

The 2014 Audience Engagement Grant Program

Deadline: July 8, 2014 at 5p.m. EST

UPDATES & OVERVIEW

Who We Are

The Open Society Documentary Photography Project is uniquely positioned at the cross-section of international human rights, activism, media, and the arts. A distinguishing feature of **our mission is to support individuals who strive to go beyond documenting a human rights or social justice issue to enacting change.**

Audience Engagement: A Mode of Practice

Since its inception in 2004, the Audience Engagement Grant has come to promote a mode of practice for photographers seeking more concrete impact with their work. Through this grant we acknowledge **how an individual's actions and reach are strengthened through collaboration.** We hope to encourage a wide range of ideas and approaches, and seek the following:

- ◆ Documentary photographers, photo-based artists, and socially-engaged practitioners using photography who move target audiences beyond the act of looking, to directly participate in activities or processes that lead to change around an issue.
- ◆ Individuals who establish meaningful partnerships with others committed to realizing change and who bring a complementary set of skills and expertise.
- ◆ Projects that use photography or photo-based art creatively and innovatively, but strategically in order to reach a project's unique audience.
- ◆ Projects with goals that are ambitious, yet realistic and achievable.

Audience Engagement: The Grant

We recognize that cultivating collaborations and effectively executing these projects requires significant effort, time, and strategic planning. **In response, beginning in 2014, we will offer two tracks of grant support for individuals at different phases of their work.**

Track One: Project Development. NEW! Grantees will receive funding to attend an OSF-organized retreat in December of 2014 where they will participate in training workshops geared toward moving their projects and career goals forward. Attendees will also become part of our Audience Engagement Grant cohort.

Track Two: Project Implementation. Grantees will receive funding to execute (or continue executing) their projects as well as attend December's retreat.

TRACK ONE: PROJECT DEVELOPMENT GUIDELINES

DEADLINE: JULY 8, 2014 at 5p.m. EST

Grant Participation

We will [financially support](#) individuals to attend an OSF-organized retreat at our New York office in early December, 2014. OSF will cover related and reasonable costs incurred for travel, accommodation, and meals. This event will be planned and presented in collaboration with [Creative Capital's Professional Development Program](#) whose nationally recognized career development workshops have served more than 7,000 artists and are designed to [provide participants with essential practical tools and strategies](#) to help them effectively move their project and career goals forward.

Participants will be joined by our 2014 [Track Two Audience Engagement Project Implementation Grantees](#). When appropriate, we will facilitate opportunities for [sharing, feedback, and co-assessment](#) between grantees and program tracks, [nurturing a larger cohort](#) of individuals committed to this mode of practice, both during the conference and after.

Selected applicants will also be introduced to relevant Open Society Foundations staff as well as our external [network](#) of colleagues in the human rights, arts, philanthropy, and media communities.

In return, grantees are expected to:

- Sign a grant agreement and submit reports.
- *Attend the early December orientation and convening. **This is mandatory, so please make note of this event's timeframe.**
- Participate in the grantee cohort through co-assessments with your peers.
- Provide exit interviews with DPP staff (or selection committee members).
- Write / speak about your experiences so that practitioners and funders alike can learn how to move this work – and support for it – forward.

Eligibility

FOR documentary photographers, photo-based artists, and/or socially-engaged practitioners using photography who can:

1) Demonstrate your commitment to a social justice or human rights issue* as well as your artistic ability or practice.

You will need to submit 20 work samples, and a brief description of the issue you are working on as well as your own experience with and connection to this topic.

*Preference will be given to projects that address issues and geographic areas of concern to the [Open Society Foundations](#).

AND

2) Propose a project idea that will use an existing or new body of work to creatively move target audiences beyond the act of looking, and directly engage them in activities or processes that lead to change around the issue.

BUT, who need help with any or all of the following:

- **Assessing appropriate partnerships and collaborations for the project,**
- **Determining and engaging target audiences,**
- **Strategic planning skills,**
- **Financial and project management skills.**

Application Process

Review & Selection

Applications will be reviewed by the Documentary Photography Project. Finalists will be selected by a committee of outside experts in the fields of documentary arts, education, human rights, and journalism in September, 2014. If the Selection Committee determines an applicant is better suited for a track other than the one he or she applied for, the applicant will be notified of the Committee's determination.

Notification & Announcement

Grantees will be publically announced in October or November, 2014.

The Open Society Foundations values diversity and encourages applications from all countries. In our selection, we do not discriminate against otherwise qualified applicants on the basis of race, color, religion, national origin, age, sex, ability, sexual orientation, gender expression, or any status that may be protected by applicable law.

Ready to Apply?

Completed applications are due Tuesday, July 8, 2014 (at 5p.m. EST) using the online application system Submittable: <https://osf.submittable.com/submit/28904>

Or, Are You Ready to Implement a Project?

DOWNLOAD AND READ TRACK TWO GUIDELINES:

<http://www.opensocietyfoundations.org/grants/audience-engagement-grant>

Still Unsure or Have Questions? Contact Anna Overstrom-Coleman at:

anna.overstrom-coleman@opensocietyfoundations.org (include the subject line, "Audience Engagement Grant").

We will hold a webinar information session on Monday, May 19, 2014 to explain more about these two tracks of support as well as answer any questions. Please check our [Facebook page](#) in early May for details on this event.