

WAM! It Yourself
A Women, Action & the Media Conference Wherever You Are
March 23-31, 2012

CALL FOR PROPOSALS

Want to do something about gender bias in media? Then WAM! It Yourself wants you.

We're looking for people around the country and the globe to hold events promoting gender justice in media, all during the same week: March 23-31, 2012.

Who's invited? Media producers, PR strategists, journalists, activists, academics, community organizers, feminists, funders and philanthropists, "citizen" media watchdogs, media policy advocates, alternative-network-builders, bloggers, writers, teachers, artists, technology trainers, cartoonists, dj's ... We want your involvement.

WAM! It Yourself is a do-it-yourself, decentralized version of the annual Women, Action & the Media (WAM!) conference. At the 2009 WAM! conference (the 6th annual), more than 600 participants from 29 states and 9 countries attended and interacted with 138 presenters in 48 sessions.

Since then, instead of asking everyone who cares about gender justice in media to gather together in one place for WAM!, we've asked you to help make WAM! happen exactly where you are. And you've done exactly that, producing panels and workshops, happy hours and potlucks, radio shows and film festivals online and in cities including Vancouver, LA, Chicago, San Antonio, NYC, Nairobi and beyond.

And now we're doing it again, bigger and better for 2012. Together, we can produce the biggest and most effective WAM! yet - in dozens of locations at the same time.

Why WAM It Yourself?

Here are some types of events you might choose to produce for WAM! It Yourself:

- A happy hour or other social event bringing together media makers and activists in your area
- A panel discussion on a topic related to gender justice in media
- A direct action (letter-writing campaign, flash mob, boycott, demonstration, etc.) intended to draw attention to, protest or change a gender-related media practice
- A workshop, training or skillshare event to train participants in media or media-activism related skills
- A strategic planning, collaboration or action/organizing meeting
- A temporary art installation related to gender bias in media
- A film screening with discussion
- A virtual event (livechat, webtv or radio show, video contest, themed blog day or blog carnival, etc.)
- A concert, party, performance or other ticket-based event to raise funds for WAM!
- Any other format you can dream up!

For more specific topic ideas, check out the highlights of WAM! It Yourself 2011 - but please don't be limited by them!
<http://www.womenactionmedia.org/wamit/media>

Want in? It's easy to participate - just tell us about the event you'd like to produce anytime during March 23-31, 2012, and we'll take it from there.

Here's what we need to know:

1) Describe the event you'd like to produce. What will happen during the event? What steps do you need to take to make it work? Who will participate and/or attend? What do you hope to accomplish? (If you're planning a film screening or performance, please provide a brief synopsis of the film or performance.) (250 words max)

2) What type of venue will the event require? Do you already have access to a venue, or will you need to secure one? If so, what kind of support from the WAM! Central Office will make securing a space easier? (100 words max)

3) What is your ideal date and time for the event? Do you foresee any obstacles to securing that date and time? (50 words max)

4) Please briefly tell us about yourself/yourselves as well as other individuals that will help to organize the event. Include any event or organizing experience you have, as well as information that will help

us ensure equitable inclusion*. Also tell us if you would like to be matched with an experienced WAM! mentor who can share her event/organizing skills with you. (250 words max)

5) Please briefly tell us about any invited presenters and/or leaders. Include biographical information and relevant experience, as well as information that will help us ensure equitable inclusion*. Please also indicate if the presenter/leader is confirmed. (Note: depending on format, not all events will require featured presenters or leaders.) (250 words max)

6) What would be the best way to share this event with others who can't be there? Can you record it for the web, liveblog it, write up a report with next steps that people can participate in, or some other idea? What (if any) support would you need from WAM! in order to make this possible?

7) WAM!'s mission is to build a robust, effective, inclusive movement for gender justice in media, using five key strategies listed at <http://www.womenactionmedia.org/about/vision-mission/>. Please describe which strategy(ies) your event will employ, and how you'll employ them. (200 words max)

8) Please review WAM!'s core values here: <http://www.womenactionmedia.org/about/values/>, and tell us in what ways your proposed event aligns with these values or if you foresee any conflicts. (200 words max)

9) Please provide your contact information, including e-mail address, telephone number(s) and mailing address.

PLEASE NOTE:

WAM! is a largely volunteer-run organization with a lean budget. If your proposed event requires a budget, please include it and indicate potential sources of funding that you've identified, and if you'll need WAM! Central Office help securing any of them. We will do our best to assist you, but encourage largely self-supporting proposals.

We also discourage proposals that:

- primarily promote the work of one organization or individual
- fail to feature presenters/leaders who represent the communities addressed by the event (if the event features presenters/leaders)

- don't include significant audience participation
- don't address all three areas of our focus: women, action and media

Feel free to call us with questions or run ideas by us as you prepare your proposals: 617-876-5310.

Please send your submission to wam@womenactionmedia.org with the subject line: WAM! It Yourself Proposal.

You will receive confirmation that your proposal was received within 3 working days. Proposals will be reviewed and approved on a rolling basis - we hope to respond to each proposal within a maximum of two weeks of receipt.

Thanks! We look forward to receiving your proposal.

For more about WAM!, visit womenactionmedia.org

**By inclusion: we mean that we always seek to ensure that WAM! programs include participants, organizers and presenters with a wide range of race/ethnicities, class identities, sexual orientations, gender identities, degrees of physical ability and ages.*