

**JOHN LEE**  
ASSEMBLY MEMBER - DISTRICT 12



 **MAKING MOVIES  
THAT MATTER**  
YOUTH SHORT FILM FESTIVAL

**Councilmember John Lee**  
**Making Movies that Matter**  
**5<sup>th</sup> Annual Youth Short Film Festival**

**City of Los Angeles**  
**Council District 12**  
**(CD12)**



REGION  
NORTH

**LAUSD**  
UNIFIED

## PROPOSAL FOR PARTICIPATION:

### INTRODUCTION:

The 5<sup>th</sup> Annual Councilmember John Lee “**Making Movies that Matter (MMTM)**” Youth Short Film Festival and artist-in-residence program invites interested schools to submit proposals for their students to participate in a unique arts education opportunity offered through a powerful collaboration between Council District 12 (CD12) and several of our community partners.

Consistent with our highly successful Film Festival the past two years, this process begins today at the Educator’s Roundtable and culminates on May 16th, 2024, with a juried competition at the Soraya Performing Arts Center (VPAC) on the campus of Cal State University, Northridge. This project will introduce students to the art of storytelling through digital filmmaking while providing critical mentoring and technical support to ensure student efficacy and success.

### SCHOOLS AND ORGANIZATIONS TO BE SERVED:

- A. LA City Council District 12 Public and Private Schools **Grades 5-12**
- B. Any CD12 non-profit or community-based organization who has a commitment to arts education

### APPLICATION OBJECTIVES:

The purpose of this proposal/application is to identify schools in Council District 12 which will participate in the 2023-24 “**Making Movies that Matter**” Program, this Artist-in-Residence initiative will culminate in a juried youth short film festival for youth on May 16th, 2024.

The objectives of this program are to:

- 1.) Provide up to 25 students per class with tuition-free instruction in digital filmmaking as they work towards creating original films in four categories: animation, documentary, public service announcement and live action
- 2.) Deliver an enjoyable program that develops students’ capacity in filmmaking
- 3.) Foster a sense of community engagement and social responsibility through participation in a purpose-driven strategic arts education experience

Students will receive 20-30 hours of instruction over 12 weeks, typically 2 hours per week on a given day depending on the needs of the individual school or filmmaking cadre. Student films will be shown at a juried film festival at the end of the spring semester. The goal of the juried film festival is to select and present the highest caliber films created by students in each of the four film categories to the general public.

**RFP TIMELINE:**

Release of RFP	November 6, 2023
RFP Informational Workshop (optional)	TBD
Final Questions and Clarification	By Appointment
RFP Proposals Due	December 1, 2023
Notice of Intent to Participate List Established	December 15, 2023

**SUBMISSIONS SHOULD BE EMAILED TO:**

Ron Rubine, Senior Advisor  
Council District 12 – Constituent Care Center  
9207 Oakdale Avenue, #200, Chatsworth, CA 91311  
ron.rubine@lacity.org

**RFP INFORMATION WORKSHOP:**

TBD

## **RFP DESCRIPTION:**

### **A. Program**

Through the “Making Movies that Matter” program students in Council District 12 will explore beginning and intermediate filmmaking production and learn to use technical filmmaking tools as they create narrative, animated, documentary shorts and/or public service announcements (PSA).

During the process, students will develop, plan and create a short film, which will premiere at an end-of-project juried film festival at the Soraya Performing Arts Center at Cal State University Northridge (CSUN). Slated for May 16, 2024, the culminating event is intended to be an in-person event which, last year, hosted 1,700 filmmakers and family at a SRO red carpet gala where 116 films were celebrated.

At the completion of the “Making Movies that Matter” program each student will be able to:

- 1.) Define basic film terminology
- 2.) Know how to utilize an iPhone,iPad or DSLR caliber technology to make films, and techniques for using film equipment
- 3.) Understand and articulate the roles of various crew and talent positions as well as fulfilling their own production responsibilities
- 4.) Work with others as a production team to deliver a completed film for public viewing
- 5.) Understand and articulate the concept of social responsibility, community engagement and service learning

Classes will take place for 10 – 12 weeks on assigned days based on a mutual agreement between the artist-in-residence (AIR) and appropriate staff from the participating school/institution. Sessions are typically between 60-90 minutes to longer blocks and can occur during or after the school day.

The students at each school will be divided into smaller filmmaking groups and each will work together to create thematic films about civic and/or social topics of their own choosing, i.e., the environment, immigration, bullying, etc. They will assign acting and behind-the-camera roles, write scripts, select props, shoot the film and edit the final product. Each participant will have an opportunity to learn and work within their assigned roles while also experiencing the professional process of filmmaking by merging his/her artistic skillset with fellow participants with different skillsets to create one collaborative, quality film per group. Regular attendance is mandatory for all students.

### **B. Artists-In-Residence (AIR)**

The classes will take place under the expert guidance of Artists-in-Residence (AIR) from filmmaking schools and organizations throughout Los Angeles. The AIR will be assigned to typically a school work with at least one certificated staff person at the school assigned to the class or group. The AIR will develop the curriculum in partnership with the school designee(s) and the curriculum will align with Common Core State Standards and the Visual and Performing Arts standards approved by the California Department of Education (CDE).

AIR Requirements:

- All teaching artists will meet the following minimum educational qualifications:
  - 1.) Possession of a Bachelor’s or Master’s Degree in Film or related field from an accredited university, and/or commensurate experience reflecting advanced filmmaking
  - 2.) Possession of expertise in the area of videography, animation and/or film-making
  
- All teaching artists will adhere to the following State of California guidelines for working with minors:
  - a) Child Abuse and Neglect Reporting Act guidelines for Mandated Reporters as required by California Penal Code § 11164 – 11174;
  - b) Fingerprinting and background checks for all employees, contractors, agents and volunteers before they have contact with any District students (Education Code Section 45125.1(e).),
  - c) Have on file current documentation of Tuberculosis Screening and negative TB Test results for all employees, contractors, agents and volunteers who have contact with District students
  - d) The cost of fingerprinting and health screening will be the responsibility of Council District 12, and will be completed in advance of the on-site instruction.

**C. Program Schedule/Timeline**

<b>Event</b>	<b>Date</b>	<b>Location</b>
<b>Project Preparation</b>	Summer 2023	CD12
<b>Meeting of Artists-In-Residence</b>	September 21, 2023	CD12
<b>AIR/Project Kick Off Event</b>	October 26, 2022	Valley Relics Museum
<b>Educators Roundtable</b>	November 9, 2023	New Horizons, North Hills
<b>Sponsored School RFP’s Due</b>	December 1, 2023	Via email
<b>Notification of Participation Sent</b>	December 15, 2023	Via email
<b>AIR/School Site Orientations</b>	January 8 - February 2, 2024	@ Sponsored Schools
<b>Program Begins</b>	February 2024	@ Sponsored Schools
<b>AIR Individual Check Ins</b>	March 11-15, 2024	CD12/Virtual
<b>LAUSD Spring Break</b>	March 25-29, 2024	Program Activity Varies
<b>AIR Group Check In</b>	April 12, 2024	CD12 District Office
<b>‘Making Movies that Matter’ Film Festival</b>	May 16, 2024	Soraya Performing Arts Center

### **MMTM APPLICATION PROCESS:**

This section outlines specific information necessary for the proper manner in which Proposals should be submitted.

- A. Email Submission of RFP: Email the RFP submission with the subject title: [Insert Name of School] RFP - Making Movies that Matter to [ron.rubine@lacity.org](mailto:ron.rubine@lacity.org)
- B.) Deliver or Mail Submissions of RFP: Mail the RFP submission to: Council District 12 – Constituent Care Center, 9207 Oakdale Avenue, #200, Chatsworth, CA 91311. Clearly mark: [Insert Name of School] RFP - Making Movies that Matter, on the envelope
- C.) Proposal Presentation: In 4-5 pages, the proposal should identify the name of the school, and succinctly and clearly address the following:
- *Background Information:*
    - Briefly describe the history, vision and philosophy of the school. Indicate the number of students currently enrolled in the school and demographics of the school's population
    - Describe any in-school and after-school arts education programming currently taking place at the school
  - *Statement of Need:*
    - Describe the need(s) that the "Making Movies that Matter" program will fulfill at the school
    - Identify how the program will address the school's learning objectives for students
    - Outline the number of students who will participate in the "Making Movies that Matter" program
    - Describe your participation in the program last year, if applicable, and list any feedback regarding the experience
  - *Student Population:*
    - Describe the students that will participate in the program and how they will be selected: age, grade, type of class/program, etc.
  - *Schedule:*
    - Outline the proposed schedule for the "Making Movies that Matter" program at the school/institution. Please indicate days and times, and identify whether the program will take place during or after-school. A typical schedule, at minimum, includes a 50-60 minute block to allow for sufficient instructional time.
  - *Programmatic Resources:*
    - Describe the equipment, supplies, consumables or other materials that the school could provide in support of the "Making Movies that Matter" program. If you participated last year, please identify if you used technology that your AIR provided.

- Describe facilities/space at the school that will be made available in support of the “Making Movies that Matter” program
- Describe where the loaned equipment will be stored should the assigned AIR and administration agree to such terms
- *Staffing Plan:*
  - Identify the school teacher(s) who will be involved in the “Making Movies that Matter” program
  - Briefly describe any relevant training school teachers have participated in specifically related to filmmaking
  - Briefly describe the qualifications of other staff members who will be involved with the program and what role each member will play
  - Describe the teacher-to-staffing ratios that will be employed during the program (the maximum allowable teacher-to-staff ratio is 30:1). This means that in addition to the AIR, there will be one certificated/classified staff assigned to the group
  - Describe the school’s supervision plan and methods used to track students who participate in in-school and after-school programs
  - Describe the IT capacity of the school
- *Communications:*
  - Describe how the school will market the program to the school community, and communicate with parents and students about the program
  - Describe how the school will provide program information to the school board and other administrative personnel
- *Final Event/Red Carpet Gala:*
  - Describe student transportation to and from the juried film festival culminating event
  - Describe your outreach plan to include as many stakeholders as possible in this event
- *Additional Organizational Information (Optional):*
  - Provide any other information that you would like for the committee to consider as part of the school’s proposal

**EVALUATION OF PROPOSALS**

- Evaluation of submitted proposals will be completed by a committee of representatives from the partner organizations.

**GENERAL TERMS AND CONDITIONS FOR SCHOOLS/ORGANIZATIONS:**

- Each school will receive a minimum of 12 hours of instruction
- Each school must designate a time slot during the week of at least 50 minutes in which the AIR will be able to teach

- Participating schools may create as many films as they choose as long as it doesn't detract from the filmmaking process and experience and there are sufficient team members to fulfill a production requirement
- Each film may be no longer than 3 ½ minutes
- If possible, each school will provide basic resources for the project to offset the costs of equipment/technology being donated by CD12
- Each school must provide storage of equipment
- Each school must provide IT and technical assistance for the equipment
- Each school's IT department will be responsible for maintaining equipment, including passwords, upkeep and software
- For every 30 students, the school must provide one school faculty or staff member for classroom management
- The designated staff member from each school will be expected to work with the students on their films throughout the week and make arrangements for students to conduct additional film shoots above and beyond the normal instructional period
- Each school will be responsible for providing and storing props for the film
- Outreach for the culminating event will be the responsibility of the school, LAUSD and CD-12