RENAISSANCE JOURNALISM

REQUEST FOR PROPOSAL

CENSUS 2020: "EVERYONE COUNTS" REPORTING PROJECT

Renaissance Journalism is accepting proposals from news media organizations, journalists and other multimedia storytellers for innovative, community-focused Census 2020 projects that target hard-to-count groups in the Bay Area and help to educate, motivate and encourage residents to participate in the Census.

SUMMARY/GOALS & OBJECTIVES

This project's goal is to encourage and increase participation in the 2020 Census among people who belong to "hard-to-count" and "at-risk" groups in the Bay Area by stimulating innovative news media coverage, storytelling projects, and/or community engagement activities.

Hard-to-count communities traditionally include immigrants and refugees, racial and ethnic minorities, homeless individuals, people who do not speak English, children and youth, and more. There are many reasons why these groups are often not counted or are under counted, including fears of deportation, language access, dearth of accurate and culturally appropriate information about the Census, and lack of digital skills.

We are looking for unique and fresh journalistic projects that are community-focused and involve a collaborative approach. Specifically, we are seeking projects that integrate "deep listening" to community members' needs and concerns; and exhibit a keen awareness of the community's media landscape or eco-system, as well as a nuanced understanding of the group's special needs and concerns regarding the Census. **We encourage journalists and news organizations to partner with non-profit, community-based groups in the planning and implementation of their projects.**

We anticipate funding up to five projects for no more than $10,000 each. The size of each grant will vary, and will be determined by the scope and complexity of the project, its level of innovation/creativity and budget. **Proposal deadline is December 6, 2019.**

WHO SHOULD APPLY

- Bay Area Journalists from all media, including print, TV, multimedia, online, etc.
- Bay Area news organizations, large and small, including mainstream, ethnic and community-based news media, nonprofit news organizations, etc.
- Independent journalists, photographers, filmmakers and other storytellers

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PROPOSAL GUIDELINES & REQUIREMENTS

1) Briefly describe your project and **answer the questions on pages 3 and 4** of this document by **December 6, 2019**. Email your proposal to info@renjournalism.org.

2) **As we review your proposal, we are looking for projects that:**

- Involve or tap into "trusted messengers" from your targeted community. Past census experience and research has shown that people are more likely to participate in the census when someone whom they trust and respect from their community legitimizes the census for them and dispels their fears about it. Trusted community messengers could include teachers, clergy, community leaders, family members, ethnic media, etc.

- Are collaborative in nature. We define "collaborative" broadly. While you do not have to have a formal partnership with community collaborators (though this is highly recommended), your project proposal should describe how you plan to reach out to the targeted community in a *thoughtful, concerted and culturally sensitive manner.*

- Address the following specific issues and questions:
    - How do you plan to involve community members (e.g. key nonprofit organizations, community leaders, residents, etc.) in the development and implementation of your project? Typically, journalists approach community members and nonprofit leaders as sources for a specific story and the relationship is transactional in nature. We are encouraging you to "flip" this traditional dynamic and try a more "bottom-up" approach in your project.

    - What are the unique or challenging news & information needs of the hard-to-count community and how will your project address these? For example, is there a dearth of information/stories in the group's native language?

    - What communication channels will you employ to effectively reach the hard-to-count group (e.g word-of-mouth, social media, ethnic press, etc.)?

    - What are community members' concerns or fears about census participation and how will your proposed project address those concerns, fears and barriers?

3) Include a **PROJECT BUDGET**, showing an itemized breakdown of expenses.

4) Include a **PRODUCTION TIMELINE**, showing the project's progression from start to finish.

5) Projects must be completed no later than April 1, 2020.

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RFP FORM & QUESTIONS

BRAINSTORMING PROMPT TO JUMPSTART YOUR THINKING:
In the spirit of helping you brainstorm project ideas—and to give you a sense of the kinds of unique projects we're looking for—here are two broad ideas we've come up with:

1. A newspaper and community nonprofit partner to do a joint project promoting participation in the census on their social media channels.
2. A radio station and a couple of community nonprofit organizations hold a live public forum in Spanish and English on census topics.

INSTRUCTIONS FOR WRITING & SUBMITTING YOUR PROPOSAL

*Please briefly describe your proposed project and answer the numbered questions below in your proposal. Email your proposal to info@renjournalism.org. If you have questions about this RFP, please email us or call 510-593-7099. Deadline for submission is **December 6, 2019.***

Your Name:

Title:

Organization:

Email Address:

Mailing Address:

Phone
- **Work:**
- **Cell:**

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RFP FORM & QUESTIONS

Your Project Pitch:
Briefly describe your proposed project in about 500 words.

Please answer the following specific questions as they relate to your proposed project:

1. What "hard-to-count group" are you planning to reach with your project? Why did you choose this group?

2. How do you plan to involve and collaborate with community members in the development and implementation of your project? Please be specific. For example, will you collaborate with certain nonprofit community-based organizations? If so, please share the names of these organizations, community leaders/activists, etc.

3. What "trusted community messengers" will you involve in your project and how do you plan to collaborate or work with them?

4. What are the unique news and information needs of the hard-to-count group and how will your project address these needs?

5. How will your project address the language needs and any cultural issues of your targeted community?

6. What communication channel(s) will you employ to reach the hard-to-count group and why do you think this will be effective? (Examples: social media, word-of-mouth, community meeting, ethnic media, etc.)

7. Describe the targeted community's major fears about the Census? What, for example, are the major barriers facing them in terms of participation? How will your project address these barriers and concerns?

Attach the following to your proposal:

- ❏ Budget
- ❏ Timeline