Wide Angle Youth Media
MediaWorks Request for Proposals
Summer 2023

About the RFP
Wide Angle Youth Media’s MediaWorks program is seeking organizations in need of graphic design materials, photography, social media videos and other forms of media to help bring awareness to how historically rich Baltimore is.

DETAILS:
- Application Deadline: Jun 16, 2023
- Application Review Process Begins: Jun 20, 2023
- Applicants notified about status of application: Jun 26, 2023 to Jun 30, 2023
- Benefit: Wide Angle Media Works students and their mentors will support approximately $2,500 - $5,000 of in-kind media design and production services for each selected organization through this project. Wide Angle expects to serve 2 - 4 organizations and an In-kind donation receipt of services rendered will be provided to the organizations selected. Printing and distribution costs are not included.

How it works
This summer students at Wide Angle Youth Media have chosen the theme of Baltimore History for our summer MediaWorks program.

Students will investigate Baltimore identity and history through unique, unconventional and alternative perspectives in film, photojournalism, and fine art. Students will critically explore existing narratives of Baltimore, with emphasis on who is telling the story and what their motivations and goals are.

This media service offered to clients could include photography, blog posts, infographics, social media stories and templates, graphic design for web or print, logo design, Instagram or Facebook Stories, TikTok videos, and more. Students will partner with local organizations that specialize in preserving and educating about Baltimore History. Additionally, selected partners will be highlighted at our in-person closing event in August.

Partners will receive ready-to-use media content created by students and students get the opportunity to build their media portfolio, work on real world projects with clients, and create change in their communities.
Responsibilities of Wide Angle:

- Conduct media training with young people.
- Provide draft release forms for the program participants, if needed.
- Provide partners with draft visual materials necessary for approval during the production process.
- Share co-ownership of the files, and set in place an approval process with the client via email for distribution of each printed product and/or digital materials.
- Provide partners with final print and web ready files.
- Act as the main liaison and, crediting partners in all project-affiliated materials.

Responsibilities of Selected Partner:

- Allocated 8-16 hours of time to this project. The time will be utilized in communication, planning and meetings. Selected partners must be available to meet with student media-makers throughout the process during the weeks as stated below and attend the final event. (NOTE: Date and time for Meetings 1-3 will be mutually agreed upon by Wide Angle and Selected Partner)
  - MEETING #1: Wednesday July 12th - Meet with students & introduce organization project
  - MEETING #2: Wednesday July 19th - Project pitch - review concepts and pick top direction
  - MEETING #3: Wednesday July 26th - Review project in progress and provide feedback
  - MEETING #4: FINAL EVENT: attend closing event and showcase and share with your community to join on facebook live on July 10th 6pm-7pm.
- Respond to all client centered emails and questions within 2 business days.
- Print and distribute final materials including all costs associated with printing and distributing.
- Track distribution numbers and collect quotes from users for grant purposes.
- Include WAYM on all printed and digital materials about the project.
- Promote the project and partnership on social media and in other relevant communications.

**Click Here to Apply**

Application Questions:

1. Tell us about your organization
2. Do you have an organization website? If yes, insert link below.
3. Are you on social media? Please include handles/links to each
4. How is your organization preserving and educating about Baltimore History?
5. Why should Wide Angle students select your organization for a media give back project?
6. How will your organization benefit from youth led media making?
7. What type of media materials are you most interested in? (Check all that apply)
   a. Posters
   b. Postcards
   c. Infographics
   d. Brochures
   e. Social media templates
   f. Logo design
   g. Social Media Videos
   h. Photographs
8. How do you imagine the materials Wide Angle students create for you will be distributed?
9. How did you hear about this opportunity and Wide Angle Youth Media?

**How the Review Process Works:**
A team of Wide Angle Youth Media Makers will select the top proposals and announce their selections the week of June 26, 2023.

Please Note: Wide Angle Youth Media Youth Producers are still in the learning process. This is an opportunity for students to practice their media skills and learn about working with clients while creating change in their communities. Wide Angle cannot guarantee the quality of deliverables. Wide Angle reserves the right to hold joint ownership of projects created by students. Wide Angle cannot offer long format video or animation services as part of this summer’s RFP.

**About Wide Angle Youth Media:**
Through media arts education, Wide Angle Youth Media (Wide Angle) cultivates and amplifies the voices of Baltimore youth to engage audiences across generational, cultural, and social divides. Wide Angle programs inspire creativity and instill confidence in young people, empowering them with skills to navigate school, career, and life.

Wide Angle delivers creative youth development programming to more than 400 young people ages 10-24 each year with a target population of youth from traditionally underserved demographics in Baltimore. Since the organization’s founding in 2000, over 7,250 young people have created hundreds of media arts projects about issues that matter to them, and shared their stories with over a million audience members. The
organization's latest strategic plan (FY18-FY22) is available for review at wideanglemedia.org/plan.

Questions about the RFP?
Email our Program Managers: Beth Holladay and Darian Jones at programs@wideanglemedia.org