



## PUBLIC PROGRAM PROPOSAL GUIDELINES:

### OVERVIEW

An arts-based initiative to challenge stigma associated with behavioral health conditions, the New Day Campaign ([www.newdaycampaign.org](http://www.newdaycampaign.org)) is seeking proposals for public programs from the community at large. All programming is intended to humanize, build compassion, and generate understanding on issues related to mental illness and substance use disorder. Multiple exhibitions will be held in the Baltimore Region October 1 to December 31, 2015, with public programs and a social media campaign.

### GUIDING PRINCIPLES

The New Day Campaign is guided by the below set of beliefs and virtues to inform all exhibitions and activities—these may be understood as values we uphold, and takeaways for audiences.

**The public programs are intended to support the Guiding Principles.**

The most important **virtues** driving messages of the New Day Campaign are:

- Understanding
- Acceptance
- Awareness
- Compassion
- Respect
- Intimacy

The most important **beliefs** of the New Day Campaign are:

- We are not alone/ we are of value/ we are not our illnesses.
- Shame and stigma affect us all.
- Stereotypes are harmful and erroneous.
- There are many pathways to healing.
- When we share our pain, pain is lessened.
- There is power in people—power in community.
- Talking about it—communicating—is a catalyst to change.

### TIMELINE

March 19, 2015—"Call for Proposals" opens.

May 4, 2015—"Call for Proposals" closes (11:59pm).

June 29, 2015—By this date, we will have notified and/or discussed with you your proposal.

October 1 to December 31, 2015—New Day Campaign exhibitions & programs

### PROPOSAL PURPOSE

Our goal is to use the proposal process to vet ideas, versus lock-in on specific activities (though you may be as specific as you wish).



## PROPOSAL PROCESS

If you are a performer, writer, filmmaker, or creator of a live event of some sort, we welcome your ideas for having your work be part of public programming for the New Day Campaign. “Public programs” may include readings, performance, film, communal sharing, healing experiences, or other experiential activities that support the goals of the campaign. We are open to a range of ideas. The heart of your proposal is the narrative: **please explain in 500 words or less the public program you propose.** Be sure to include the following information:

- What the event, presentation, or activity will be.
- Who the event, presentation, or activity will feature.
- How the public program specifically relates to New Day Campaign goals.
- Why this proposed public program is important to you, and to your audience.
- Funding from the New Day Campaign that you anticipate seeking.<sup>1</sup>
- Links to relevant website(s) and/or Facebook page, if available.

Each submission must include only one of the following:

- 1-3 jpeg images. Files should each be between 500KB and 1MB in size—**no larger!**
- 1 audio or video file, no larger than 10MB in size and no more than 3 minutes long.
- 1 PDF file no longer than 1 page and no larger than 500KB.

## CRITERIA

The most important considerations in our selecting public programs is:

- Low or no cost to the New Day Campaign.
- The extent to which proposals are consistent with the Guiding Principles.
- Emotional impact.
- Artistic quality.

NOTE: “Artistic quality” is defined as effectiveness at *servicing* the values embedded within the Guiding Principles, and supporting the New Day Campaign goals of challenging stigma and building a more healing world.

## COMPLETING YOUR ENTRY:

Please email your proposals to [newday.artsubmission@gmail.com](mailto:newday.artsubmission@gmail.com) by the May 4, 11:59pm deadline. Questions about proposals you are considering will be replied to from the same email address so long as we receive your questions by April 27. Within 72 hours of our receiving your proposal, we will send you a confirmation email of its receipt. Visit [www.newdaycampaign.org](http://www.newdaycampaign.org) for more information about the campaign.

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<sup>1</sup> NOTE: we do not anticipate having dedicated funding to support proposed public program activities, but if the proposal’s strength merits it, we will not automatically reject proposals that have price tags attached to them—any funding would be subject to conversation.