



# Connecting Arts, Culture, and Community

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*Executive Director*

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## **Letter of Interest** **Arts Showcase –TV, Streaming and New Media**

To Our Constituents:

During these unprecedented times, supporting artistic enterprise is more important than ever before. CNY Arts is committed to providing individual artists and arts agencies with the technical assistance, resources, and strategies necessary to remain adaptable and prosperous – especially in the face of adversity. We believe that your work is vital to the cultural and commercial welfare of our regional community.

As part of our COVID-19 Arts Impact Fund drive (eligible counties include: Cayuga, Cortland, Herkimer, Madison, Oneida, Onondaga and Oswego), CNY Arts is adapting innovative programming initiatives to meet the unique challenge of creating and distributing art in the context of a pandemic.

Over the summer, I met with the President of WCNY, Mitch Gelman, who suggested a way to help the cultural community remain active by partnering with the station. We are pleased to announce that CNY Arts and WCNY are now working collaboratively on this project – the CNY Arts Showcase 2021. Soon, we will be seeking project proposals for material that may be suitable for alternative content distribution, including airing on WCNY or on new media platforms.

If you or your organization have a show, event or arts venue (heritage site, gallery, museum, etc.), that would lend itself to televised and / or streaming production, please navigate to: <https://cnyarts.org/grants/arts-showcase-2021-fund/> for more information.

We encourage our community to exercise their passion for creative expression: what do you feel has been missed most during these extraordinary circumstances? Proposals do not necessarily need to meet a time-limit or specific format. This is an excellent chance to surprise the audience, use your creativity and meld it – potentially – with the magic of live television.

Wishing you a safe and pleasant holiday season ahead.

Warm regards,

Stephen Butler  
Executive Director, CNY Arts