



Cultural Division

100 S. Andrews Avenue • Fort Lauderdale, Florida 33301 • 954-357-7457 • FAX 954-357-5769

DATE: 2/16/2024
TO: BROWARD CULTURAL COUNCIL MEETING
FROM: Phillip Dunlap, Director
SUBJECT: MEETING NOTIFICATION

Thursday, March 7, 12:00 pm

Broward County Main Library

100 South Andrews Avenue

Fort Lauderdale, FL 33301

6th Floor

Bienes Ceremonial Room

Please read the procedure below to use Zoom.

1. **All users** dial 1 (669) 254-5252
2. When prompted for a "Meeting ID" please enter the number **161 681 7097#** please include the # sign
3. When prompted for the "PASSCODE", please enter the number **302893#** please include the # sign

If you have not already done so, RSVP to notify if you plan to attend the meeting by calling Ava Stringfellow at 954-357-7308.

Distribution:

EC: Broward Cultural Council
Kimm Campbell, Deputy County Administrator
Nathaniel Klitsberg, Senior Assistant County Attorney
Javier Navas, Assistant County Attorney
Daphne Sewell, Business Manager
Cultural Division Staff

BROWARD CULTURAL COUNCIL (BCC)

Thursday, March 7, 2024, 12:00 pm

Broward County Main Library

100 South Andrews Avenue

Fort Lauderdale, Florida 33301

6th Floor

Bienes Ceremonial Room

AGENDA

Call to Order

Janet Erlick, Chair

Roll Call

Ava Stringfellow, Administrative Assistant

Approval of BCC meeting minutes of February 1, 2024 (*Exhibit 1, pages 1 - 2*)

A. Discussion

- Broward County Cultural Council Chair

B. GRANTS

1. *Program Support (PS) (Exhibit 2, page 3 - 4)*

- MOTION TO RECOMMEND** approval of the citizen review panel's recommendations for the Program Support (\$15K request level) grant category from the January 18, 2024, panel meeting for the FY 2025 funding cycle. Funding recommendations for awardees will commence October 1, 2024, with potential later adjustments to award amounts based on approval of the FY 2025 Grants budget.
- MOTION TO RECOMMEND** approval of the citizen review panel's recommendations for the Program Support (request level - Regional Organization applicants) grant category from the January 30, 2024, panel meeting for the FY 2025 funding cycle. Funding recommendations for awardees will commence October 1, 2024, with potential later adjustments to award amounts based on approval of the FY 2025 Grants budget.
- MOTION TO RECOMMEND** approval of the citizen review panel's recommendations for the Program Support (\$5K, \$10K request levels) grant category from the February 1, 2024, panel meeting for the FY 2025 funding cycle. Funding recommendations for awardees will commence October 1, 2024, with potential later adjustments to award amounts based on approval of the FY 2025 Grants budget.

2. *Capacity-Building Grant Program (CBG) (Exhibit 3, page 5)*

- MOTION TO RECOMMEND** approval of the citizen review panel's recommendations for the Capacity-Building Grant Program (CBG) from the January 31, 2024, panel meeting for the FY 2025 funding cycle. Funding recommendations for awardees will commence October 1, 2024, with potential later adjustments to award amounts based on approval of the FY 2025 Grants budget.

3. **General Operating Support (GOS) (Exhibit 4, page 6 - 7)**

- a. **MOTION TO RECOMMEND** reapproval of the citizen review panel's recommendations for the General Operating Support (level GOS III) grant category from the February 8, 2023, panel meeting for the FY 2025 funding cycle. Funding recommendations for awardees will commence October 1, 2024, with potential later adjustments to award amounts based on approval of the FY 2025 Grants budget.
- b. **MOTION TO RECOMMEND** reapproval of the citizen review panel's recommendations for the General Operating Support (level GOS II) grant category from the February 15, 2023, panel meeting for the FY 2025 funding cycle. Funding recommendations for awardees will commence October 1, 2024, with potential later adjustments to award amounts based on approval of the FY 2025 Grants budget.
- c. **MOTION TO RECOMMEND** reapproval of the citizen review panel's recommendations for the General Operating Support (level GOS I) grant category from the February 22, 2023, panel meeting for the FY 2025 funding cycle. Funding recommendations for awardees will commence October 1, 2024, with potential later adjustments to award amounts based on approval of the FY 2025 Grants budget.

Awardees for the General Operating Support category are recommended for a multi-year grant (for FY 2024 and FY 2025).

C. **PUBLIC ART & DESIGN**

4. **MOTION TO RECOMMEND** deaccessioning of the artwork *Oceans Footprint* by Laura Atria following County Administrative Code 21:113 "Disposal of Surplus Property." (**Exhibit 5, page 8**)

Reason: Port Everglades Cruise Terminal 29 is being refurbished.

5. **MOTION TO RECOMMEND** deaccessioning of the artwork *Avian Odyssey* by Ernesto Maranje following County Administrative Code 21:113 "Disposal of Surplus Property." (**Exhibit 6, page 9**)

Reason: Port Everglades' Harbormaster Tower is being repaired.

6. **MOTION TO RECOMMEND** direct selection of artist Ernesto Maranje for the Port Everglades Harbormaster Tower Project in an amount not to exceed \$125,000 (\$115,000 art; \$ 10,000 contingency). (**Exhibit 7, page 10**)

Note: The mural will be located on the north and east façades of the building.

D. **MARKETING**

7. **MOTION TO RECOMMEND** Approval of the Broward Arts Journalism Alliance (BAJA) panel review recommendations from the February 8, 2024, panel review meeting for 2024 BAJA content producers to produce paid content for the BAJA program. (**Exhibit 8, page 11 - 17**)

Chair Report

- Cultural Council Planning Session

Janet Erlick, Chair

Directors Report

- Metaverse
- Data Dashboards
- FY26 Budget Process

Phillip Dunlap, Cultural Division Director

Old Business

-

New Business

-

Adjournment

EXHIBIT SCHEDULE

EXHIBIT	TITLE	PAGE(S)
1	<i>Approval of BCC meeting minutes of March 7, 2024</i>	1 - 2
2	<i>Citizen Review Panel recommendations – Program Support</i>	3 - 4
3	<i>Citizen Review Panel recommendations – Capacity-Building Grant Program</i>	5
4	<i>Citizen Review Panel recommendations – General Operating Support</i>	6 - 7
5	<i>Public Art & Design Fact Sheet - Oceans Footprint by Laura Atria</i>	8
6	<i>Public Art & Design Fact Sheet – Avian Odyssey by Ernesto Maranje</i>	9
7	<i>Public Art & Design Fact Sheet – Port Everglades Harbormaster Tower Project – Ernesto Maranje</i>	10
8	<i>Broward Arts Journalism Alliance (BAJA) panel review recommendations</i>	11 - 17

MINUTES
BROWARD CULTURAL COUNCIL
(BCC) Thursday, February 1, 2024, 12:00
pm Broward County Main Library
1st Floor, Auditorium

PRESENT: (2nd Meeting) Alice Zendel Simon (p2); Amy Ostrau (p2); Bonnie Barnett (p2); Caryl Fantel (p2); Claire Garrett (p1,a1); Darran Blake (p2); Deborah Kerr (p2); Diane Weinbrum (p1,a1); Ebonni Chrispin (p2); Elizabeth Somerstein (p2); Janet Erlick (p2); Janet Young (p2); Dr. Jeff Holness (a1, p1); Jill Weisberg (p2); Jodi Jeffreys-Tanner (p2); John Hart (p2); Robbie Kurland (p2); Senator Steve Geller (p1,a1); Tim Petrillo (a1,p1);Victoria Olson (p2);

ABSENT: Councilmember Caryl Hattan (e2);

STAFF: Ava Stringfellow, Administrative Assistant; Phillip Dunlap, Director, Javier Navas, Assistant County Attorney; Pritpaul Grewal, Administrative Officer, Senior; James Shermer, Contract Grants Administrator, Senior; Janet Ellison, Grant Specialist; Tara Yudenfriend, Office Support Specialist; Dominique Denis, Public Art & Design Project Manager; Marcia Smiltneek, Administrative Assistant; Meredith Clements, Business Development Manager; Chantal Manno, Project Coordinator; Ari Rothenberg, Public Information Specialist;

Chair Ebonni Chrispin called the meeting to order at 12:05 pm.

Chair Ebonni Chrispin called for approval of BCC meeting minutes 1/4/2024.

A motion was made by Senator Steve Geller, seconded by Jodi Jeffreys-Tanner, to approve the minutes of the BCC meeting for 1/4/2024. The motion was unanimously approved.

Chair Ebonni Chrispin called for items 1.

A motion was made by Senator Steve Geller seconded by Deborah Kerr to approve items 1. The motion was unanimously approved.

RECOMMEND increasing the budget for the Andrews Avenue Bridge Art Project and amending the agreement with artist Susan Narduli, increasing the compensation from \$615,000 (\$550,000 art; \$65,000 contingency) to an amount not to exceed \$670,000 (\$665,000 art; \$5,000 contingency).

Chair Ebonni Chrispin called for items 2.

A motion was made by Senator Steve Geller seconded by Jodi Jeffreys-Tanner to approve items 2. The motion was unanimously approved.

RECOMMEND approval to release contingency reserve to Project One Studio in an amount not to exceed \$3,500 for the Port Everglades 19th Avenue and Eller Drive Project.

Chair Report

- n/a

Directors Report

- IGNITE BROWARD

New Business

- Kelley Shanley – Proclamation at the February 8, Commission Meeting
- The 18th Annual Coral Springs Festival of the Arts
 - March 16 & 17
 - West Side of University Drive in Coral Springs (Royal Palm Blvd & Sample Road)
- Earth Day Celebration
 - Saturday, March 23
 - Trash Art Contest

Meeting Adjournment 12:32 pm

Exhibit VV

Program Support (PS) FY 2025 Grantees

Applicant Name in Rank Order			
Organization	Requested Amount	Recommended Amount	Average Numeric Score
Brevo Theatre, Inc.	\$5,000	\$5,000	FOUR
Sistrunk Historical Festival, Inc.	\$15,000	\$15,000	
Volta Music Foundation, Inc.	\$15,000	\$15,000	
Jazz Education Community Coalition, Inc.	\$10,000	\$10,000	
The Puppet Guild of South Florida, Inc.	\$5,000	\$5,000	
The Royal Chessman, Inc.	\$10,000	\$10,000	6
			FOUR MINUS
Seraphic Fire, Inc.	\$15,000	\$13,500	
City of Pompano Beach, FL	\$15,000	\$13,500	
Coral Springs Festival Of the Arts, Inc.	\$15,000	\$13,500	
Developing Dreams Foundation, Inc.	\$15,000	\$13,500	
Old Dillard Foundation, Inc.	\$15,000	\$13,500	
Plays of Wilton, Inc.	\$15,000	\$13,500	
The Performance Project, Inc.	\$15,000	\$13,500	
Thinking Cap Theatre, Inc.	\$15,000	\$13,500	
Arts Ballet Theatre of Florida, Inc.	\$15,000	\$13,500	
Fantasy Theatre Factory, Inc.	\$15,000	\$13,500	
Miami City Ballet, Inc.	\$15,000	\$13,500	
Miami Gay And Lesbian Film Festival, Inc.	\$15,000	\$13,500	
SPF South Florida, Inc.	\$15,000	\$13,500	
The Dance Now! Ensemble, Inc.	\$5,000	\$4,500	
Brazilian Voices, Inc.	\$5,000	\$4,500	
Broward Art Guild, Inc.	\$10,000	\$9,000	
National Art Exhibitions of the Mentally Ill, Inc.	\$5,000	\$4,500	
The Arts Council of Greater Weston, Inc.	\$5,000	\$4,500	18
			THREE PLUS
Embrace Music Foundation, Inc.	\$15,000	\$12,000	

Art Prevails Project, Inc.	\$15,000	\$12,000	
Arts Accelerator, Inc.	\$15,000	\$12,000	
Japan Arts, Inc.	\$15,000	\$12,000	
Louise Bennett-Coverley Heritage Council (FLA), Inc.	\$15,000	\$12,000	
South Florida Chamber Ensemble, Inc.	\$15,000	\$12,000	
South Florida Pride Wind Ensemble, Inc. (South Florida Pride Bands, Inc.)	\$15,000	\$12,000	
Young Men's Christian Association of South Florida, Inc.	\$15,000	\$12,000	
Art Gallery 21 Incorporated	\$5,000	4,000	
Fort Lauderdale Childrens Ballet Theatre, Inc.	\$10,000	\$8,000	
Las Olas Capital Arts, Inc.	\$5,000	\$4,000	
North American Folk Music and Dance Alliance, Inc.	\$10,000	\$8,000	
Not Your Average Theater Group, Inc.	\$5,000	\$4,000	
South Florida Ballet Theatre, Inc.	\$10,000	\$8,000	14
			THREE
Hallandale Section of CID/UNESCO, Inc.	\$15,000	\$10,500	
Jayadevi Arts, Inc.	\$15,000	\$10,500	
Scottish American Society of South Florida, Inc.	\$15,000	\$10,500	
Women in Music AYO CORP.	\$15,000	\$10,500	
Yiddishkayt Initiative, Inc.	\$15,000	\$10,500	
Association of the Performing Arts of India, Inc.	\$5,000	\$3,500	
Bengali Association of South Florida, Inc.	\$10,000	\$7,000	
Broward Women's Chorus, Inc.	\$5,000	\$3,500	
Red Hispana Florida, Inc.	\$5,000	\$3,500	
South Florida Jubilee Chorus, Inc.	\$5,000	\$3,500	10
			THREE MINUS
Island Society for the Promotion of Artistic and Cultural Education, Inc.	\$15,000	\$9,000	1
Total (49 Grantees)	\$570,000	\$477,000	49

Exhibit VV

Capacity-Building Program (CBG) FY 2025 Grantees

Organization	Requested Amount	Recommended Amount	Average Numeric Score	Project Description
Art Prevails Project, Inc.	\$55,000	\$55,000	4 Four	Communications Manager (\$55,000, per year, for two years).
New City Players, Inc.	\$50,000	\$50,000	4 Four	Sustainable Funding through Staff Investment with Gail Perry Group's Major Gifts Intensive Training.
The Stranahan House, Inc.	\$25,000	\$25,000	3+ Three PLUS	Project Horizon: Planning the Strategic Course for the Stranahan's Legacy with consultant Advancement Experts.
Women in Music AYO CORP.	\$30,400	\$30,400	4 Four	Artist Community Bridge, with Write Choice Consulting.
Total	\$160,400	\$160,400		

General Operating Support FY 2025 Grantees

Applicant Name	Recommended Amount	No Increase
All Florida Youth Orchestra, Incorporated	\$127,867	\$127,867
Artsserve, Inc.	\$120,645	\$120,645
Bonnet House, Inc.	\$172,161	\$172,161
Coral Springs Museum of Art, Inc.	\$81,508	\$81,508
Curtain Call Playhouse, Inc.	\$19,393	\$19,393
Davie School Foundation, Inc.	\$47,154	\$47,154
Flamingo Gardens, Inc.	\$241,882	\$241,882
Florida's Singing Sons, Inc.	\$49,899	\$49,899
Fort Lauderdale Historical Society Inc	\$80,867	\$80,867
Gay Men's Chorus of South Florida, Inc.	\$90,990	\$90,990
Gold Coast Jazz Society, Inc.	\$62,600	\$62,600
Grace Arts Center, Inc.	\$19,545	\$19,545
Hollywood Art And Culture Center, Inc.	\$118,753	\$118,753
Holocaust Documentation & Education Center, Inc.	\$134,990	\$134,990
Inside Out Theatre Company, Inc.	\$27,589	\$27,589
Island City Stage, Inc.	\$58,061	\$58,061
Lovewell Institute for the Creative Arts, Inc.	\$44,611	\$44,611
Master Chorale of South Florida, Inc.	\$39,818	\$39,818
Museum of Discovery and Science, Inc.	\$306,500	\$306,500
New City Players, Inc.	\$20,833	\$20,833
Nova Southeastern University, Inc. on behalf of its Museum of Art Division	\$252,634	\$252,634
Opera Guild, Inc. of Fort Lauderdale	\$172,381	\$172,381
Sample Mcdougald House Preservation Society, Inc.	\$25,809	\$25,809
Slow Burn Theatre Company, Inc.	\$151,258	\$151,258
South Florida Symphony Orchestra, Inc.	\$167,966	\$167,966
Stonewall Library & Archives, Inc.	\$76,175	\$76,175
Symphony of The Americas, Inc.	\$112,807	\$112,807

The Broward County Film Society, Inc.	\$118,527	\$118,527
The Fort Lauderdale Childrens Theatre, Inc.	\$109,511	\$109,511
The Girlchoir of South Florida, Inc.	\$38,494	\$38,494
The Stranahan House, Inc.	\$71,733	\$71,733
World Aids Museum Incorporated	\$39,272	\$39,272
Young at Art of Broward, Inc.	\$60,791	\$60,791
TOTAL (33 Grantees)	\$3,263,024	\$3,263,024

PUBLIC ART & DESIGN PROJECT FACT SHEET

PROJECT: Port Everglades Terminal 29 Mural

DIVISION: Port Everglades Division

TYPE OF ART: Integrated Site Specific Artwork(s)

PROJECT DESCRIPTION: In partnership with Port Everglades, Broward Cultural Division's Public Art & Design Program is seeking to commission one or more artists or an artist team to design, fabricate and install interior artwork in Terminal 29 at Port Everglades, located in Fort Lauderdale, Florida. The locations present an opportunity for highly visible and vibrant artwork that contributes to Port Everglades' unique identity.



ARTIST SELECTION PANEL: 2016

MEETINGS:

- ASP Orientation and Shortlisting
- ASP Artists Interviews

TOTAL BUDGET:

FISCAL YEAR: 2016

ARTIST:

ALLIED

ARTIST: An Allied Artist will not be affiliated with this project.

PROJECT: Port Everglades 90th Anniversary

DIVISION: Port Everglades Department

TYPE OF ART: Site Specific Artwork(s)

PROJECT DESCRIPTION: To celebrate the 90th Anniversary of the establishment of Port Everglades, one artist or artist team, will be commissioned to transform the exterior walls of a structure located on top of a 6-story parking garage. The structure houses the Harbormaster Tower and Operations Center. The surface area available for the artwork ranges from 475 to just over 1,000 square feet and is located approximately 64 feet above ground level. Cruise ship passengers may view the artwork while their ship is docked and as they sail away from the Port, thus images must be bold and discernable from a distance and other places in the Port. A community engagement component may be required in the artist's scope of work. The overall design aesthetic of the artwork shall contribute to Port Everglades' commitment to establish a sense of place for Port's visitors.



ARTIST SELECTION PANEL: Mario M. Cartaya, PAD Member & Chair; Pablo Massari, Chair (Alternate), Virginia Fifield Arts Professional; Stephanie Cunningham, Arts Professional; George Gadson, Arts Professional (Alternate); Peg Buchan, Agency Representative; Glenn Wiltshire, Agency Representative (Alternate); Ellen Kennedy, Community Representative; Claude Gentile, Community Representative Alternate; Margaret Kempel, City Representative.

MEETINGS:

- ASP Orientation and Shortlisting October 23, 2017
- ASP Finalists' Interviews December 4, 2017
- PAD Approved December 13, 2017
- BCC Approved December 14, 2017

ART BUDGET: \$95,000 (\$90,000 art; \$5,000 contingency)

FISCAL YEAR: 2018

ARTIST: Ernesto Maranje

ALLIED ARTIST: An Allied Artist will not be affiliated with this project.

PROJECT: Port Everglades Harbormaster Tower Mural

DIVISION: Port Everglades Department

TYPE OF ART: Site Specific Artwork

PROJECT DESCRIPTION: In partnership with Port Everglades, Broward County, Florida, Broward Cultural Division's Public Art & Design Program will commission an artist to transform the exterior walls of the Harbormaster Tower and Operations Center located on top of a 6-story parking garage. The mural is to be located on the north and east façades of the building. The surface area available for the artwork ranges from 475 to just over 1,000 square feet and is located approximately 64 feet above ground level. Cruise ship passengers may view the artwork while their ship is docked and as they sail away from the Port, thus images must be bold and discernable from a distance and other places in the Port. The overall design aesthetic of the artwork shall contribute to Port Everglades' commitment to establish a sense of place for Port's visitors.

Prior Mural by Ernesto Maranje



ARTIST SELECTION PANEL:

TBD

MEETINGS: PAD Meeting Direct Selection – 12/14/24
BCC –

TOTAL BUDGET: \$125,000 (\$115,000 art; \$10,000 contingency)

ARTIST: Ernesto Maranje

Broward Arts Journalism Alliance (BAJA) Program

Policies & Procedures 2023-2024

Broward County Cultural Division

TABLE OF CONTENTS

- Definition
- Purpose and Goals
- Scope
- General Policies-Content
- General Policies-Conflicts of Interest
- General Program Procedures
- Call for Writers
- Selection Process-Panel
- Evaluation Criteria

DEFINITION

Broward Arts Journalism Alliance (BAJA) is an initiative of Broward County that seeks to increase arts coverage in traditional print, digital, and social media through the hiring of professional arts journalists and content creators, the cultivation and training of new arts journalists and content creators, and strategic partnerships with area media outlets. Desired content creation includes, but is not limited to previews, reviews, critical arts commentaries, and digital content, which will include written word, photography and video contributions.

PURPOSE AND GOALS

BAJA provides professional development, writing assignments, and publication placement for local arts journalists.

A modern take on the traditional newsroom, an alliance of local arts writers is hired by Broward Cultural Division to tell the stories of Broward's artists, arts organizations, culture, history, and creative profiles. The quality of the program is contingent upon the vetting and hiring of engaged, experienced writers at competitive market rates to provide content for local publications and for the Cultural Division's platforms.

An editor, working as an independent contractor with the Broward Cultural Division, oversees the program ensuring its implementation, and works with the BCD team.

The goal and mission of BAJA is to achieve a greater volume of content with an informed dialogue promoting the South Florida arts community. BAJA should be the thought leader in working within the community to identify all angles of Broward County's cultural arts scene as the information source and thereby assisting to help leverage media content partners to provide readers with stories that serve to elevate the Broward arts community.

BAJA, as part of the Broward Cultural Division, and through its coverage of the arts will also be a conduit in promoting Broward County as a national and internationally recognized arts region.

The Broward Cultural Division offers various grant programs to support eligible artists and non-profit arts and cultural organizations to promote the sustainability and development of the arts and culture of Broward County. While coverage will not be guaranteed to grantees as to placement, there will be commitment to identifying stories of BCD grantees to ensure that they are covered by BAJA. For stories possibly not appealing to content media partners, there will be availability for BCD grantees to receive visibility on ArtsCalendar.com or other publications that the editor and the internal team identify.

BAJA will also form partnerships with organizations such as, but not limited to, the National Association of Black Journalists South Florida, the National Association of Hispanic Journalists South Florida Chapter, and other chapters and associations that can be instrumental in conversations about equity and inclusion in the Alliance's content production.

As part of its goal to be the thought leader for the Broward arts community, BAJA will develop an advisory board made up of local boots-on-the-ground arts leaders to provide non-binding strategic advice and to assist in furthering the program.

BAJA will serve as a model for arts journalism – a partnership of local arts agencies to produce and provide arts content – as an innovator for other communities throughout the country to put such a model into practice.

"Like news itself, the arts are a type of glue that can hold communities together . . . It is difficult to imagine how a community can fully feel the benefits of the arts in the absence of a quality flow of news and information telling who is doing what, showing what's available, explaining what people are saying, providing critical reviews and feature stories on artists and their art, and demonstrating how art serves as a community catalyst that betters our lives." – The Knight Foundation.

SCOPE

In addition to working with other media publications as a content provider, BAJA will also be recognized as a provider of arts content in and of itself. BAJA will also be aware

of the different means of delivering content as its very goal and focus is to create community accessibility. This means being able to navigate and provide all platforms of delivery to engage a broad range of citizens of Broward County and its visitors.

GENERAL POLICIES

CONTENT

("Content Producer" means any content provider, i.e. writers, photojournalists, video journalists, bloggers, commentators, etc.)

No content produced for BAJA can be from another source or have been published anywhere previously. Content **MUST BE** original to BAJA.

We are committed to integrity. Plagiarism, exact phrasing from press releases, or any use of artificial intelligence other than to transcribe notes is not tolerated and could result in rejection of story, no payment, expulsion from writing for stories, blogs, and other content is assigned to BAJA-vetted content producers by the editor. Content producers may pitch ideas and stories for consideration; however, the editor will have final approval.

Writers must adhere to the BAJA style guide, which will be available online for reference. Consistently not adhering to style guide will result in reduced payment for assignment.

If the article is not useable after three drafts as deemed by editor, or another circumstance outside of the writers control prevents the article from being published, i.e. scheduling or cancellation of topic, writer will be paid a kill fee of one-quarter of the full fee.

CONFLICTS OF INTEREST

BAJA's commitment to integrity and of growing and maintaining a reputation in the community and because of its position as part of the Broward Cultural Division takes conflicts of interest seriously. Content producers should be aware of any situation that could be perceived as a conflict of interest or if one exists. Concerns can be discussed with the editor and the team.

Also, stories that are pitched should be free of any preconceived conflicts, i.e. stories done in return for something. We do not participate in a "pay for play" model.

Ticket invites for reviews or previews should be for the purpose of writing for BAJA. If a writer gets an invitation by an organization and it is not for review or preview purposes, the writer needs to inform the editor to deem the appropriateness of the invitation.

If tickets are needed to review or preview a show, this will be arranged by the editor. We do not accept complimentary tickets unless it is for working purposes.

PROCEDURES

- 1.1. At the very core of BAJA will be a streamlined system for planning, writing, and scheduling content in the form of an editorial calendar and a flow chart.
- 1.2. A style guide created by the editor of BAJA will be adhered to by each content producer. BAJA follows a newspaper-type format using AP style.
- 1.3. Content producers will be responsible for submitting BAJA's official photo copyright form that details what photos have been approved for use, how many, and bearing a signature of the person who is responsible for granting permission that the photos can be used in all formats and in any and all publications, which holds harmless BAJA from any copyright claims brought forth. Internally, we do not publish photos that would pose a risk to the project.

PROCEDURES FOR SUBMISSION AND PRODUCTION

Stories will be assigned at least 3 to 4 weeks before deadline. Generally, stories will be assigned at the beginning of the previous month for the next month's publication.

A shared publishing schedule will be saved on BAJA Google drive and will include:

- Story assigned
- Writer
- Due date
- Run date
- Checklist that all was submitted (story, photos, captions, permission)
- Editing schedule – date of first draft edit, second draft, third draft
- Process of story and date (proofing, back to writer, ready for publish)
- Final publish date

Content producer will submit all materials into the drive on Due Date with email to editor that information has been submitted.

INVOICES AND PAYMENT

Stories are paid in a flat-rate – \$500 for a full feature story or \$250 for a blog or calendar-type items.

The flat-rate per story fee only covers the assigned story content:

- is not based on word count, but on designation of feature or blog
- parking fee or mileage is not included
- ticket costs are not included (tickets for review purposes will be obtained by BAJA)

Invoices must be submitted monthly for stories written in that given month. Invoices will be paid within 30 days of receipt.

MEDIA PARTNERS TERMS OF USE

(Refer to Exhibit B)

Content and copyright: Broward Cultural Division and its BAJA program retain the rights of its content. Partner content providers will need to identify BAJA with a writer's byline that includes the Broward Arts Journalism Alliance. Content partners must provide BAJA's provided tagline (footer) at the end of each published work.

This story was produced by the Broward Arts Journalism Alliance (BAJA), a program of the Broward County Cultural Division, which maintains editorial copyright. Visit ArtsCalendar.com for more stories about the arts in South Florida.

Content may be published in print and online. In any and all situations, the above credits must be adhered to.

CHANGES/ADDITIONS/ALTERATIONS: Editorial changes must be reviewed and approved by BAJA editor in advance of publication. Acceptable changes are those that are specific to a publication's style guide. If publishing space or intention of location of agreed upon content changes, any edits or trims must be reviewed and approved with the BAJA editor within 7 days in advance of the intended publication date.

Any content that is attributed to BAJA must be solely created by BAJA and not be combined with any other content from another source.

Photos will be provided to publications by BAJA that have been copyright approved. No additional photos should be used in a BAJA story other than those submitted due to copyright.

TERMS OF PARTNERSHIP: There is no subscription or payment required of media partners for the use of BAJA content.

BAJA retains the right to terminate a partnership at any time and for any reason. The agreement does not constitute any partnership or joint venture between the parties and is an agreement specifically on the BAJA program.

CALL FOR WRITERS

(Refer to Exhibit A)

Project: The Broward Arts Journalism Alliance was designed to explore innovative methods in local arts coverage for a variety of writers to achieve a greater volume of new content, with richer more informed dialogue about the Broward arts community.

The arts journalism initiative (BAJA) involves the expansion of the Broward Cultural Division's online presence, and its ArtsCalendar.com website into a source for feature

stories, reviews, commentary, and conversation. It has also developed, and will continue to seek, media partnerships to be a primary arts and culture content provider for publications.

Content producers: writers, journalists, photojournalists, video journalists, from the South Florida region are invited to apply for a Call to Writers for the Broward Arts Journalism Alliance (BAJA) to be competitively selected to participate. We will select a diverse range of contributors, including voices and perspectives that have historically been underrepresented in the arts writing sphere

Who May Apply

Content producers including journalists, freelance writers, bloggers, artists, reporters, video, and photojournalists with professional experience in documenting arts and culture including theater, dance, music, film, spoken word, new media, literary work, public art, visual, interdisciplinary, and performance arts.

Content producers who have resided in Broward, Miami Dade, Palm Beach, or Monroe counties for a minimum of 12 months and have proof of residence are eligible to apply. Writers residing locally, mainly within Broward County, will be prioritized.

Not Eligible: Current employees, consultants, board members, and funders of the Broward Cultural Division are not eligible to apply.

Selection: Writers will be selected by a committee of Broward Cultural Division staff, area editors, local media professionals, and experienced professionals in the arts community. The Broward Cultural Division and the BAJA editor will manage the application process.

SELECTION PROCESS

Panel

An approved advisory review panel will assist in the selection process and ensure representation of voices from arts disciplines will be involved in the selection, e.g. community representatives, arts professionals, and arts development specialists.

Panel Orientation Meeting: The advisory review panel will meet for a panel orientation meeting both in person and available by ZOOM and will be provided with instructions on reading and voting on applications that have already gone through a first selection process by the BAJA team. The panel will not be receiving all applications as an initial review by the BAJA team will have already been conducted.

Scoring: Each application will be reviewed by panelists individually and given a preliminary narrative rating of: (1) High; (2) Medium; (3) Low; or (4) Non-Responsive/Ineligible.

Panel Review Meeting: The committee will meet as a group to discuss the applicants and their selections along with the BAJA editor project manager and BCD support team. The editor and BCD are responsible for final approval.

Evaluation Criteria

During the initial relaunch of BAJA in fiscal year 2024, the program will focus on working with established writers who have some level of experience and expertise in arts writing. Professional experience includes working previously as a freelance writer or as a full or part-time writer. Should have experience in conducting interviews and be familiar with AP style. Future iterations of BAJA will include hiring emerging journalists to provide them with training and development for their careers.

Core Elements of Application

The Call to Writers application will require:

- Basic personal information
- Experience as a writer/content producer
- No less than three samples of past work
- Professional biography and/or CV
- Three questions from a "sample" assignment to assess writer's approach to a story. 1) Who would they contact? 2) How would they conduct the interview? 3) How would they decide the "scope" of the story?

A personal interview via telephone or ZOOM may be conducted by the editorial team to further decide on a writer's ability to meet the BAJA criteria.