

## Request for Proposal, 12/03/15

### Client

Synod of Mid-America (SoMA)  
102 Main St., Parkville, MO 64152  
913-608-7662, <http://synodma.org>

### Contact

Rev. Landon Whitsitt, SoMA Executive  
[landon@synodma.org](mailto:landon@synodma.org)

### Project

Seeking: A writer to collaborate in developing a video educational series on gun violence prevention for the SoMA's *Theoacademy* program.  
Compensation: Negotiable, based on experience.

### Project Overview

At the 221<sup>st</sup> General Assembly (2104) of the Presbyterian Church (U.S.A.) the commissioners took action to, in part:

*"2. Encourage synods, presbyteries, and seminaries to develop educational programs that include*

- a. the theological and pastoral care issues raised by murder, suicide, domestic violence, and wounding by gun violence,*
- b. a means of public acknowledgement of grief and repentance in worship and in communal events, and*
- c. links between those who have suffered from gun violence and existing support, healing, and advocacy groups."*

This video series will respond to the GA's encouragement by addressing each of the topic areas recommended above.

### Target Audience

The primary audience for this series will be Presbyterian congregations, for use as an adult Sunday School series or special educational series. The secondary audience will be all Mainline Christian congregations or their members.

### **Tone/Perception/Guidelines**

- ❖ Videos should not shy away from acknowledging the horror of all forms of gun violence, yet should also be consistent with our Reformed understanding of the Sovereignty of God and the promise of Hope given in the scriptures.
- ❖ Videos should be consistent with a Reformed theological perspective, but be easily accessible to ecumenical partners.
- ❖ Videos intend to feature a mix of a host speaking directly to camera, graphic elements, and “story telling” segments.
- ❖ The audience may or may not possess post-High School education. Writing style should seek to be as conversational as possible and to have important concepts explained clearly without appearing to “talk down” to the audience.
- ❖ The audience will most likely have little to no theological knowledge beyond what is gleaned from Worship/Sunday School/Bible Study. However, it should be assumed that their faith is rich, passionate, meaningful, leading to a life of service.
- ❖ Content should be structured logically and in a user-friendly manner.
- ❖ Content should make use of inclusive language for God, and avoid exclusive use of male pronouns (he/his) for humanity.

### **Project Timelines**

- ❖ Timeline is negotiable based on writer’s availability and schedule.

### **Proposal Submission**

- ❖ Please provide a brief treatment of 3-4 videos that adhere to the above guidelines.
- ❖ Please provide examples of past work (if available).
- ❖ Review of submissions will begin immediately, and conclude when a writer is chosen.