



## FEBRUARY 2021 CALL FOR ARTISTS: NOTICE OF A GRANT OPPORTUNITY

### Graphic, Comic, Illustration, Animation, Video, and Other Art to Advance Community Health and Wellbeing During the COVID-19 Pandemic

**Release Date: Monday, February 8, 2021, 12:00 PM EST**

**Deadline for Responses: Friday, February 26, 2021, 5:00 PM EST**

#### I. OVERVIEW

The Metropolitan Area Planning Council (MAPC) is seeking artists, designers, and creatives to create works of art that can be used to promote the COVID-19 vaccine and other COVID-19 related public health messaging --- with a focus on culturally resonant works that engage diverse ethnic, cultural, and BIPOC communities.

#### II. CONTEXT

COVID-19 vaccination efforts are underway in the Metro Boston region. As vaccine eligibility expands, communities will face new challenges related to the equitable deployment of effective, simple, and evidence-based information that can evoke vaccine confidence so that all residents—including diverse ethnic, cultural, and BIPOC communities—are included and accommodated. Unfortunately, most readily available vaccine-related communications are presented in primarily English-language formats and may not resonate with communities that have been previously treated unjustly by medical systems. While there are examples of creative communications that have been developed with the expertise of trusted community sources, these have often been excluded from mainstream digital communications, and/or from those who speak languages other than English.

To meet this need, MAPC invites artists, designers, and creatives to pitch creative concepts and deliverables that aim to **inspire safe and healthy behaviors across our region** during this public health crisis and as we look towards recovery. We believe that the creativity and resonance that can be expressed by artists has the potential to add urgency and clarity to our messaging. Local creatives occupy a space well-suited to assist in closing these gaps and encouraging uptake of vaccination.

#### III. ARTWORKS

Artworks/deliverables can be developed in a variety of media (e.g., video/film, animation, graphic imagery, stickers, postcards, posters, and flyers) but must be delivered in formats suitable for sharing in both digital and physical environments. We anticipate that the artworks/deliverables will be primarily distributed through digital venues such as Instagram, YouTube, Facebook, and via email. All deliverables will be made available for public use by local leaders and community-based health and social service organizations.

The ideal artworks/deliverables will command attention and convey a clear message. They will be understandable and interesting to diverse communities across the Greater Boston region. The artworks, or the documentation of them, will be easy to share or embed in others' content, and they will be compelling on social media. MAPC strongly encourages that artworks/deliverables are designed to be engaging and accessible to speakers of languages other than English and to be disability inclusive.

Artworks with audio and video and/or text that are created in languages other than English may be subtitled or translated into English, and vice versa; one version of the original artwork and final

**MAPC FEBRUARY 2021 CALL FOR ARTISTS – Notice of a Grant Opportunity**  
***Graphic, Comic, Animation, Video, Illustration, and Other Art to Advance Community Health and Wellbeing During the COVID-19 Pandemic***

deliverable will be understandable to English speakers. MAPC will provide grantees with access to translation assistance; the production and redesign of the artworks/deliverables to create additional versions in other languages will be the responsibility of the artist or artist team and should be factored into the funding request.

#### **IV. AWARDS**

Total available funding for this grant program is \$30,000. MAPC anticipates that grants amounts will range from \$1,000 - \$8,000 per grantee. MAPC will enter into grant contracts with individual artists and/or artist teams. Awards will be made for works falling into any category of media including but not limited to those identified under III. Artworks. Each applicant can submit up to two (2) unique concepts in one or more categories of media that will be considered for funding.

#### **V. WHO CAN APPLY**

Current residents of Massachusetts are strongly encouraged to apply. The call is open to any resident of the United States of America aged 18 years or older; however, lead applicants may partner with an individual or organization outside of Massachusetts. Artists and teams with experience in video/film, animation, storytelling, illustration, graphic design, communications, social media, and community engagement are encouraged to apply. Preference will be given to applicants who demonstrate experience working with community-based organizations, BIPOC communities, and other segments of the population that have been treated unjustly by medical systems. Artists at all levels of experience – including individuals who are currently enrolled in school – are encouraged to apply.

#### **VI. HOW TO APPLY**

Apply by submitting the following materials via email to [artshealthcomms@mapc.org](mailto:artshealthcomms@mapc.org).

1. A resume, CV, or brief biography
2. A one-page cover letter including:
  - a. Lead applicant name, mailing address, email address, and phone number. If applying on behalf of a team, please list the full names of all team members.
  - b. A 1-2 paragraph explanation of the approximate scope of work this grant would enable the grantee to produce in the medium(s) of their choice. For example, a video-maker might indicate the length of video(s) they would be able to produce; a visual artist or designer might indicate the number of graphic images they might produce for social media and/or print; and a comic artist might indicate the number of panels or pages they could produce. If the applicant is pitching more than one concept (for a maximum of two), please explain each proposed concept and the artistic/creative media that will be used.
  - c. An explanation of the artist or artist team's availability to commence work starting the week of March 8, 2021 and general availability between March 8 and June 30, 2021.
3. A one-page overview of the Estimated Project Timeline and Funding Request:
  - a. A timeline of activities to develop and complete the artwork(s) over an eight-week period
  - b. A requested funding amount
  - c. If proposing the creation of artworks/developments in more than one media, please submit a one-page overview of the Estimated Project Timeline and Funding Request for each concept.
4. Names, phone numbers, and email addresses for two (2) references who will vouch for the applicant's ability to meet deadlines, to understand complex information, to work within editorial constraints, and to modify artwork according to feedback.

**MAPC FEBRUARY 2021 CALL FOR ARTISTS – Notice of a Grant Opportunity**  
**Graphic, Comic, Animation, Video, Illustration, and Other Art to Advance Community Health and Wellbeing During the COVID-19 Pandemic**

5. Link/s to a portfolio of at least three (3) pieces of applicant's previous work that is exemplary of the artistic media (pdf or website); sharing examples of artworks informed by and/or geared towards diverse ethnic, cultural, and BIPOC communities is strongly encouraged.

**VII. KEY DATES**

1. Call for Artists Application Release Date: February 8, 2021, 12:00 PM EST
2. Question Submission Deadline: February 19, 2021, by 5:00 PM EST
  - Send questions to [artshealthcomms@mapc.org](mailto:artshealthcomms@mapc.org)
3. Call for Artists Virtual Information Session #1: Friday, February 12, 2:00 – 2:45 PM EST
4. Call for Artists Virtual Information Session #2: Friday, February 19, 10:00 – 10:45 AM EST
5. Responses to all questions received via email and during info sessions will be posted online by February 22, 2021, by 5:00 PM EST
6. Application Deadline: Friday, February 26, 2021, By 5:00 PM EST
  - Please send all application materials in one email to [artshealthcomms@mapc.org](mailto:artshealthcomms@mapc.org) with the lead applicant's full name or team name in subject line of the email.
7. Awards announced on or before March 5, 2021, 5:00 PM EST.

**VIII. SELECTION PROCESS & CRITERIA**

MAPC will notify artists of preliminary acceptance by March 5, 2021, 5:00 PM EST. Selected artists or artist teams will enter into a Grant Agreement with MAPC. On preliminary acceptance, MAPC will work with the artist or artist team on production and distribution of the artwork with consultation of a technical advisory committee. Final selection will be based on MAPC's determination of the appropriateness and effectiveness of message and proposal.

A review committee consisting of MAPC staff in the Public Health and Arts & Culture Departments and local public health, public art, and community representatives will evaluate the proposals received. Committee members will review submissions in accordance with the criteria listed below. The review committee may seek outside expertise, including, but not limited to, input from technical and subject matter advisors to assist in evaluating proposals.

**Selection Criteria:** Artistic merit of body of work; expressed willingness to work with MAPC staff and public health professionals; experience working in or with BIPOC communities; strong conceptual skills with innovative, effective approaches as demonstrated in portfolio; ability to create artwork that is sensitive to social, cultural, environmental, and/or historical contexts; ability to translate artistic concepts into materials that are appropriate for virtual settings and public space; completeness of application; and demonstrated experience in meeting project deadlines.

**IX. COPYRIGHT**

MAPC and grantee each reserves a royalty-free, nonexclusive, and irrevocable right to reproduce, publish, and otherwise use, and authorize others to use any artworks/deliverables developed under this agreement with attribution. Grantee retains all ownership and copyright of any ancillary materials developed under the Grant Agreement and will grant MAPC a royalty-free, nonexclusive, limited right to reproduce, publish, and otherwise use any such ancillary materials on a case-by-case basis with the written permission of Grantee.

**LEARN MORE:** Visit <http://www.mapc.org/covid19-art> for more information including a proposed production schedule for grantees, guidance on acceptable formats for finished works, links for further reading about the COVID-19 vaccine, and a copy of the grant agreement awardees will receive.