

# **Cohen / Grappell Recording Endowment** **Operating Guidelines**

## **A Program of the Mountain Laurel Autoharp Gathering**

April 27, 2016

### 1. The Vision

The vision for this Endowment is to provide an opportunity for gifted autoharp players to reach a wide audience by making a recording which they would not be able to do without financial assistance. Lynda Cohen/Bob Grappell (hereinafter "Donors") view the award of this Endowment as a yearly event which will take place as part of the Mountain Laurel Autoharp Gathering (hereinafter "Gathering"). Donors expect to fund a single monetary award of up to \$5000 yearly, by making gifts to MLAG for this purpose. The previous year's recipient will have their CD released at the Gathering.

Donors allow the choice of the recorded music to be as wide as possible. Individual performers, groups and bands are eligible, so long as the recipient for the Endowment is the featured autoharp player. Instrumentals and vocals (with autoharp accompaniment) are acceptable. Any musical genre (e.g. old time, rock and roll, classical) is acceptable. To be eligible for the Endowment, the applicant must propose a "full-fledged" autoharp recording. An applicant who has previously participated in a recording project with the autoharp in a minor role or on a recording viewed as insignificant due to the age or the limited availability of the recording may still be considered eligible at the discretion of the Endowment Committee. Any additional autoharp players performing in this project must assume a minor role and otherwise satisfy these same eligibility rules.

By "full fledged" we mean a physical recording (CD) with at least 12 cuts or 50 minutes of music, at least 75 percent of which will feature the autoharp. At least 500 copies of the CD are to be made.

### 2. Endowment Committee

The Endowment Committee shall operate under auspices of the MLAG Board in order to further the Mission of that Board.

A Committee of 3 members shall report to the MLAG board which will oversee the operation of the Endowment. The Committee may nominate new members from time to time and the MLAG board will make the final selection of Committee members, with input from Bob and Lynda. Committee members serve at the pleasure of the MLAG and may be removed as needed by the MLAG Board at any time.

One of the Committee members will serve as the Chairperson of the Committee in order to take responsibility for reporting to the MLAG Board and performing liaison functions as needed. The Committee will determine the assignment of this task internally. It is not necessary for the Chairperson to be a MLAG Board member.

The Endowment Committee will have full control over the evaluation of applicants and the choice of the applicant to receive the award (the “recipient”). Donors may have input into the management and operation of the Endowment process, but no input as to the recipient. This Committee will meet as deemed necessary, but two to three meetings a year are expected in order to disburse the year’s applications, review ongoing matters and to decide on that year’s recipient. The Endowment Committee may communicate by physical meetings, e-mail, etc. as deemed appropriate. It will be up to the Endowment Committee to have the applications processed and the recipient chosen prior to the Gathering.

The Endowment Committee (along with the MLAG board) will review the process of the Endowment yearly and will recommend changes to that process if they are deemed desirable or necessary. Donors will have input to this process and will need to accept any proposed changes.

One Committee member will have the duties of treasurer/bookkeeper assigned to them and will work with the MLAG Board treasurer to manage the practical aspects of financial matters.

Note: no person serving on the MLAG board or the Endowment Committee may either be eligible for the Endowment award or benefit financially from the process.

### 3. Finances

Donors will donate \$5000 each year designated to fund the Endowment. This money will be managed by the Endowment Committee under the MLAG board. Any interest earned on this money while in the account and any potential additional donations will stay in the account to help perpetuate the award. Initially there will be a single recipient each year, so as not to dilute the impact of the Endowment award. (Note: if, over time, there are sufficient additional funds accumulated in the account to fund a second full award, this award may be made at the discretion of the MLAG Endowment Committee if it deems that there is more than one deserving applicant.)

Other donations may be accepted for this Endowment account as “designated gifts”. Receipt for tax purposes will be provided by MLAG.

Any payee (except a corporation) who receives more than \$600 will be supplied a 1099-MISC.

#### 4. How to Apply

An application form will be created, to be filled out either electronically or by a downloadable copy. The applicant will provide a description of the “concept” for the proposed CD project (e.g., my favorite gospel songs, rock and roll autoharp, etc.), as well as the expected audience for the CD. The applicant would provide a list of who will perform on the proposed CD and what instrumentation will be used. The applicant will list any previous recording experience. The applicant will also list the professional recording studio, the mixing/mastering resource, the sound replication company and the graphic design source to be used. Finally, the applicant will indicate what other funds beyond the Endowment would go into the proposed CD project. The Endowment Committee will note the monetary or other contribution to be made by the applicant toward completion of the project, in consideration of the resources available to the applicant.

The applicant will also provide a sample recording of the music they propose to be on the CD. This will entail two to three sample cuts illustrating the range of music to be included on the CD. These could be rough versions or previously recorded samples. Any format for these sample recordings, (e.g., MP3, cassette tapes, CDs, etc.) will be accepted. All submitted recordings become the property of MLAG to duplicate and distribute as necessary.

Unless stipulated by the Applicant, each entry will be considered valid for three years.

#### 5. Criteria for Selection

The Endowment Committee will evaluate each applicant’s supplied material in light of the following criteria;

- (a) Quality of the music
- (b) Completeness of the project
- (c) Seriousness of the applicant
- (d) Extent to which autoharp is featured
- (e) Previous recording experience

#### 6. Process for Awarding Funds

It is important that the Endowment results in a completed CD. The one-year time span between the selection of the recipient (at the Gathering) and the next Gathering should be sufficient to complete a CD project. The incentives for timely completion of the CD project include: having the release party at the Gathering; sales at the Gathering Autoharp Bazaar; valuable publicity entailed through the MLAG connection, e.g., mention on the MLAG website, etc.; and potential loss of funding for non-completion of the project (see below).

The Endowment Committee may issue payment directly to the professional recording studio, mixing/mastering resource, graphic designer, replication company, session musicians, etc. upon completion of each stage in the CD production process. The Endowment Committee will determine whether the project is being performed in an acceptable and timely manner. The Committee may withhold payments if it deems that the recording milestones are not being acceptably met. If the CD project is not completed by the next MLAG, the Endowment Committee shall have the option to terminate any further payments and to require that the outstanding amount already paid out be returned to the Endowment Fund. Any change from the project description or the estimated budget on the Application shall be submitted to and approved by the Grant Committee before payments will be made.

The actual awarding of the Endowment shall be made at the Gathering each year. The previous year's recipient will have their CD released at the Gathering. Initially there would be a single recipient each year, so as not to dilute the impact of the Endowment award.

#### 7. Royalty Payments

It is the sole responsibility of the recipient to obtain all required licensing for music on the CD and to pay the amount of royalties required by the licensor. Endowment funds may be used for royalty payments. Neither Donors, nor MLAG, nor the Endowment Committee bear any responsibility for failure to properly license any copyrighted material. All licenses and copyrights become the property of the recipient.

#### 8. Marketing and Distribution

Endowment funds will be used to provide an advertisement for the CD in the Autoharp Quarterly. MLAG will provide information regarding the CD on its' website. Otherwise, marketing and distribution of the music beyond the issuing of the CD is the responsibility of the recipient. Likewise, replication of more than the original 500 copies of the recording is the procedural and financial responsibility of the recipient.

#### 9. Attachments

- A. Cohen/Grappell Recording Endowment Grant Application Rules and Guidelines (including Budget Worksheet)
- B. Cohen/Grappell Recording Endowment Expense Voucher
- C. Cohen/Grappell Recording Endowment Application Form

Cohen/Grappell Recording Endowment  
Grant Application Rules and Guidelines  
April 16, 2016  
Eligibility

The Cohen/Grappell Recording Endowment provides a Grant of up to \$5,000.00 for recording an autoharp CD. Any autoharp player(s) or Group featuring the autoharp, that has not previously produced an autoharp featured recording, is eligible to apply for the Grant. An Applicant who has previously participated in a recording project with the autoharp in a minor role or a recording viewed as insignificant due to the age or limited availability of the recording, may still be considered eligible at the discretion of the Endowment Committee. Any additional autoharp players performing in this project must assume a minor role and otherwise satisfy these same eligibility rules.

Recording Project

The Recording Project will be one professionally recorded CD including at least 12 cuts or 50 minutes of music. At least 500 copies of the CD will be made. The Recipient will have one year from the date of the Award notice to finish the Project. Any genre or style of music is eligible. The autoharp must be featured on at least 75% of the CD. Vocals and other instrumentation are eligible and encouraged.

The Endowment Grant can be used for all phases of the recording process. The Endowment will make larger payments directly to professional and reputable Vendors and incidental expenses will be paid to the Recipient by submitted Expense Voucher.

Licensing fees will be eligible for Endowment funding, but it is the Recipient's responsibility to obtain the proper licenses where required. Neither MLAG nor the Endowment Committee will bear any responsibility for failure to properly license any copyrighted material.

An early bird weekend ticket to the MLAG event (in the year following the reward) is an allowed expense if the Recipient wishes to participate in a CD release party and/or lead a workshop which will showcase the new CD and offer CD sales opportunities.

After CD production and all recording expenses are paid, advertising for the project is an allowed expense until the end of the Project year. (Autoharp Quarterly, for example).

The Committee may withhold or terminate any further payments if it deems that the recording milestones are not being acceptably met. If the CD project is not completed by the next MLAG, the Endowment Committee shall have the option to terminate any further payments and to require that the outstanding amount already paid out be returned to the Endowment Fund.

## Project Selection Criteria

Each year, the Endowment Committee will consider awarding a Recording Project Grant from the Applications submitted. Applications not selected may be re-submitted for consideration in the following year. Of the current Applications, the Endowment Committee will decide who, if anyone, should receive the Award, based primarily on the Project that shows the most potential for showcasing the technical mastery and the musical artistry of the autoharp. While the most scrutiny will be given to the autoharp performance, technical and artistic criteria will also be applied to all elements of the CD Project. For the Endowment Committee to make a fair and informed Award decision, it is in the best interest of the Applicant to provide as much detail as possible to reflect the full concept of their Project.

While financial need is not a condition of Eligibility, an Applicant's resources (or lack of resources) may be considered by the Endowment Committee when deciding between two otherwise equal Projects.

By accepting the Grant Award, the Recipient agrees to the rules and conditions of the Recording Endowment. Unless stipulated by the Applicant, each Application will be considered eligible for three years from the original date.

## Application

1. Date
2. Your name, address, phone number and email address.
3. Please provide us with a demo CD, MP3 or cassette tape with at least two cuts of your autoharp music. This does not have to be a professionally recorded sample. Please indicate what we are hearing on the sample and if it is part of your Project concept. (Sample recordings become the property of MLAG.)
4. Describe each recording project in which you have been involved.
5. How long have you been playing the autoharp and how much performing do you do? Please include a Performers Bio if you have one.
6. Briefly explain how this Grant would impact you financially. Will you have some financial resources from you or others to contribute to this Project?
7. In as much detail as possible, describe the recording project that you have in mind. Please answer such question as, but not limited to: How much will the autoharp be used as a solo or lead instrument? What genre of music? Who is your target audience? What other instruments will you use? What songs will you use? Will you use original material? Does your Project have cultural or historical significance? Will your Project be unique in any way?

Note: It is understood that some details of the Project concept can change during the recording process, but the Recipient should be aware that if the original concept changes too much, it can be re-evaluated by the Endowment Committee and denied further funding.

8. Provide an estimated budget for your Project using the Budget Form provided below.
9. List the names, and provide references if available, for the technical and artistic resources (e.g. recording studio, graphic artist, session musicians) that you expect you

will be using and are known to you at this time.

|  | Projected \$ |
|--|--------------|
| Studio recording time: ___ hours @ \$ _____                          | _____        |
| Studio editing/mixing time: _____ hours @ \$ _____                   | _____        |
| Studio mastering time: _____ hours @ \$ _____                        | _____        |
| Session musician fees  | _____        |
| Reasonable travel expenses   | _____        |
| Graphic design and artwork/photography                               | _____        |
| CD Duplication: 500 CDS @ \$ _____                                   | _____        |
| Licensing Mechanicals: ___ cuts @ \$ _____ x 500 plus processing fee | _____        |
| Advertisement (i.e. Autoharp Quarterly)                              | _____        |
| Early Bird Weekend Ticket to MLAG                                    | _____        |
| Miscellaneous expenses: (please specify)                             | _____        |
| <hr/>  |              |
| Total Budget for Project   | _____        |
| Amount I am prepared to contribute:                                  | _____        |
| Amount requested from the Cohen/Grappell Recording Endowment         | _____        |

B. Expense Voucher

| VOUCHER REQUEST FOR PAYMENT<br>Cohen/Grappel Recording Endowment |  |
|--|--|
| Date:  |  |
| Grant Recipient's Name:  |  |
| Services/Goods Rendered:   |  |
| Name/Address to where the check is to be sent:                   |  |

C. Application form

Cohen/Grappell Recording Endowment Application

Please provide a demo CD, MP3 or cassette tape with at least two cuts of your autoharp music. This does not have to be a professionally recorded sample. Please indicate what you are playing (title and instrumentation) on the sample and if it is part of your Project concept. Sample recordings become the property of the Endowment Committee.

Please complete the following application and email to: [fladmark@hughes.net](mailto:fladmark@hughes.net) or fill form out by hand and mail in your application. If the sound files are digital and not too large, please email them. If the demo recording is a CD or cassette, please mail to: Tom Fladmark, 1141 Saw Mill Road, Sunbury, PA 17801. If you need more room or have additional information you would like to provide, please attach or include. As you type on this form, the field will expand to fit your contents.

|                  |  |
|------------------|--|
| Date:            |  |
| Name:            |  |
| Mailing Address: |  |
| Phone Number:    |  |
| Email Address:   |  |

|   |
|---|
| How long have you been playing autoharp?  |
| How much performing do you currently do? (If you have a current bio, please attach)   |
| How will this grant help you financially?   |
| Do you have any financial resources to contribute to the project?   |
| Describe any recording project in which you have already participated   |
| Will any other musician play the autoharp in addition to you?   |
| With as much detail as possible, describe your Recording Project. Include things such as: your music, instruments, arrangements, etc., and tell us why you think your Project should be chosen. |

|  |
|--|
|  |
| Name/Address of Recording Studio being considered  |
| Name/Address of Session Musicians being considered |
| Name/Address of Graphics Design being considered   |
| Name/Address of Replication Co. being considered   |

| Your Estimated Budget   |  |
|---|--|
| Studio recording time: ___ hours @ \$ _____   |  |
| Studio editing/mixing time: ___ hours @ \$ _____  |  |
| Studio mastering time: ___ hours @ \$ _____   |  |
| Session musician fees   |  |
| Reasonable travel expenses  |  |
| Graphic design and artwork/photography  |  |
| CD Duplication: 500 CDS @ \$ _____  |  |
| Licensing Mechanicals: ___ cuts @ \$ _____ x 500 plus fees<br><a href="http://www.harryfox.com/public/StatutoryReports.jsp">http://www.harryfox.com/public/StatutoryReports.jsp</a> |  |
| Advertisement   |  |
| Early Bird Weekend Ticket   |  |
| Miscellaneous expenses: (please specify)  |  |
|   |  |
| Total Budget for Project  |  |
| Amount you are prepared to contribute:  |  |
| Amount requested from the Cohen/Grappel Recording Endowment   |  |

Applications received by June 1<sup>st</sup> will be considered for award in June of that year.  
 If you have any questions, please feel free to contact Tom Fladmark, Chair of the Endowment Committee. See contact information on page 1.