

MAKING POLICY PUBLIC

A program of the Center
for Urban Pedagogy (CUP)

**CALL FOR
ADVOCATES
NOW OPEN!**

Call for Community & Advocacy Organizations

CUP is seeking collaborators for the next four issues of Making Policy Public, our publication series that uses graphic and information design to explore and explain complex public policy issues. We're looking for community or advocacy organizations working on important issues that could benefit from visual explanation. Applicants should propose topics that relate to particular advocacy efforts but that also have the potential to engage and educate a wider public.

The series defines public policy broadly. Topics can range from the governmental to the informal, and in scale from the local to the international – from the New York City budgeting process, to the mechanics of health insurance markets, to the future of the global financial system. Applicants should be able to attend meetings in New York City.

Advocates receive 1,000 copies of the publication they help to produce, as well as a \$1,000 honorarium.

What is Making Policy Public?

Making Policy Public is a series of foldout posters that use graphic and information design to make complex public policy topics more engaging and accessible. New installments are published about four times a year, and each poster is the product of a collaboration of CUP staff, an advocate, and a designer.

While the effects of public policies can be widespread, the discussion and understanding of these policies are usually not. This series aims to make information on policy truly public: accessible, meaningful, and shared. We aim to add vitality to crucial debates about our future. At the same time, we want to create opportunities for designers to engage social issues without sacrificing experimentation, and for advocacy organizations to reach their constituencies better through design.

Learn more about Making Policy Public at: makingpolicypublic.net



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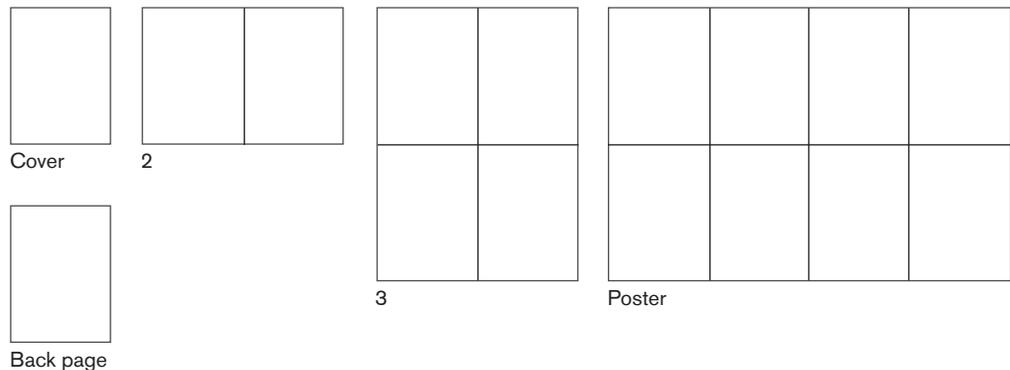
How It Works

A jury of prominent design and public policy experts selects advocates and designers in a two-part submission process. The first call for submissions is aimed at community and advocacy organizations working on a public policy issue, problem, or system that needs a visual explanation. The second call goes to graphic designers and visual artists. The jury chooses collaborative teams and CUP announces them on the Making Policy Public website.

Each pair of advocates and designers engages in a six- to eight-month collaborative process. CUP manages the collaboration and oversees all aspects of production. CUP also provides research, writing, and additional staffing support as needed.

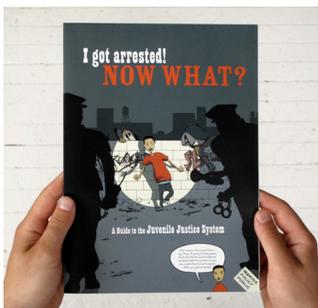
Format

Each poster doubles as a pamphlet. The folded pamphlet measures 8" by 11" and unfolds into a 32" by 22" poster.



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Selected Issues

I Got Arrested! Now What?

This publication breaks down the juvenile justice system comic-style. Check out the system step-by-step, meet the decision-makers, and pick up crucial tips as you follow the story of Chris from his arrest to the last gavel slam. *I Got Arrested! Now What?* was produced through a collaboration of the Center for Court Innovation, the Youth Justice Board, and graphic novelist Danica Novgorodoff. Produced in a run of 20,000, it is currently being distributed by the New York City Department of Probation to youth in the justice system.



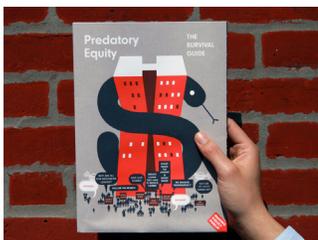
Immigrants Beware!

This publication explores the immigration consequences of criminal convictions for non-citizens. Did you know even minor offenses can lead to detention and deportation? This publication breaks down the immigration system and gives non-citizens knowledge and resources to fight the deportation process. It was produced through a collaboration with Families for Freedom and designers Lana Cavar and Tamara Maletic, with photographs by Corine Vermeulen.



Vendor Power!

This publication decodes the rules and regulations for New York's 10,000 street vendors so they can understand their rights, avoid fines, and earn an honest living. Did you know that vendors can get a \$1000 ticket for parking more than 18 inches from the edge of the sidewalk? The publication doubles as a poster on the rich landscape and history of vending in the City. It was produced through a collaboration between the Street Vendor Project and Candy Chang. This project was featured in the Cooper-Hewitt's 2010 National Design Triennial.



Predatory Equity

This publication explains the financial mechanics of the private equity takeover of affordable housing and how to prevent it from happening again during the next boom. It provides tenants, advocates, and policymakers with information on tools like loan modifications and preservation short sales to save the hundreds of overleveraged buildings in imminent danger of foreclosure. The poster was produced by collaboration between Tenants & Neighbors, the Urban Homesteading Assistance Board, and Glen Cummings of MTWTF.

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Project Phases and Schedule

Phase 1: Call for proposals

CUP seeks submissions from community and advocacy organizations. Applicants submit their ideas for poster topics, constituency to be reached, and distribution plans. The jury will choose four topics. Those topics will be posted on the Making Policy Public website and will form the basis for the call for applications from designers.

Phase 2: Call for designers

CUP asks designers to submit expressions of interest for the topic of their choice. The jury will select designers for each of the four poster proposals, creating four teams that will work together to produce the next issues of Making Policy Public for 2013.

Phase 3: Collaborate

Each team engages in a six- to eight-month collaborative design process. CUP provides honoraria, production costs, and helps staff each project with additional design, research, and writing as needed.

Phase 4: Publish and disseminate

Each publication is both an educational tool and a showcase for innovative design. One half of each print run is distributed by CUP through its websites, the other half is distributed by the partnering organization for free to its target constituents.

Schedule

- :: **March 16** Call for proposals posted
- :: **May 6** Deadline for proposals from organizations
- :: **May 31** Selected topics and call for designers posted
- :: **July 6** Deadline for applications from designers
- :: **August 10** Poster collaborations announced

Once project teams are selected, CUP will work with the team partners to identify the start date for the project. Typically, we divide the projects into two rounds over the course of the calendar year, based on the time-sensitivity of the issue and availability of partners. The first two projects will kick off in late Fall/early Winter; the second two will kick off in Spring of 2013.

Please note that the project selection process and the scheduling of projects mean that the first round of projects will be completed in Spring of 2013 and the second round in Fall/Winter 2013.

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Honoraria, Additional Resources

- :: Advocates receive an honorarium of \$1,000.
- :: CUP manages the production process and provides design support.
- :: Advocates will receive 1,000 copies of the foldout poster to distribute directly to their constituents, and the opportunity to print additional posters at cost, at the time of printing.

Submission Guidelines for Advocacy & Community Organizations

CUP is looking for community and advocacy organizations with complex policy issues that need visual explanation. We seek advocates with a constituency who would directly benefit from the publication and a topic that will inform and engage a wider audience. Applicants should be part of an organization that has already been working on the topic, and they must have a credible plan for distributing the completed publication to their target audience. Applicants should be interested in engaging in a collaborative design process and, most of all, interested in explaining an aspect of public policy. Applicants should be able to attend meetings in New York City, though exceptions are possible. CUP cannot lobby, so the focus of the project should be on educating particular groups rather than lobbying politicians. Topics that focus solely on an organizing campaign without an educational component will not be considered.

How to apply:

Submit a description of your project proposal (up to 2 pages, 12-point type) addressing the following questions:

- :: What is the issue, system, or policy that needs a visual explanation?
- :: What research have you already conducted on the issue?
- :: What kind of data or secondary sources already exist?
- :: What are the barriers to understanding this issue?
- :: Why would a foldout poster on this issue be of help?
- :: How will it be distributed?
- :: Who is the target audience for your publication?
- :: How will they benefit from the work?
- :: Give a short biography of yourself and/or the organization(s) involved.

Entries should be emailed to info@welcometocup.org with the subject heading "MPP proposal" followed by your name. Please attach your proposal as a PDF or Word document. Proposals must be received by Monday May 6, 2012 at 5:00 pm Eastern time.

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CUP is happy to consult with organizations on project proposals. Don't hesitate to email us before the deadline if you have questions or need help. We cannot respond to requests in the last few days before the final deadline; please plan accordingly. For sample proposals, see the Making Policy Public website at: <http://makingpolicypublic.net/index.php?page=2009-policy-briefs>

Selection Criteria

The jury will evaluate entries based on the following criteria:

- :: Is the topic clearly articulated?
- :: Would the topic clearly benefit from visual explanation?
- :: Does the publication have a credible distribution plan?
- :: Would the MPP advance a worthy advocacy campaign?
- :: Would the MPP engage and educate a larger public?
- :: Is the issue bounded enough to work within the MPP format?
- :: Does the issue lend itself to the MPP time frame?
- :: Does the advocate have the capacity to participate in the program?
- :: Does the advocate have sufficient expertise in the topic?

Rules and Regulations

Eligibility

Only applications from community or advocacy organizations are eligible. If you are not part of an organization, but have an idea for a topic, we encourage you to find an organization that is working on or interested in this issue and bring the MPP program to their attention.

Members of the board and staff (and immediate family members of board and staff) of the Center for Urban Pedagogy and the immediate family of the Making Policy Public jury are not eligible.

Organizations may submit more than one entry.

Rights and Reproduction: All applicants agree that CUP is granted the non-exclusive reproduction rights to all entries for CUP's advertising, promotion, exhibition, print publication, and internet purposes.

About Us

CUP is a nonprofit organization whose mission is to use design and art to increase meaningful civic engagement, particularly among historically underrepresented communities.

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Jury

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Prem Krishnamurthy, Project Projects
Maya Wiley, Center for Social Inclusion
Sondra Youdelman, Community Voices Heard

FAQ

Can I submit more than one application?

If you are a community or advocacy organization, you may submit more than one topic.

I am not affiliated with any organization, I just have a good idea for a fold-out poster. Am I eligible to apply?

MPP works best when the advocacy partner has expertise in the topic, a constituency that will directly benefit, and a convincing plan for distributing the completed poster to that audience. If you are not part of an organization, we encourage you to look for an organization that is working on the topic you are interested in and to collaborate with them, or make them aware of this program.

If I have applied in the past but was not selected, can I reapply?

Sure! If your topic was not selected in the past, please review the criteria to better understand what makes for a strong application. We have tried to make our criteria clearer each year so that organizations can better target their applications. Email info@welcometocup.org if you have any questions about the submission process.