

ALTERNATIVE EXPOSURE

Southern Exposure and Facebook AIR Partnership FAQs

What does the partnership with Facebook AIR offer to Alternative Exposure?

With this partnership, Facebook AIR becomes a lead supporter of the granting program, alongside The Andy Warhol Foundation and Grants for the Arts.

What is the timeline for the partnership?

The partnership is a two-year pilot program, running from January 2018 through Spring 2020. Its activities will apply to Round 11 and 12 grantees (awarded Dec 2017 and Dec 2018).

Funding will cover the production of a short video documentary for each grantee during this period; an annual day-long summit highlighting AltEx grantees (current and alumni) as well as models for direct funding to artists; and operational support for Southern Exposure.

Why not just put the money to larger or more grants?

Our agreement and funding are structured to see how well this partnership might work. We wanted to design the activity in such a way that the core objective (the grants) would not be impacted.

Is this funding a grant from Facebook?

We list Facebook AIR as a lead supporter for Alternative Exposure on all relevant acknowledgements, but this is not a donation. Facebook AIR is contracting SoEx to produce these activities specifically in support of AltEx grantees and more broadly as a partner in their efforts to bring more public support and visibility to artists.

Why is Southern Exposure taking on this partnership?

We think it is important that tech companies such as Facebook step up in this way to directly support artists. Because we are working with the FB AIR team exclusively, we are confident that they share our goals and understand the boundaries that we need to place on this partnership. And we hope it will serve as a precedent to other giant tech conglomerates to start taking care of the art community that they have so radically impacted.

Why videos?

As Facebook AIR expands its programs, it is looking beyond the FB campus to see how they could bring more public support and visibility to artists. They already produce short video documentaries for each of their AIR artists, and the promotional potential the videos possess add a dimension to Alternative Exposure that SoEx previously couldn't offer. We believe the videos are an excellent opportunity to expand awareness of your projects as well as document them.

Once the video is produced, who owns it?

Facebook owns the rights to the videos, as they are paying for production. Grantees and SoEx have unlimited, unrestricted, global, free use in perpetuity. The grantee will have access to all of the original footage as well.

Are these videos more editorial like? Or more promotional? Or documentary like?

They can likely be a mix of all three, depending on the needs of the individual projects and the interests in using them.

Here are some examples of videos FB AIR produces for their residents:

https://www.youtube.com/watch?v=lfGeaC_wOKM

<https://vimeo.com/228859314>

https://www.facebook.com/pg/artistinresidence/videos/?ref=page_internal

How much editorial control does Facebook have?

Very little. The Facebook AIR team advises on any elements they would like to include in the final videos, such as logo placement. Otherwise, their only concern is that the videos not contain any forms of discrimination. They will not be involved in any content production.

Where will the videos be distributed?

Awardees will be able to distribute their project anywhere. SoEx will certainly keep them on our website. Facebook uploads them to (what do you know?) their Facebook Page. We will also have public screening at the annual summit in Spring 2019 and 2020.

I don't want to collaborate with Facebook in any form. Do I have to participate? If I don't, will that affect my eligibility for a grant?

No, you certainly don't have to participate. We want this option to benefit you and not create any kind of compromised position for you. And it will not affect your grant or eligibility in any way if you opt out.