (not-for-profit or commercial). Musicians, ensembles, bands or orchestras cannot currently be represented by a recording label.
- Applicants must reside in any of the five boroughs of New York City.
- Artists to be recorded (whether they are the applicant or not) must demonstrate at least two of the following:
 - Evidence of a growing fan base.
 - Recent or current performance schedule locally, nationally or internationally.
 - Media coverage.
 - Awards and honors.
 - Previous funding.
- **Projects must be released by March 31, 2021.**

Application requirements:

- A detailed description of the full project.
- How the project represents voices, experiences, and perspectives of all who identify as women.
- Bios for applicant and key artists.
- Evidence of at least two of the following criteria: fan base, and/or performance history, and/or press recognition, and/or honors, and/or previous funding.
- Current state of the project and plans for project completion by March 31, 2021.
- Amount of funding requested, description of anticipated use of funds, and how they will move the project to completion and success.
- Complete budget template.
- Evidence that the principal place of recording or production is in New York City (e.g., name of rehearsal and recording studio).
- Distribution and marketing plan, including the means and methods of distribution, target audience, quantity of first pressing (if physical copies), project release date, record label (if any), and a description of how you will market the project to your audience.

There will be two applications; one for Classical, Experimental, New Music and Jazz recordings and one for recordings in all other genres. The guidelines and work sample requirements are the same for each. **Applicants may apply in only one category.**

Work samples:

- Three work samples (of 3-5-minutes each) that are reflective of the work to be recorded.
- If available, a demo of the proposed work (including, but not limited to, a MIDI realization or a performance of the piano reduction) .
- Optional: Applicants can submit a score or lyric sheet if desired for the work to be recorded.

Public Access:

The NYC Women's Fund for Media, Music and Theatre is a government-funded program. Accordingly, applicants will be required to propose a meaningful way to provide free public access to New York City residents to the project for a limited period of time. Possibilities include, but are not limited to the following:

- Performing free of charge at one (1) New York Music Month concert in June during the year following the release of the project;
- Donating time (not exceed 5 hours) to MOME programs that help New York City youth interested in pursuing careers in the music industry.
- Others means as agreed upon with MOME and NYFA.

Anyone can apply and be awarded a grant regardless of actual or perceived sex, gender, gender identity or gender expression, sexual orientation, age, religion, creed, partnership status, marital status, disability (including use of a service animal), race, color, national origin,

alienage, citizenship status, military status, or any other class protected by City, State, or Federal law.