



CREATIVE EDUCATION ABOUT  
PLACES & HOW THEY CHANGE

# Making Policy Public

## Call for Proposals

CUP is seeking proposals for the next issues of *Making Policy Public*. We are looking for advocates, organizations, and researchers with complex policy issues that need visual explanation. Advocates chosen through the juried submission process will receive 1000 copies of the color publication to distribute directly to their constituents and an honorarium of \$1000. CUP will manage the research, editing, and production processes and will provide additional staffing.

Applicants should be interested in engaging in a collaborative design process and, most of all, interested in explaining an aspect of public policy. The series defines public policy broadly. Topics could range from the barriers to re-entry for formerly incarcerated people in Upstate New York to the social implications of the private equity boom. Although CUP is a New York City-based organization, submissions need not address New York specifically. Topics could range in scope from the governmental to the informal, and in scale from the local to the international. Applicants from any discipline, professional status, or age are eligible, but you must be able to attend meetings in New York City.

## What is Making Policy Public?

*Making Policy Public*, CUP's new series of fold-out posters, uses innovative graphic design to explore and explain public policy. *Making Policy Public* is published twice a year, and each poster is the product of a commissioned collaboration between a designer and an advocate. While the effects of public policy are widespread, the discussions around these policies are anything but. This series aims to make information on public policy truly public: accessible, meaningful, and shared. By calling on designers to work with advocates to find new ways to make policy public, CUP aims to add vitality to crucial debates about our future. *Making Policy Public* facilitates new collaborations across the fields of design, education, and public policy by creating opportunities for designers to engage social issues without sacrificing experimentation and for organizations to better reach their constituencies through design.

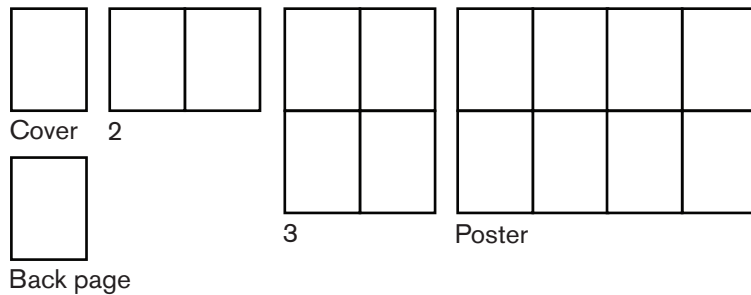
## How It Works

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 to advocates, organizations, and researchers with a public policy issue, problem, or system that needs a visual explanation. The second call is to graphic designers. The jury chooses collaborative teams and announces them on the *Making Policy Public* website.

CUP provides the collaborators with a working stipend, project management, and research assistance. CUP publishes the resulting fold-out poster and gives 1000 copies to the sponsoring organization for use in their advocacy and education work.

## Format

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



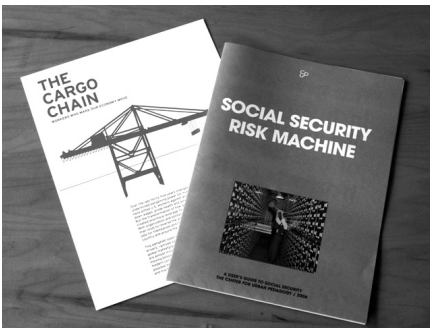
## Past Issues

### The Cargo Chain

This fold-out poster is an organizing tool for longshore workers that shows the players and pressure points in today's globalized shipping network. The publication was produced through a collaboration between the Longshore Workers Coalition, Labor Notes (a quarterly journal of labor journalism and research), cartographer Bill Rankin, and the graphic design office Thumb. The print run is distributed by Labor Notes and through the Longshore Workers Coalition.

### Social Security Risk Machine

This fold-out poster describes how the Social Security System manages risk on the scale of a society. The publication was written by Sam Stark and designed by David Reinfurt and Damon Rich.



## **Project Phases and Schedule**

### **Phase 1: Call for proposals**

CUP seeks submissions from advocates, organizations, and researchers. Applicants submit their ideas for poster topics and distribution plans. The jury will choose four advocates. Their 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, thus creating four teams that will work together to produce the next issues of *Making Policy Public* for 2008-2009.

### **Phase 3: Produce**

Each team engages in a four-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 a showcase for innovative design and an educational tool. One half of each print run is distributed by CUP, the other half is distributed by the partnering organization. Posters are offered through the *Making Policy Public* website.

### **Schedule**

- :: March 17: Call for proposals posted
- :: April 21: Deadline for proposals from organizations
- :: May 10: Topics posted and call for graphic designers posted
- :: June 7: Deadline for applications from graphic designers
- :: June 16: Poster collaborations announced

## **Honoraria, Additional Resources**

### **For Advocates**

- :: Advocates chosen by the jury to participate in the collaborative design process will receive 1000 copies of the fold-out poster to distribute directly to their constituents, as well as the right to republish the work in perpetuity.
- :: Advocates will receive an honorarium of \$1000.
- :: CUP offers itself as a resource to advocates. For the four advocates chosen by the jury, CUP will refine project briefs from the applications in consultation with the advocate. For the collaborative teams, CUP will manage the research, editing, and production processes and will provide additional staffing, as needed.

### **For Designers**

- :: Graphic designers will receive an honorarium of \$1000.
- :: CUP will manage the production process and will provide design support, as needed.
- :: Designers will receive full attribution, rights to reproduction, as well as publicity through CUP.

### **Selection Criteria for Advocates**

The jury will evaluate entries based on the following criteria:

- :: Is the issue clearly articulated?
- :: Is it interesting enough to warrant a fold-out poster and simple enough to be approached within the constraints of the format?
- :: Will the information lend itself to interesting design solutions?
- :: Does the publication have a credible distribution plan?
- :: Could the publication be of interest to a larger public?

## **Submission Guidelines for Advocates, Organizations, and Researchers**

CUP is looking for advocates, organizations, and researchers with complex policy issues that need visual explanation. We seek advocates with a constituency who would directly benefit from an issue of *Making Policy Public*. While applicants need not be affiliated with an organization they must have a credible plan for distributing the completed publication to a 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 must be able to attend meetings in New York City. Applicants from any discipline, professional status, or age are eligible.

### **How to apply:**

A. 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 fold-out 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, and how will the publication reach them?
- :: Give a short biography of yourself and/or the organization(s) involved.

Entries should be e-mailed to [info@anothercupdevelopment.org](mailto:info@anothercupdevelopment.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 April 21, 2008, no later than 5 pm.

CUP is happy to consult with organizations on project proposals. Please do not hesitate to email us before the deadline if you would like help developing your proposal.

## **Sample Project Brief**

CUP will work with advocates to refine topics from their submitted applications to post in the call for designers. Here is an example of a topic from CUP's most recent fold-out poster.

### **The Intermodal Map Project**

This publication takes a look at the network of ship hands, longshoremen, truck drivers, and warehouse workers that make the global economy hum. To the average consumer, these workers are almost invisible. But they stand at the center of today's economy, moving billions of dollars of goods every day. It's impossible to think about the global economy without also thinking about routes and networks that get things from one place to another.

Today the global economy depends on the ability of goods and materials to flow smoothly and quickly from one place to another. Retailers rely less and less on warehousing "just-in-case" inventory and more and more on frequent deliveries of "just-in-time" goods. This means that the global network of intermodal transport, the circulatory system of the global economy, is one of the most critical ways to think about labor in the era of globalization.

Big corporations rely on an integrated network of docks, railways, trucking barns, transfer yards, warehouses, distribution centers, and dispatch offices to keep goods flowing across the US, Mexico, and Canada. But the network has become overstressed and fragile. If workers build strong connections among industries and unions in this network they will be able to create good jobs, with wages and benefits that can support families and communities. This poster will provide a map of the shipping routes in the U.S. and Canada so that workers can see their place and potential effect on the larger shipping network.

### **What is the Intermodal Map Project?**

The Longshore Workers Coalition (LWC) would use the maps in workshops and as a central part of planning our organizing work. Its goal is to help workers understand their place and power within the global economy and within their union. It could also be used by anyone wishing to understand the US and the global economy.

We would like to design a map and related educational materials of the intermodal cargo network in the US and worldwide. The map would show shipping routes, rail and truck routes, and distribution centers. It would also have a layer dedicated to understanding union membership.

### **Why is it important to the LWC and the Union?**

In order to plan and act, longshore workers and their families and communities, must understand their industry. The logistics industry is truly a global network, and to effect change workers must be able to affect the entire network. The LWC, and potentially others, would use the map project in workshops about organizing and industry education.

If longshore workers can realize their potential, they would be a powerful force for justice within the US economy, much as they were on the West Coast of the US during the 1930's. Longshore workers' work of loading and unloading cargo at the major choke points of the US and global economy gives the most economic leverage of virtually any group of blue-collar workers. That potential is yet

unrealized.

The Map Project is a central component to spreading information about the industry and laying the groundwork for reform of the union and worker organizing in the International Longshoremen's Association and the industry.

**The Maps would include:**

US MAP

Major truck routes

Major rail routes

Major container ports

  :: Tonnage / TEUs

  :: ILA & ILWU locals in ports / # members

Minor US ports & type of cargo

Waterway routes & barge operations

Major box-store distribution centers

INTERMODAL WORLD MAP

Major shipping lanes

Major world container ports

  :: Tonnage / TEUs

  :: Port unions in various countries

Minor world ports & type of cargo

China–Russia–Europe Rail Land Bridge

**What is the Longshore Workers Coalition?**

The LWC is a movement of ILA members and retirees organizing to build a stronger and more democratic longshore union. We are crane operators and car drivers, checkers and baggage handlers, lashers, hustler drivers, and warehouse workers. We are black and white workers, women and men, immigrants and native born. We have members in ports up and down the East and Gulf Coasts: Hampton Roads, NY/NJ, Charleston, Savannah, Wilmington, Philadelphia, Baltimore, Jacksonville, Mobile, Ft. Lauderdale, Miami, Lake Charles, Houston, Canada, Puerto Rico and more.

## **Rules and Regulations**

### **Eligibility**

Applicants from any discipline, professional status, or age are eligible. Students are eligible. Both individuals and teams are encouraged to apply, with the exception 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.

Only one entry per individual designer or design team please. 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.

### **Project Team**

Valeria Mogilevich, *Making Policy Public* Manager  
Rosten Woo, Executive Director, Moderator for deliberation sessions  
Damon Rich, CUP founder & chairman, *Making Policy Public* Advisor

### **CUP Board of Directors**

Damon Rich, Chairman  
Sarah Dadush  
Kate Rubin  
Althea Wasow  
Dan Wiley

## **FAQ**

### **Can I submit more than one application?**

If you are an organization, advocate, or researcher, you may submit more than one topic. If you are a designer, we ask that you choose the topic that interests you most.

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

While applicants need not be affiliated with organizations, they must have a constituency in mind that will directly benefit from the pamphlet, and a convincing plan for distributing the completed poster to their target audience.

Email [info@anothercupdevelopment.org](mailto:info@anothercupdevelopment.org) if you have any questions about the submission process. Questions and answers will be added to the call for proposals. Answers will also be emailed directly to the questioner.