Request for Applications: Press & Media Lead

The Lewis Prize for Music seeks applicants to provide a range of communications services, particularly around public and media relations. This includes engagement for its third round of funding to be announced in January 2021 and for ongoing promotion of its awardees and grantees.

Request
The Lewis Prize is requesting applications from individuals or public relations consultants to develop and deploy a full suite of activities to promote The Prize, its mission, vision, values, and awardees/grantees.

The Lewis Prize is particularly interested in receiving applications from individuals with a history of representing social change or systems change campaigns that:

- Increases diversity, equity and inclusion in the arts for young people, especially from historically marginalized and under-resourced communities.
- Amplifies a diversity of music education organizations and their many genres.
- Elevates smaller arts organizations, especially those led by people from historically marginalized and under-resourced communities.

Having a personal connection and commitment to the mission and vision of The Lewis Prize for Music, particularly around it’s goal to support music organizations that work across the diversity of genres that make up the cultural fabric of the United States, is a big plus.

Goals and Outcomes
The Lewis Prize aims to bring attention to The Prize, its awardees/grantees, and its unique awarding process to increase the profile and stature of CYD music and system change efforts that focus on increasing diversity, equity, and inclusion. We believe this is best achieved by garnering media coverage in order to elevate the work that is happening at a grassroots level across communities throughout the United States. Target audiences to be influenced by this visibility include artists, arts administrators, educators, policy makers, researchers and philanthropists. Specific goals include:

- Coverage by national broadcast news programs, national and regional daily newspapers, national magazines and trade publications, podcasts, online news publications, and social media outlets.
• Local news coverage of awardees and grantees in their own communities.
• Consistent messaging for The Lewis Prize across its communications channels that expresses its mission, vision and values.
• Explicit measures of success for evaluation of all press/media and communications activities undertaken as part of this job description.

Timetable
The Lewis Prize seeks to have the individual/consultant engaged in October.

The timeline for the 2021 Accelerator Awards is:
• End of October - Finalists Announced
• December 8 - Awardees Approved by Board of Directors
• January 12 - Awards Announced
• Spring 2021 - Annual application opens

Scope of Services
• Creation of blog posts, op-eds, and speaking opportunities for grantees and awardees of The Lewis Prize for Music.
• Being a collaborative member of The Lewis Prize for Music communications team and contributing to consistent messaging about The Prize, mission, vision, practices and awardees/grantees.
• Creation of an overall media outreach plan that includes goals, strategies, tactics and timelines as well as measures for success, in collaboration with the current Knowledge Associates team.
• Propose, write, and pitch releases/stories to national, regional and local news and publication outlets to secure media coverage for The Lewis Prize for Music awardees as well as The Lewis Prize for Music and its practices.
• Lead in drafting press releases and other print materials necessary for media engagement.
• Coordinate coverage logistics between media outlets, The Lewis Prize and its awardees/grantees.
• Coordinate with other members of the Lewis Prize for Music's Knowledge Associates team to highlight earned coverage on social media.
• Attendance at weekly meetings with The Lewis Prize for Music team.
• Familiarization with The Lewis Prize for Music, its mission, vision and practices
• Prepare The Lewis Prize Founder, CEO, awardees and grantees for media interviews. This includes providing media training, assisting with talking points development, practice sessions and possibly accompanying spokespeople to virtual interviews.
• Evaluation of the reach achieved for The Lewis Prize as a direct result of various communications projects.
• Support media engagement by awardees/grantees on a grassroots basis, with a particular focus in supporting smaller organizations within that cohort.
• Participate in developing online content and engagement strategies, including
webinars and informational sessions with stakeholders of The Lewis Prize for Music in collaboration with members of The Lewis Prize for Music team.

- Collecting articles that are published about The Lewis Prize for Music, its awardees/grantees, and additional stakeholders.
- Providing information to The Lewis Prize for Music team about articles/media engagement with awardees/grantees on a regular basis.

Additional Skills
- Ongoing feedback around the multi-platform style guide for the selected visual identity.
- Production support of simple video content about The Lewis Prize for Music, its awardees, and practices for use online and with media outlets.

Budget
The budget allows for a $65/hour pay rate and a total of 16 hours per week.

About The Lewis Prize for Music
The mission of The Lewis Prize is to partner with leaders who create positive change by investing in young people through music. We believe young people with access to high-quality creative youth development music opportunities will mature into thriving individuals.

However, inequitable systems often fail to prioritize music learning in young people’s lives. As a result, too many young people are not supported to express themselves creatively. This stifles young people’s potential to become powerful citizens. Through learning, performing and creating music with peers and caring mentors, young people can develop greater agency over their lives and contribute positively to their communities.

We believe that music in the lives of young people is a catalytic force to drive positive change in our society. Our vision is for every young person, regardless of who they are or where they live, to have the opportunity to access music programs from a young age. We aim to do this by finding and awarding ambitious leaders who are already strengthening young people in their communities through rigorous and diverse music programs.

Guiding Principles
These are the principles we look to as an organization to guide how we identify music leaders who are aligned with our vision.

- **Artistic Excellence**: To blend rigorous music learning and healthy social development that fosters youth expression, identity, self-agency and joy.
- **Shared Experience**: To build love, trust and understanding through reciprocal relationships and respect.
• **Collaborative and Innovative Leadership**: To creatively pursue fair, just and sustained social change that reflects and responds to the communities served.

• **Systems Change**: To change beliefs, practices and policies so equity is achieved for all.

2020 - 2021 Music Ecosystem Priorities
The 2020 - 2021 Lewis Prize priority focus areas are the systems that support access for all youth to Creative Youth Development (CYD) music programs.

About The Lewis Prize for Music Team
The team consists of one full time and six part time staff members. We pride ourselves in being highly collaborative, flexible, and adaptive, and are each deeply committed to providing the best support possible to the organizations we support through our funding process, as well as the CYD music field at large.

Application Requirements
Please submit a cover letter and resume to apply for this position. Applications will be received on a rolling basis until early Fall 2020. Application reviews will begin immediately, with a target to begin the interview process by late September.

*Email entries are required, and should be submitted to opportunities@thelewisprize.org, with the subject line “Press/Media Application.”*

Thank you for your interest in this project. We look forward to receiving your application.