



COUNCIL OF LITERARY MAGAZINES AND PRESSES

CLMP National Consulting Program

GUIDELINES AND INSTRUCTIONS FOR LITERARY MAGAZINES

With support from the National Endowment for the Arts, CLMP is pleased to offer print and on-line 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 identify and implement strategies for improvement in areas such as design, marketing, circulation development, fundraising, or overall operations.

REQUIREMENTS

Applicants must meet the following criteria:

- CLMP member
- Can dedicate time to work with a consultant between 11/15/04 and 2/14/05
- Willingness to provide information to CLMP after the consulting period in order for us to evaluate the effectiveness of the working arrangement and share results with the field.

APPLICATION PROCESS

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

1. **Application 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 design, marketing, circulation, fundraising, bookkeeping, etc.

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

- Primary goals in your chosen area
 - Why you are well positioned to strengthen this area at this time
 - Efforts have you undertaken in the past to achieve your goals in this area (or why have you been unable to undertake such efforts)
 - Why and how you believe working with a consultant on the area you have chosen will benefit your magazine
3. **Supporting Materials:**
 - You must include 2 copies of the most recent issue of your magazine.
 - 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.
 - A copy of your mission statement

* Magazines may apply for projects related to the adaptation of and training in the use of CLMP's Circulation Database Template. However, the magazine must be in possession of the template and have basic familiarity with its functions by CLMP's receipt of this application no later than November 15, 2004. Proposals related to the template should describe specific questions about its use and should demonstrate some knowledge of the template.

REVIEW PROCESS

Your applications will be reviewed based upon the following criteria:

- Artistic excellence of your publication;
- Appropriateness of goals and outlined work for your particular magazine;
- Potential impact of work on your magazine's operations; and
- Completeness of application and clarity of proposal.

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 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 consultations cannot be guaranteed. *The cost of the consultant's time will be covered by CLMP; the magazine will cover the cost of communications.*

Each magazine will have a total of **twelve hours** of consultant time which must be used between November 15, 2004 and February 15, 2005. Magazines have the option of reserving four of the twelve hours to be used by April of 2005 for follow-up and analysis if this is agreeable with the consultant.

- Magazines will be asked to complete a Request for Information 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 may be spent discussing strategy, asking for advice and referrals, getting feedback on materials, or other mutually agreed upon activities.

TIMELINE

- Week of November 1: Contact Thom Didato at CLMP if you intend to apply
- November 12: Applications due at CLMP
- Week of Nov. 15: Recipients announced
- Nov 15 - Dec 1: Consultants will be assigned and confirmed
Magazines receive Request for Information, to be completed prior to start of consultation
- Nov. 15- Feb. 15: Consulting period
- March 1, 2005: Final reports due at CLMP

DEADLINE

Application must be received at CLMP by November 12, 2004 at 5 p.m.

Send to: Thom Didato, CLMP, 154 Christopher St., Suite 3C, New York, NY, 10014.

This is not a postmark deadline. No late proposals will be accepted.



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CONSULTING PROGRAM FOR LITERARY MAGAZINES APPLICATION INFORMATION SHEET

Completed Applications are due at CLMP by 5pm on November 12, 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*

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 CLMP 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 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 11/12/04 at:
Attn: Thom Didato, CLMP Consulting Program
CLMP, 154 Christopher Street, Ste. 154, New York, NY 10014*