

May 28, 1998

Mr. Calvin Walker, Director  
Fiscal Unit  
New York State Council on the Arts  
915 Broadway  
NY NY 10010

Dear Mr. Walker,

Enclosed please find materials relating to the Challenge Grant.

The following documentation concerning income was submitted by the Center on 2/28/98; we are including duplicate copies of this, along with other required documentation.

1. In-Kind: NYSAEA, Alfred University
2. Earned: workshop fee in amount of \$250
3. Individual contribution
4. Foundation: Andy Warhol Foundation for the Visual Arts
5. Media Alliance: in amount of \$750. We have received a total of \$1500.

The pledge letter for corporate support from VidiPax is not included here since the company president is out of the country and will execute the formal letter when he returns. We will submit this by June 10, 1998.

As you can see, we are progressing well with the project, which will culminate with the launch of the interactive website, already active at <http://VideoHistory.Alfred.edu> and *Video History: Making Connections* conference at Syracuse University on October 16-18, 1998, in partnership with the *Common Ground* conference sponsored annually by the New York State Alliance for Arts Education.

The Upstate Video History Project has received financial support from The Andy Warhol Foundation for the Visual Arts, the Statewide Challenge Grant Program and the New York State Council on the Arts, and from Media Alliance, with corporate support from VidiPax as well as individual contributors. This financial support has been instrumental in leveraging the in-kind contributions of our partners.

The project was designed as a collaborative structure, relying on administrative partnering. It cannot be realized without the very significant support received from our project partners - the Institute for Electronic Arts at Alfred University, the New York State Alliance for Arts Education, Syracuse University, the Everson Museum of Art, Hallwalls Contemporary Arts Center, Media Alliance and Visual Studies Workshop. This partnership has manifested as in-kind support to the project at a level exceeding \$50,000.

The attached narrative discusses the timetable for the project and its impact on the budget. The accrued income derived from conference fees, which not realized until October 1998, is secure.

We hope that in analyzing the results of our project you can take into account the unique nature and structure of the project as well as its long-term focus.

If you'd like to discuss this with us, please contact me.

Sincerely,

Sherry Miller Hocking  
Assistant Director

### Project Summary and Goals

In partnership with the Institute for Electronic Arts at Alfred University and the New York State Alliance for Arts Education, the Experimental Television Center is sponsoring the *Upstate Video History Project* which documents the early historical development of video art and community television in upstate New York during the period 1968-1980.

By inviting the direct participation of representatives of over 20 organizations and hundreds of individuals who were active in the region, the project will create a dynamic regional history giving voice to the many independent media makers and organizations, small and large, that have worked to advance the media field. The goals of the project will be realized in an interrelated set of activities combining research, the collection of oral histories, the creation of educational resource materials, a World Wide Web site, and a Video History Conference. The conference will be held at Syracuse University on October 16-18, 1998 in conjunction with the Common Ground Conference, sponsored by the New York State Alliance for Arts Education.

The project goals are to identify, organize, and make accessible information which describes and details the locations of primary resource materials; to facilitate partnerships for preservation of the works; to encourage the exhibition and study of these artworks and resources among curators, educators from kindergarten through University level, and academic and independent scholars; and to increase public awareness of and appreciation for media history throughout the State and nationally.

### Administration

The overall project is being directed by independent consultant and media preservationist Mona Jimenez, Sherry Miller Hocking of the Center and Amy Hufnagel, until recently Program Director at the New York State Alliance for Arts Education and presently Senior Program Director of Education and Information at the New York Foundation for the Arts. There is a programming committee, primarily responsible for conference activities, consisting of about 30 individuals and representatives of organizations around the State and communicating through a listserv developed by Dave Jones Designs and hosted by Alfred University.

The project is organized by the Experimental Television Center in partnership with the Institute for Electronic Arts at Alfred University, the New York State Alliance for Arts Education and Syracuse University, and with the Everson Museum of Art, Hallwalls Contemporary Arts Center, Media Alliance and Visual Studies Workshop.

The Upstate Video History Project is made possible with support from The Andy Warhol Foundation for the Visual Arts, with public funds from the Statewide Challenge Grant Program and the New York State Council on the Arts, and from Media Alliance, with corporate support from Dave Jones Design and VidiPax as well as individual contributors.

### Promotion and Outreach

Promotion and outreach are being shared by the Center, Media Alliance and the New York State Alliance for Arts Education; contributions of contact names and mailing lists and labels are made by Media Alliance and AIVF.

The strategy involves the use of our listserv, as well as other electronic mailing lists. We identified and contacted universities and schools prior to the end of the Spring semester, with a save-the-date flyer. A major mailing is scheduled for early Fall. The Center's mailing list alone consists of 1700 individuals and almost 900 organizations.

Articles about the project have already appeared in *Media Matters*, the *Central New York Programmers Group Newsletter*, and *FYI*, a publication of the New York Foundation for the Arts.

### Project Narrative

The research phase of the project is well underway. We are presently developing text for the descriptions of the groups active in the Upstate region; the scanning of ephemera for use on the Web site will take place during the summer at the computer lab at Alfred University and at the Center. Research is ongoing for the sections of the project concerning resource materials; this will include extensive bibliographic information, Internet resource guides, and listings of institutional resources available Statewide. We are also conducting video interviews with individuals identified as having played key roles in the development of the field.

The website planning is progressing, with an expected launch of late Summer, immediately preceding the conference. Independent media consultant Beth Kanter has prepared an extensive site architecture plan, which has helped guide the research phase. She will also be responsible for the actual site design and programming, with the exception of the section devoted to contributions by visitors. We expect to input the data regarding groups and resources by late summer. It is important to note that the site is intended to be open-ended; we expect that the conference will stimulate

many contributions and conversations on the site itself. Conference activities include an area where people can visit and post to the site, as well as facilities for scanning ephemera, images and texts to be placed on the site. The site itself is hosted by Alfred University. You can visit us at <http://VideoHistory.alfred.edu>.

The conference, *Video History: Making Connections* is planned for October 16-18, 1998 at Syracuse University, held concurrently with *Common Ground*. The conference is programmed to be of interest to the field as a whole, and is not designed to focus exclusively on the Upstate region. We are interested in making connections between old and new, exploring similarities and differences in the works, the tools, conceptual frameworks, the infrastructures of the field, issues of access to technology, and media education.

There was a meeting to discuss agenda in April at Alfred University.

On Friday, there will be two in-depth day-long parallel sessions. The first is devoted to Teaching/Learning of Media History, and focuses on presentations by several noted educators. The second is devoted to Video Preservation and is held in conjunction with and supported by Media Alliance. Friday evening will feature a reception at the Everson Museum, featuring a video installation and exhibition of ephemera and older works from the collection, and a dinner and plenary which will be co-sponsored with the *Common Ground* conference.

Saturday programming will include a number of activities which will run all day: tool display and contribution site; a reading room, with catalogues and books; several screening areas with both open and curated programs, focusing on both older and contemporary work; a performance and long distance art event; and media marketplace. We expect to provide 3 choices to attendees for each of 3 programming slots during the day Saturday. In collaboration with the NYS Alliance for Arts Education, we will be co-sponsoring one track, Media Literacy, designed to be of use to educators. Saturday evening will feature a performance at the University and a party.

Sunday morning session will be devoted to conducting of video interviews and an open contribution site.

#### **Notes to Budget**

The *Upstate Video History Project* has received support from The Andy Warhol Foundation for the Visual Arts, the Challenge Grant Program at the New York State Council on the Arts, the Media Action Grant Program and corporate support from VidiPax in New York. The Center also has committed partners for the project including Syracuse University, the Institute for Electronic Arts, the Everson Museum of Art and the New York State Alliance for Arts Education.

This project relies heavily on working relationships among the project partners and among the many media groups involved. The partners, Syracuse University, the Institute for Electronic Arts, the Everson Museum of Art, Media Alliance and the New York State Alliance for Arts Education, along with the Center are providing significant in-kind contributions of materials and services which total over \$50,000. The in-kind support for materials alone is almost \$40,000. The research and web site phases of the project, as well as the planning stage of conference activities, has relied disproportionately on in-kind materials and services. Several activities at the conference are supported by other institutions; notably the Preservation session is sponsored by Media Alliance and the Literacy Track and plenary session are sponsored by the NYSAAE. Both of these important contributions appear in the budget as in-kind, although they each represent significant expenditures by those other organizations.

The project timetable changed from that presented in the Challenge Grant application for 1997. In the original proposal, the Conference was scheduled for the Spring 1998, which we have delayed until October 1998. This decision was made for a number of reasons.

-The Governor's Conference on Arts and Technology, *Circuits@nys: The Arts in a Digital Age*, sponsored by the New York State Council on the Arts, was scheduled for the Spring and because there are many cross-over themes we felt the two conferences held in the Spring would be an unnecessarily duplication of programs and services. We are also interested in devoting substantial resources at *Video History: Making Connections* to a further elaboration of issues of technology and access addressed at *Circuits*.

- We were invited to act in partnership with the *Common Ground* conference organized each year in October by the New York State Alliance for Arts Education, to increase the size and broaden the representative fields of conference participants and to help with cost-sharing. We also believe that theme of media literacy and issues of access to resources are ones which would attract audiences from both conferences, and that conjoined sponsorship of these tracks would increase attendance for both.

-We wanted to co-sponsor with Media Alliance a Statewide preconference event dedicated to issues of media preservation. At *Video History: Making Connections*, the full day on Friday October 16 is devoted to this topic. Media Alliance is providing support for this track. We believe that the topic is one which will attract a Statewide attendance, and certainly is an issue critical to the field, and of particular interest to those concerned with media history.

## Experimental Television Center

Contract No. C972280  
Project Implementation

## Upstate Video History Project

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- We wished to participate in the State Humanities Month program activities and have submitted a proposal to the New York Humanities Council for support for the conference.
- The research and coordinating efforts required for the web and conference stages required more time.

This has had an impact on the budget which we originally projected, and on the timing of various fundraising actions.

We applied for but did not receive a Heritage and Preservation grant from the National Endowment for the Arts; we were notified in mid December. Because of the restrictions of the Challenge Grant, we are not able to make a second application for the project.

We were not successful with the Joe and Emily Lowe Foundation.

The following requests are outstanding:

The New York Council for the Humanities October Program grant	5,000
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New York Legislative Grant Syracuse region	6,000
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The following corporations in support of conference activities will be made later in the Summer:

SONY Corporation	2,000
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Panasonic	2,000
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The earned income of \$6,000 from conference fees will not be realized until October.