

Put People First! PA Video Project: March – October 2016

Put People First! PA (PPF) is a growing statewide organization that builds the power of regular people to unite and take action together to change what's politically possible in Pennsylvania. You can learn more about our work at putpeoplefirstpa.org

In 2016, PPF has secured some funding to do hire one or more persons to assist us in doing video work. We are looking for one or more persons to work with us over the course of 2016 who have:

- A car, valid driver's license, and willingness to travel to different regions of the state
- A flexible schedule with the ability to work on nights and weekends at times
- Video and editing equipment or a partnership with an institution where this equipment can be easily accessed
- Bilingual ability in English and Spanish

Scope of work:

Item	Budget
15 digital stories from PPF members across the state; 2 minutes each	\$2,700
Health Care is a Human Right Campaign Video, 10-15 minutes	\$1,800
Fayette Health Justice Campaign Video, 10-15 minutes	\$1,800
Videos of 5-7 PPF events and activities throughout the year including Mission of Mercy Dental Clinic (Pittsburgh), Healthcare is a Human Right Town Hall meetings (different regions of the state), and public actions (different regions of the state), 2-5 minutes each	\$3,000

Draft Timeline:

Month	Workplan
March	<ul style="list-style-type: none"> • Planning and orientation • Completion of three digital stories • Philly General Membership Meeting
April	<ul style="list-style-type: none"> • Completion of three digital stories • PPF Leadership Institute
May	<ul style="list-style-type: none"> • York or Gettysburg Organizing Committee meeting • Completion of three digital stories
June	<ul style="list-style-type: none"> • Mission of Mercy Dental Clinic in Pittsburgh • Interviews in Pittsburgh • Activities in Northeast PA
July	<ul style="list-style-type: none"> • Completion of three digital stories

	<ul style="list-style-type: none"> • Begin focus on editing of Campaign Videos
August	<ul style="list-style-type: none"> • Editing of Campaign Videos
September	<ul style="list-style-type: none"> • Complete three digital stories • Editing of Campaign Video
October	<ul style="list-style-type: none"> • PPF Membership Assembly + Premiere of Campaign Videos

The campaign videos

Healthcare is a Human Right Campaign video:

This campaign video will be used as a recruitment, orientation and campaign tool by PPF leaders, and to raise awareness of and excitement about the campaign through in person screenings, through social media and by sharing with potential partners.

The content of the video should illustrate the necessity of the campaign, and PPF's vision for winning it through bringing together poor and dispossessed people across lines of difference and division. This can happen through interviews with PPF leaders about struggles with healthcare, PPF's vision and values, and what we're doing concretely with the campaign. It should also incorporate footage from PPF events (like Town Halls and Free Healthcare Screenings), including members and others speaking about the campaign and the conditions they're facing and along with documenting the events themselves as ways of building the campaign.

Fayette Health Justice Campaign video:

This campaign video will be used to support the fight for environmental justice for community members in La Belle, PA and for justice and health for people incarcerated at and working for the State Correctional Institute Fayette (SCI-Fayette) located in La Belle, Fayette County, as well as their families. The video will be a way for everyone who is directly impacted by the coal ash dump to tell their story in their own words, and to call for the necessary steps to alleviate the problems. The video will also be a testament to the ways in which different kinds of communities across PA - urban and small town and rural communities, communities with different racial compositions and different party loyalties - are connected by the systems and institutions that deny us our basic rights, and need to work together to win those rights.

The content of this video should include a diverse set of voices dealing with the crisis in La Belle, including people living in and around the town, family members of people incarcerated at SCI Fayette, and if possible prisoners and prison workers themselves. It should include a description of conditions in the town and the prison, how those conditions arose, and why no one in power is doing anything about them. It should also include the demands that the participants in the campaign are putting out, and their understanding of the larger social and political implications of these problems and the campaign.

It's likely that the footage for both of these videos can largely be captured during the shoots for the digital stories and documenting the events. We can work together to keep travel time to a minimum by combining opportunities to film and limiting the number of trips to different parts of the state.