



COUNCIL OF LITERARY MAGAZINES AND PRESSES

New York State Technical Assistance Program (NYTAP)

Consulting for Literary Presses Guidelines and Instructions

With support from the New York State Council on the Arts' Literature Program, CLMP is pleased to offer New York State-based literary presses the opportunity to apply for twelve free hours with a consultant or mentor. These sessions will connect you with an experienced professional to help you identify and implement strategies for improvement in areas such as marketing, publicity, fundraising or overall operations.

Requirements

Applicants must meet the following criteria:

- New York State-based literary press (location of main editorial offices)
- CLMP member
- Can dedicate time to working with a consultant between 6/15/04 and 9/15/04
- Willing to provide information to CLMP after the consulting period so we can evaluate the effectiveness of the working arrangement
- Have **NOT** received a NYTAP mentoring award in the last 18 months

Application Process

To apply for the consultant program, please submit the following:

1. Information Sheet (attached)

2. One-page proposal: You must submit a one-page proposal describing the project you would like to work on with a consultant. Your proposal should focus on an area of operations that already exists within your press but can be improved upon, such as refining a marketing plan, improving publicity efforts, decreasing production costs or increasing fundraising to individuals. (Do not apply for a project to introduce a new area to your organization, such as marketing to classrooms, if you've never done so before.)

The proposal must be at least 350 words and typed. It should state:

- (a) What is your goal in your chosen area
- (b) Why you are well-positioned to strengthen this area at this time
- (c) Recent efforts or activities in this area
- (d) Why and how you believe working with a consultant on the area you have chosen will benefit your press

3. Supporting Materials: You must include 2 copies of a recent title and 2 copies of the latest edition of your catalogue with the proposal. You may also include any supporting materials you wish related to the area of operation you have chosen.

Review Process

Your applications will be reviewed based upon the following criteria:

- Artistic excellence of your publications;
- Appropriateness of goals and outlined work for your particular press;
- Potential impact of work on your operations;
- Completeness of application and clarity of proposal.
- Priority will be given to applicants who have not previously been awarded a NYTAP consulting opportunity.

Working Procedure

- CLMP will match presses with a consultant based on your proposal and help you to set up a work plan. You will be asked to map out the time frame of your consultation and inform CLMP of start and finish dates.
- Presses selected for the mentoring component will work with their consultants/mentors either in person (if possible and convenient) or via e-mail, fax and phone. Because travel funds are not part of the mentoring grant, in-person consultants cannot be guaranteed. The cost of the consultant's time will be covered by NYTAP; the press will cover the cost of communications
- Each press will have a total of twelve hours of consulting time which must be used between June 15 and September 15. Presses will determine, along with their consultant, an eight-week period within these three months when hours will be used. Presses have the option of reserving four of the twelve hours to be used by December of 2004 for follow-up and analysis if this is agreeable with the consultant.
- Presses will be required to complete a Request for Information (RFI) specific to your project to be forwarded to your consultant prior to the start of the consultation. You will also be required to provide information and data to CLMP in a final report.
- Your consulting time might be spent discussing strategy, asking for advice and referrals, getting feedback on materials, or other mutually agreed upon activities.

Timeline

- Week of May 5 Contact Thom Didato at CLMP if you intend to apply
- May 14 Applications due at CLMP
- May 25 Recipients will be announced
- June 1 - June 15 Consultants will be assigned and confirmed
- June 15 -Sept 15 Consulting period
- October 15 Final reports due at CLMP

Deadline

Complete application must be received at CLMP by May 14, 2004 at 5 p.m. This is not a postmark deadline. No late proposals will be accepted. Send to:

Thom Didato, NYTAP Director
Council of Literary Magazines and Presses
154 Christopher Street, Suite 3C
New York, New York 10014



COUNCIL OF LITERARY MAGAZINES AND PRESSES

NEW YORK STATE TECHNICAL ASSISTANCE PROGRAM (NYTAP)

**CONSULTING PROGRAM FOR LITERARY PRESSES
INFORMATION SHEET**

Completed Applications are due at CLMP by 5pm on May 14, 2004

Name/Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Web Address: _____

General Organizational Information

Year established: _____ Annual Cash Operating Budget _____

Of full-time equivalent staff: paid _____ volunteer _____

Non-profit status? Yes No

Are you registered with New York State as a charitable organization? Yes No

CLMP member? Yes No

(If unsure of membership status, please contact Robert Casper, Membership Manager at CLMP, 212-741-9110x15.) Note to non-members: For your convenience, a CLMP membership application is enclosed or available at www.clmp.org. Applications for new membership must be received at least one week before the consulting program deadline.)

Have you previously applied for and/or received a NYTAP consultation? Yes No

If yes, please state when, the area of operations that was addressed and the consultant with whom you worked. If you applied and were not awarded the consulting opportunity, please indicate when.

Questions

In order to apply for the consulting program, you must answer the following questions. Your application will be considered incomplete without this information. You may use an additional sheet if necessary.

1) # Titles Published per Year: _____ Avg. Print Run per Title _____

2) Please attach a copy of your organization's mission statement or write it in the space provided below.

3) Do you believe your press addresses a particular niche? Please explain.

4) Please describe briefly a recent marketing effort your organization has undertaken.

5) If you are a non-profit organization, please list your major ongoing sources of contributed support (i.e. the NEA, state arts agency, foundations, etc.).

*Your completed application is due 5/14/04 at:
Attn: Thom Didato, NYTAP Director
CLMP, 154 Christopher Street, Ste. 154, New York, NY 10014*