



2019 LitTAP Advancement Regrant Awards

Award Notice to the Field – July 15, 2019

LitTAP, the Literary Technical Assistance Program, is pleased to announce that nine New York State literary arts organizations won Advancement Program Re grants at June's panel meeting. Poets Stephen Motika/editor & publisher of Nightboat Books, Nicole Sealey/2019-2020 Hodder Fellow at Princeton University, and Bertha Rogers/founder of Bright Hill Press & Literary Center, judged this year's competition, awarding a total of \$40,000.

LitTAP's Advancement Program is funded by the New York State Council on the Arts (NYSCA) with the support of Governor Andrew M. Cuomo and the New York State Legislature. Open to current NYSCA/Literature General Support, Re grants & Partnerships, Public Programs, and Book & Literary Magazine Publication grantees and applicants, LitTAP's Advancement Program supports thoughtful program development and expanded capacity building opportunities to nonprofit literary publishers, presenters and service organizations throughout New York State. LitTAP Advancement projects must cover new activity that reaches beyond the scope of an organization's current NYSCA funding. 2019 Advancement Re-grant awardees are:

Words Without Borders (\$10,000) for a strategic rebranding process, including a new logo and style guide, that will inform the redesign of its website.

Community of Literary Magazines & Presses (\$5,650) to complete a web upgrade redesign, improving user experience, conversion rate, and search engine optimization.

BOA Editions (\$5,250) for a video marketing and educational campaign that promotes the poems of Western New York poet Lucille Clifton via a book trailer and short documentary film.

Herstory Writers Workshop (\$3,800) to create an editorial/management consultancy from a volunteer position, thereby securing needed support for the organization.

Poetry Society of America (\$3,750) to upgrade and modernize its technology systems, improve the process for award submissions, and purchase new equipment.

One Story (\$3,750) to hire a consultant and embark on a strategic planning process.

Girls Write Now (\$2,800) to create talent pipeline to publishing and media industries for Girls Write Now mentees.

Ugly Duckling Presse (\$2,500) to install industrial shelving within its workspace, doubling the capacity for backlist storage and increasing the press' ability to print larger, forthcoming print runs.

Kundiman (\$2,500) for a capacity-building project that will impact communications and design. Includes hiring a design consultant to create communications materials, and staff training.

Applicants' annual operating budgets ranged from \$121,200 to over \$1,900,000. Applications were assessed on a 9-point scale to measure each of (3) criteria: Artistic Quality, Managerial Competence and Demonstrated Need.

Inspired by the National Endowment for the Arts' former Advancement Program, which was instrumental in helping to professionalize literary arts organizations in the 1990s, the Advancement Program was designed and is directed by Debora Ott, LitTAP Founding Director, and administered by Laurie Dean Torrell, Executive Director, Just Buffalo Literary Center, Inc.

LitTAP is committed to strengthening the literary arts in New York State by helping to build the capacity of its nonprofit literary presenters, publishers and service organizations, all working hard to foster, promote, and present literature in a changing cultural environment and shifting economic climate. Each year, LitTAP provides direct, essential support to more than sixty NYS literary organizations through technical assistance, networking, a resource rich website, Peer Mentoring, Advancement Re grants and the *FACING PAGES* Statewide Literary Arts Convening. This year's convening will be held on November 17-18 at the new Center for Fiction in Brooklyn, NY.

For more information about LitTAP and its programs please contact:

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