



COUNCIL OF LITERARY MAGAZINES AND MAGAZINES

Mentorship Awards for Literary Magazines Guidelines and Instructions

With support from the National Endowment for the Arts and the New York State Council on the Arts' Literature Program, CLMP is pleased to offer literary magazines 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:

- CLMP member literary magazine publisher. (If you are not sure of your membership status, please contact our Membership Director Jay Nicorvo at jnicorvo@clmp.org)
- Can dedicate time to working with a consultant between 4/1/07 and 6/30/07
- 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. **Completed 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 magazine, such as developing a marketing plan or increasing fundraising from individuals. Magazines may apply for projects related to the adaptation of and training in the use of CLMP's Circulation Database Template.* (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.)

Make sure your proposal is as clear and specific as possible; make sure it focuses on ONE area of operations and can be accomplished with ONE consultant.

The proposal should state: 1. Your goal in the chosen area; 2. Why you are well positioned to strengthen this area; and 3. Why and how you believe working with a consultant on the area you have chosen will benefit your magazine. Your proposal must be at least 350 words and typed.

**Magazine must be in possession of the template and have basic familiarity with its functions. Proposals related to the template should describe specific questions about its use and should demonstrate some knowledge of the template.*

3. **Supporting Materials:** You must include 1 copy of the most recent issue of your magazine. (Online magazines need not include hard copies). Please include any supporting materials

related to the area of operation you have chosen, including web statistics, promotional or press materials and related links, URLs, or print anthologies of your on-line magazine.

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 magazine;
- 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 magazines 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.
- Magazines 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 magazine will cover the cost of communications.
- Each magazine will have a total of twelve hours of consulting time that must be used between April 1 and June 30. Magazines will determine, along with their consultant, an eight-week period within these three months when hours will be used. Magazines have the option of reserving four of the twelve hours to be used by August of 2007 for follow-up and analysis if this is agreeable with the consultant.
- Magazines 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

- | | |
|--------------------|---|
| • Feb 16 | Contact Jamie Schwartz by this date if you intend to apply |
| • March 16 | Applications due at CLMP (Note- this is not a postmark deadline!) |
| • Week of Mar 30 | Recipients will be announced |
| • Apr 1 - Apr 15 | Consultants will be assigned and confirmed |
| • Apr 15 - June 30 | Consulting period |
| • July 31, 2007 | Final reports due at CLMP |

Deadline

Complete application must be received at CLMP by March 16, 2007 at 5 p.m. This is not a postmark deadline. No late proposals will be accepted. Send to:

Jamie Schwartz, Programs Director
Council of Literary Magazines and Magazines
154 Christopher Street, Suite 3C
New York, New York 10014



COUNCIL OF LITERARY MAGAZINES AND MAGAZINES

Mentorship Awards for Literary Magazines Information Sheet

Completed Applications are due at CLMP by 5pm on March 16th, 2007

Name/Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Web Address: _____

What area of operations are you requesting a consultant for in your proposal?

Should you be awarded a Mentorship, what would you envision to be your Consultant's area of expertise?

General Organizational Information

Year established: _____ Annual Cash Operating Budget _____

Of full-time equivalent staff: paid _____ volunteer _____

Non-profit status? *es* *o*

CLMP member? *es* *o*

(If unsure of membership status, please contact Jay Nicorvo, Membership Manager at CLMP, 212-741-9110 x15.
Note to non-members: 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? *es* *o*

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) # Issues Published per Year: _____ Avg. Print Run _____

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

3) Do you believe your magazine 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 3/16/07 at:
Attn: Jamie Schwartz, Program Director
CLMP, 154 Christopher Street, Ste. 3C, New York, NY 1001*