

# WELCOME TO THE WORKING FOR CHANGE VIDEO PROJECT

## REQUEST FOR PROPOSALS

### About Public Square and Working for Change

At Public Square, we believe in the power of an informed public to shape a better future.

Our team has produced hundreds of hours of award-winning journalism, routinely reached tens of millions with traditional press as well as digital media campaigns, and orchestrated dozens of high-impact engagement campaigns.

The **Working for Change Video Project** is supported by a foundation grant that enables Public Square to partner with people and organizations working to renew democracy. The goal is to provide both the resources and the expertise to produce compelling video along with strategies to use this media to educate and inform the public. We invite you to apply to the Request for Proposals.

### Working for Change is focused on:

- Mass incarceration, its social impact, and strategies for social justice
- Issues that affect the integrity of America's democratic process, such as voter suppression, gerrymandering, voter disenfranchisement, campaign finance reform
- Immigration policy and how it impacts the ideals of American democracy
- Education reform that ensures quality and access
- Healthcare that provides access to quality services

### The completed Request for Proposals form is due by October 1, 2018.

Public Square plans to select and execute six projects in the year ahead. The media projects will vary in length and format because strategic goals and distribution opportunities will vary. Our investment in each project will depend on the potential ROI in audience reach and measurable impact.

### Review Process

All applications will be reviewed by Public Square leadership in consultation with subject matter experts.

Following an initial review of RFP submissions, Public Square will notify a short list of applicants that they are finalists by November 1. We will then pursue follow up exploration about how to activate the opportunity and the potential for impact described in the proposal submitted. The final projects will emerge from this collaborative process.

**WORKING FOR CHANGE** REQUEST FOR PROPOSAL APPLICATION**DUE BY OCTOBER 1, 2018**

Please save to your drive, complete and return as a PDF attachment by email to [rfp@publicsquaremedia.org](mailto:rfp@publicsquaremedia.org).

This is a new project and process for us as well as you! Please don't hesitate to ask questions.  
Email [rfp@publicsquaremedia.org](mailto:rfp@publicsquaremedia.org) and we'll respond promptly.

NAME

ORGANIZATIONAL AFFILIATION / WEBSITE

LOCATION

PHONE

EMAIL

**1 WHAT IS THE SPECIFIC ISSUE OR CHALLENGE THAT YOU ARE FOCUSED ON?**

**2 WHAT DO YOU WANT THE PUBLIC TO KNOW? WHAT STORY DO YOU WANT TO TELL?**

**3 DO YOU CURRENTLY HAVE A CAMPAIGN DEPLOYED OR IN DEVELOPMENT ADDRESSING THIS ISSUE?**

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**DUE BY OCTOBER 1, 2018**

**4 WHAT STRATEGY GOALS MIGHT A VIDEO TOOL HELP YOUR ORGANIZATION/CONSORTIUM TO ACCOMPLISH?**

**5 WHAT IS THE REACH OF YOUR ORGANIZATION?**

**6 IF YOUR FOCUS IS PRIMARILY LOCAL OR REGIONAL, DOES YOUR ISSUE ALSO HAVE NATIONAL SIGNIFICANCE?**

**7 DO YOU ACTIVELY COLLABORATE WITH OTHER LOCAL, REGIONAL, NATIONAL ORGANIZATIONS? IF SO, WHAT ONES?**

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**8 HAVE YOU BEEN INVOLVED IN VIDEO PRODUCTION BEFORE? IF SO, WHAT WERE THE CHALLENGES, SUCCESSES, DISAPPOINTMENTS?**

**9 HOW DO YOU PLAN TO USE THE VIDEO AS A RESOURCE?**

**10 WHAT MIGHT THE POTENTIAL AUDIENCE REACH BE?**

**11 WHAT SUPPORT CAN YOU OFFER THE PROJECT, IN TERMS OF STORY ACCESS, CREATIVE ASSETS, EXPERTISE, FUNDING, PARTNER ENGAGEMENT?**

Public Square is a tax-exempt 501(c)(3) organization and cannot accept projects that endorse, support, or oppose candidates or parties.

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