Media Arts Assistance Forward Fund Inquiry
Full Survey Results
NYSCA Electronic Media/Film (EMF) in Partnership with Wave Farm
May 2020

The Media Arts Assistance Forward Fund (MAAF Forward Fund) is addressing the role of technology in the current transition of public engagement, with a focus on technical strategies for regenerative organizational online development. With limited resources, we are looking to help organizations advance remote operations through quick turnaround and flexible support.

The Forward Fund is a response to the unprecedented challenges of our time and is named for the remarkable commitment of our media arts and culture organizations and individual artists, and to the many contributions they make in moving ahead with a regenerative world view.

To inform the Fund, NYSCA EMF and Wave Farm surveyed the field of 184 media and visual arts NYSCA grantee organizations statewide. Below are the full unabridged results of the Inquiry. A Summary of this Report can be found here (https://nymediaartsmap.org/pages/reports).

Forward Fund Field Inquiry – Complete Survey Results

1. What is your organization's primary need in terms of growing public engagement throughtechnology at this time?

- For theater, we need Equity to allow us to use digital media, which they have been refusing to do.If they do allow it, we'll need the additional funds to film the performances and also pay for the web resources. For our film festival, we need the funds and support to build the infrastructure to take our festival digital.
- To develop the electronic and media infrastructure to develop and maintain a quality, interactiveplatform that engages the public.
- The ability to host/stream movies
- We working on a new launching a new website and exploring apps to enable virtual tours. Thishas involved revisiting documentation, creating documentation and hiring developers.
- Something better than Zoom for films screening/meeting/webinar platforms that's affordable, support for increased Vimeo and dropbox usages, online art/marketing, captioning and subtitlingservices,
- Server and live-streaming capacity
- Fees for artists, writers, and technical support
- A more robust platform for streaming
- Software and laptop
- In order to expand our interaction through technology with our community and a growing audience, we need to update our photo and video equipment, as well as a computer for video editing and additional capacity to store hundreds of hours of video from our programs and events.
- Access to digital platforms that allow us to share our exhibitions, programs, and publications withthe public in an easily accessible way. We also need help with strategic development for the future, that considers the importance of virtual engagement.

- Hosting Live Concerts featuring local artists who all live in different areas.
- Additional support for new web development expenses
- "providing distance learning classes for K-12
- students as well as professional development workshops for especially Title I schools and districts where access to the arts are facing further cuts because of COVID-19; in addition, providing technological access to vulnerable students who lack Internet access and who do nothave a laptop to participate in classes.
- To establish a reliable format for online lectures, webinars and online exhibitions. And to connectwith our audience as they adjust to these changes.
- We need to be able to disseminate materials with the use of technology to artists and our viewerseffectively. We need to effectively design content for engagement through technology based resources.
- Support for expanding virtual programming
- Migrating records to more widely accessible platforms
- A Digital Asset Management system for our digitized media (video and sound)
- Staff time to develop virtual resources and platforms; equipment to lend out to students whowant/need to engage in remote programming
- We need funds to support our development of LiveLab an open source video call software madeby and for artists.
- We need faster internet service and a new networking equipment
- Suddenly switching to online-only and socially distanced exhibitions
- Staffing
- Amplifying our new digital platform The Broadcast and providing technology resources for ourartists in residence who do not have access to the physical studios are this time.
- a larger cloud based system for delivery of files
- As we have quickly shifted to offering our public and educational programs digitally, we are struggling with unanticipated costs to access the use of needed platforms and outside support tointegrate these platforms into our website at the same time that anticipated revenue is down.
- We need to hire a developer to integrate TWILIO/SENDGRID with our website, newsletters, mailmerge, contact collection, and grassroots mobile communications.
- Platform support to further accommodate migration to online programming (virtual screeningswith live audience Q+As, virtual exhibitions, etc).
- Because digital publishing is at the heart of programming, we have luckily been able to continue public engagement at this time. Our primary needs have been oriented around securing longtermfinancial stability as we face the economic effects of the pandemic.
- Currently, MGC has the beginning resources to make online content delivery possible, but at present two of our employees are relying on their personal computers to work from home. The home computers they are working with are older models which are making the capacity for MGC to deliver online programming limited and time consuming. In order for these staff members to beable to work from home at full-capacity, they will need upgraded laptops, estimated at approximately $700 each.
- Additionally, we anticipate that MGC will be spending an additional $70-120 per month on Zoom licensing for teaching/webinar capacity in order to deliver online classes. That amount would cover costs associated with two to three classes per month while MGC is unable to host studentsat our home studio.
- At present, we are presenting several past MGC exhibitions online via MGC's website, as well

as"Transformations," a solo exhibition by poet, ceramicist, and printmaker, Liz Marrafino. Liz's workwas in the midst of a month-long exhibition on display in MGC's Main Gallery when the studio closed due to the COVID-19 outbreak in the New York City area. We are currently exploring online learning and content delivery including:
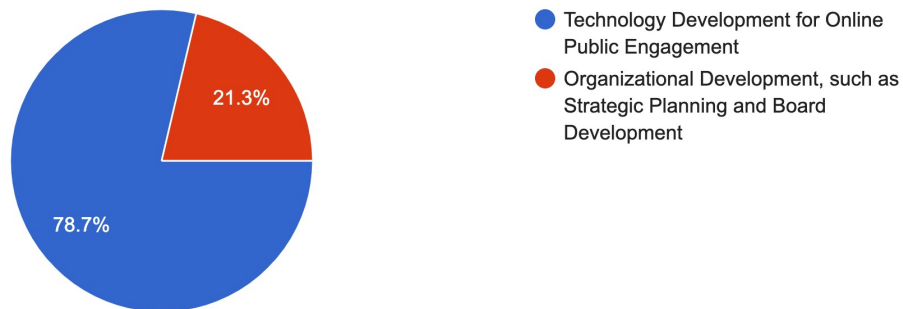
- Online classes for High School Student and Adult learning,
- An online master class with a renowned printmaker,
- Online platforms for sharing of art made in isolation; virtual meetings and/or forums,and
- Short articles of interest distributed via email or our website.

- Better photography, video, and streaming equipment
- Developing content-heavy online programming. Of all the program that we offer, we have only limited elements of it available online and what we do have online is not really contextualized or designed to be experienced online. We are now learning to work with Zoom and other formats, but there is a skills deficit. In addition, our organization maintains online artworks but serious conservation work is needed to return these artworks to real functionality (i.e., Flash conversion).
- Our primary need at this moment is for all of our staff to learn how to plan and present virtual programing in several ways using different platforms and methods and to gain the technical expertise and have the tools we need to present artists and their work in the best possible way. We need to figure out how to do this without overworking our very small staff and we need to provide staff training on using applications and technology to present virtual programing. We would like to enlist artists and support the artists that we include in our virtual programing by giving the artists agency in this new way of presenting their work and paying the artist. We wouldlike to learn how to allow for audience participation and experimentation and even failure in our virtual programing. We would like to make sure that we are learning skills that we can use in the future to enhance, supplement and support our live programs that take place at our space. We want to expand our audience through presenting virtual programing and put in place strategies toinclude our new audience members in our live programing when we get back into our space.
- Our organization is located in a rural community in Sullivan County. Our organization does not haveaccess to high-speed internet primarily due to the prohibitive cost. Spectrum—currently the only IPS in our county—charges $25K to install the fibers etc. This quote is from March 2020. In addition, there is a waiting time of at least one year. This makes it impossible for us to do remoteor digital programming.
- The COVID national public health crisis has forced our organization to increase the technical capacity and reliability of our communication platforms that connect us to our program participants and alumni, our organizational partners, our staff, and our board.
- Our first concern when the COVID-19 crisis closed our headquarters office was – how canwe best help the diverse emerging filmmakers we serve? Our program participants relied on being able to reach us in-person, either on the phone, in our workshops, or by stopping by our headquarters, when they needed our assistance and support. This in-person support was criticalto our program delivery and the artistic success of our program participants.
- In reaction to the epidemic, we immediately began to contact - by any means necessary - each of our program participants and alumni – to listen to how the epidemic was impacting theircreative work and their survival. Instead of our regular in-person one-on-one meetings and two and three-day retreats and workshops, we had to establish ongoing and

meaningful online communication with the artists we support.

- Simultaneously, as we conducted this massive outreach to our filmmakers, we also has to setup up effective and coordinated communications with our executive, administrative and program staff, who live in four NYC boroughs, Yonkers, Long Island, and one in New Orleans. Atleast two of our staff members are working from home and caring for children whose schools have closed. Our regular business operations must continue as we face gaps in contracted services that could impact our efficiency. We have to setup systems that will ensure constant communication with our board as we navigate this uncharted territory. The COVID crisis is also demanding that we continue to build and expand our relationship with our NYC partner organizations and national media partners.
- Equipment Needs: In order to support the remote work of our staff who are working at home, we need to: install a private VPN network, obtain a cyber security assessment and associated costs upgrade, install a software upgrade, as well as purchase 3 new desk chairs, andfive new MacBook laptops and 5 new monitors, for staff members who are using old or outdated equipment at home.
- We also need to purchase LED light kits and advanced microphones to enhance the qualityof our online conference capability for our staff meetings, board meetings, as well as for our workshops and seminars to groups of our filmmakers.
- Setting up an online streaming platform. Finding ways to do our community engagement programs virtually (ie live streaming director Q&A's, sharing previously recorded archival footage,creating online-friendly educational materials)
- Equipment such as a high quality camera and mic; A subscription to a professional webinarhosting platform; open captioning for videos and other accessibility services
- Reaching patron's who have limited technology or limited mobile phone technology.
- Hardware for speakers to participate in our now virtual festival (mic's and cameras)
- We have successfully transitioned to offering online programs (talks, films, performances, classes) via the Zoom platform, but have two major needs: 1) funding to adequately pay artist fees, licensing rights, and 2) capability to provide hybrid live/online programs (cameras, technicians) even when our venues reopen since we anticipate the a great part of the populationwill still not be able to attend in-person events.
- Presenting programming and creating compelling content for our newly-redesigned web page.
- Creating online seating and ticketing interface for reopening
- We are in need of tools to allow remote teams to collaborate to create social media content (i.e.HootSuite), to be able to hold meetings (i.e. Zoom account), and to be able to provide digital content online (i.e. through Ovid.tv and by updating content and functionality of our website).
- Equipment, IT support fees, artist fees and production fees.
- Finding out better ways to engage our constituents to form a closer online community (we are using Slack at this time to engage with our filmmakers); 2) How to do engagement beyond Zoomcalls (we know that people are getting Zoom-exhausted and would like to know how to be more creative with online engagement)
- Infrastructure. We are having to redesign and purchase equipment to create more online content
- Since we can't gather people at the theatre for cinema or music we are using a range of electronic technology to deliver services and stay in touch with our audiences and donors.

- Equipment Access
- Marketing dollars
- Digital filming equipment; editing software; and hardware (laptops for staff) to produce content.
- Labor
- As our organization takes its screenings and programming online, we are in need of increased funding for online streaming platforms and technologies, as well as funding towards increased attention toour website, social media and other communications. The latter is due to having to furlough our Communications Associate due to revenue losses caused by COVID-19 regulations.
- Potentially, support for an online film festival, if we cannot hold our sin October.
- Improved computer equipment and WiFi access for staff at home.
- technical expertise and support
- Technology and tools to take programs online (e.g. tripod, DSLR camera, high quality streamingplatforms)
- marketing support
- Content, without the residency program running there isn't activities for the public to engage
- Online event production - particularly in context of remote work.
- design and funding of public engagement technology

2. Which of the following is your most urgent need at present?
61 responses

- ● Technology Development for Online Public Engagement
- ● Organizational Development, such as Strategic Planning and Board Development

3. Let us know what one resource your organization can share with others - material, virtual, intellectual, creative.

- creative
- Nueva Luz publication
- Creative strategies for online engagement
- We have created a map of window installations and virtual content 'LIGHT WINDOWS' (launchingMay 1, open to all light based media) we are extending this project through Gesso.app that organizations might be interested in too.

- We've been programming free streaming of some of our films with panels, using a combination ofZoom and Vimeo..
- Programming
- collective organizing
- We are making films available for free in Virtual Film Festival, Also all our webinars from the lastyear are available for free. We are also doing a series of free webinars to help filmmakers through this difficult time.
- Online Collection: http://collection.lightwork.org + series of artist interviewshttps://vimeo.com/lightworkorg
- We cooperate with literature and film groups assisting them in creating media content using ourexpertise and equipment
- We've had great success with online programs thus far - creative
- Belive.tv for streaming and blubrry for podcasting
- intellectual
- creative
- creative - through the access to hundreds of artists
- Virtual: Our organization can share instructional videos on creative content such as projects fromhome and collective community art contests.
- Archival material, creative problem solving
- Our organization's website contains 44 years of event records
- An incredible collection of unique media: video, film, lantern slides, photographs; Virtualworkshops in digital media and book design
- Creative -- we are working on creative ways to compile content by teens/youth and share it out tocreate more community amongst young people
- We can share LiveLab our open source software as well as trainings for implementing it in avariety of online and real world contexts.
- We have a great podcast booth to share and would broadcast related content on our Twitchchannel
- Free online programs, consultations on best practices.
- Networking acumen across broad channels of media and culture
- Digital creative and intellectual content
- consulting services
- Public programs for families to view at home, curriculum, and streaming films for educators to useas a part of distance learning.
- Experience moving workshops and labs online.
- A bit confused by the question, but we are happy to share whatever folks are interested in (we've shared our site code bc ppl like it... we try to share or programming with as many ppl as possible(free and relatively very low cost submissions/tix, etc), our limited budgetary resources with as many filmmakers and media arts as possible, etc...)
- Virtual
- Creative
- We can do portfolio reviews and advise artists interested to distribute work within the highereducation library and museum market.
- Our collection, which is mostly on-site and includes deep archival records as well as an onlineartwork commissioning program
- We can give feedback to organizations that have questions about programming ideas,forging

connections, and sharing ideas that could result in potential collaborations.
- Intellectual and creative. We also have 250 acres of farmland and woods.
- Virtual, intellectual, and creative resources.
- material
- Creative- we partner with many artists
- How we leverage social media to share programming.
- Participation in our now FREE G4C Festival (July 14-16)
- Best practices and challenges for moving to online events with limited resources.
- Virtual: https://www.wavehill.org/discover/virtual-media
- We are developing materials we may be able to share
- Our experience developing networks for sharing resources and content
- Access to our archives and live programs.
- quick pivot to ecommerce, social media advice, creative how-to videos
- Since our parent organization is a public media organization, we have some creative producers towork with.
- NA
- Online webinars on professional development
- We can share our video production and post-production skills, as well as media strategy
- Creative
- Films
- Lessons learned from 30+ years of using the power of art in AIDS activism, i.e. how to creativelyaddress a pandemic.
- current online resources could be helpful to others - especially our artist talk series.
- creative
- virtual cinema programming
- creative, artist projects from the residencies
- Approaches to born-digital programming (curatorial, preservation, etc.)
- Creative

Also, are you interested in joining an online Art & Technology Breakfast meeting where we network and share updates with each other? If so, which would you prefer?

61 responses

- June
- Mid-summer
- Date To Be Determined

31.1%
36.1%
32.8%
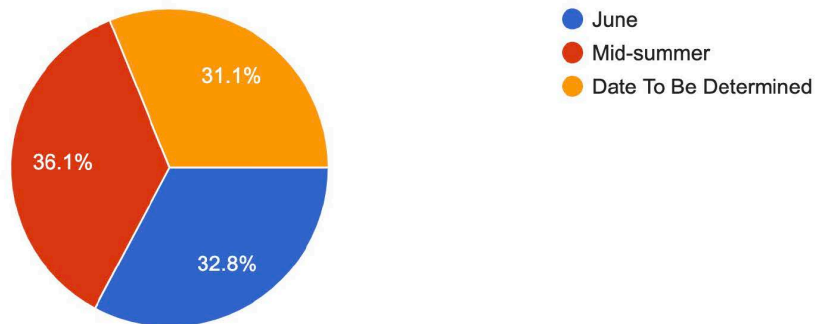
Responding Organizations:

1. A Blade of Grass
2. Adirondack Theatre Festival
3. African Diaspora Film Festival, Inc.
4. African Film Festival, Inc.
5. Allied Productions, Inc.
6. ArteEast, Inc.
7. Artists Space
8. Booklyn, Inc.
9. Bosnian-Herzegovinian Film Festival
10. Bronx Council on the Arts Inc.
11. Brooklyn Academy of Music
12. Buffalo International Film Festival
13. Camera News, Inc. dba Third World Newsreel
14. Center for Photography at Woodstock
15. Center for the Holographic Arts
16. Chicken & Egg Pictures
17. Crandall Public Library
18. CultureHub
19. Denniston Hill
20. Dia Art Foundation
21. En Foco, Inc
22. Firelight Media, Inc.
23. Flux Factory
24. Franklin Furnace Archive, Inc.
25. French Institute Alliance Francaise
26. Games for Change, Inc
27. Harvestworks
28. Institute for Electronic Arts
29. International Print Center New York
30. Inwood Art Works
31. Light Work
32. Manhattan Graphics Center
33. Maysles Documentary Center
34. Museum of Arts and Design
35. NewFest
36. NY Int'l Children's Film Festival
37. Paper Tiger Television
38. Participant Inc
39. Performa
40. Pioneer Works
41. Rhizome
42. Russian American Cultural Center
43. Smack Mellon Studios Inc.
44. Socrates Sculpture Park
45. Standby Program

46. Swiss Institute
47. The Art Effect
48. The Arts Center of the Capital Region
49. The Drawing Center
50. The Little Theatre Film Society
51. The Pen and Brush, Inc.
52. The Picture House Regional Film Center
53. Triple Canopy
54. UnionDocs
55. Upstate Films LimitedCreating
56. Visual AIDS
57. Visual Studies Workshop
58. VoCA
59. Wave Hill
60. WNY Book Arts Center
61. Women Make Movies