

anthem.

ANTHEM GATEWAY - CALL OUT FOR GATEWAY MAKERS

Background

Anthem. Cronfa Gerdd Cymru Music Fund Wales was established in 2018 following a Welsh Government report exploring ways to support music education in Wales. The charity has been created to benefit young people aged 3 - 25 years old in Wales.

Our vision is a Wales in which music can empower every young life.

We believe music is a potent creative force for young people that feeds self-expression, personal development and wellbeing. Anthem will create opportunities across genres and communities and nurture diverse talent to take the next steps to musical careers.

Anthem is a catalyst for youth music in Wales, funding work that will create change, making connections to widen partnership working, and enabling best practice to flourish. Anthem positions its work as collaborative, innovative, inclusive, creative, inspiring.

Anthem Gateway

Anthem Gateway is a digital platform that will be 'the bridge' between the Welsh music youth and information and opportunities surrounding the music industry. Anthem Gateway will be a website that provides original and curated content like blogs, information on music industry and the career pathways available, and a notice board to current creative programmes and funding opportunities with other organisations in the Welsh music community.

Anthem Gateway will also provide a network for website users to connect with other music organisations and also amongst other users via third party platforms like discord for online interactions, Zoom for webinars, and Eventbrite for in person meet-ups.

Anthem Gateway will be driven by young people who are active in the music industry in Wales.

In summary, the Anthem Gateway aims to achieve the following:

- Create a digital gateway that enables users to form networks between online users, peer makers and organisations.
- Create opportunities for all members of the Welsh music industry to trade information and network.
- Provide a user friendly, engaging bilingual digital platform that enables accessibility for all users.

Call Out for Gateway Makers

This autumn Anthem is creating a Beta version of the Gateway that will help us explore the potential of the project and test how content is used by young people.

Anthem is now seeking expressions of interest from curators and creators based in Wales, interested in making accessible and appropriate content for the Anthem Gateway.

We are interested in hearing from freelance writers, video makers, illustrators, musicians, and music industry professionals who would like to be part of our Gateway Makers community.

How it will work

Once we have collated responses to this call out, we expect the Gateway Makers to work like this:

- Gateway Makers will be asked to join a Gateway Makers whats app group.
- The Gateway Project Manager will issue a range of briefs across the next two months for specific pieces of content that need to be created for the Gateway.
- Gateway Makers will be asked to pitch ideas for each brief. Anthem will issue a simple format for pitches and there will be clear deadlines for all briefs.
- Anthem will select ideas and then commission them.
- Each commission will be paid a fee of £200 to deliver the idea and deadlines / parameters will be agreed between each maker and the Gateway Project Manager.
- We expect to commission 20 pieces of content in this Beta stage of the Anthem Gateway.

What kind of content are we looking for?

We want content that is made by the Welsh community for young people from Wales. We are specifically seeking material where young creatives from the current music community pass on knowledge they have gained to the next generation.

Examples of the different types of content we will be seeking are as follows:

- Tips on how to get your first gig
- Advice on managing your career

- Interviews with music professionals uncovering how they got their role
- Articles connecting to useful links on a theme to help young musicians navigate content

Examples of the different formats of content we will be seeking are as follows:

- Short videos
- Blogs
- Audio content
- Infographics
- Webinars
- Lists

Gateway beta version timeline

August 2022	Call for Gateway Makers Whats app group launched First set of briefs are issued to Gateway Maker Anthem Gateway build begins
September 2022	Develop Beta Version of Anthem Gateway ready for testing Content created is uploaded Second set of briefs are issued to Gate Waymakers
October 2022	Commence with testing Beta Version of Anthem Gateway Further content is uploaded

How to apply to be a Gateway Maker

This call out is seeking creators and creators who were born or are based in Wales.

To respond to the call out and let us know you are interested in being a Gateway Maker, please fill out this form:

<https://airtable.com/shrJ4wtvmOr8uJzxz>

The form asks three simple questions and offers you a chance to share examples of any relevant work.

Deadline for expressions of interest: 12pm on Friday 26th August