

1. GENERAL

Summary

WAYO is a volunteer-run, non-commercial radio station based in Rochester, New York. WAYO is looking for artists to create a t-shirt design. The t-shirt will serve as an exclusive, limited-edition thank-you gift for donors to our upcoming 2020-21 fundraising campaign.

Key Dates

Proposals due: October 16th

Decision made: October 23rd

Final design: October 30th

2. BACKGROUND

Launched in January 2016, WAYO is a volunteer-run, non-commercial, low-power FM radio station dedicated to creative freedom, diversity of programming and programmers, and engagement with arts organizations and individual creators. Fully licensed by the FCC and affiliated with the Multi-Use Community Cultural Center, WAYO broadcasts at 104.3 FM as well as streaming online at WAYOFM.org. The station currently broadcasts over 100 engaging and unique programs run by over 200 members of the greater Rochester community and representing all types of music as well as comedy, interview, talk, and experimental shows.

3. SERVICE / WORK REQUIREMENTS

Expectations

As stated above, WAYO is looking for contractors to create designs for a t-shirt. We would expect the contractor to:

- Create an original design for a t-shirt
- Provide a design proposal that need not be complete; a sketch or rough outline would be acceptable as long as the overall concept and color scheme is clear.
- Understand that WAYO may request minor changes to a selected proposal before finalization
- Provide the final, completed design as a vector image (EPS or PDF) or high-resolution PSD or TIFF (300dpi minimum)

Designs should at least include "WAYO" and "104.3 FM." Additionally, a design could include "Rochester, NY," "WAYOFM.ORG," and/or the station's slogan "Way Out, Right Here" but these are not required. **The design may utilize a maximum of 3 colors.**

Proposal Requirements

Applicants should provide:

- A design proposal for a t-shirt
- Examples of past work
- Contact information (email address and phone number)

Compensation

The chosen applicant will receive a \$100 honorarium upon providing the finalized design.

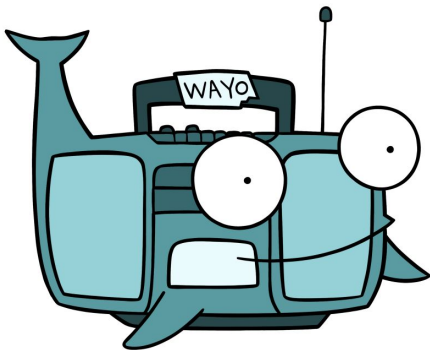
Unused Designs

Designs that are submitted but not chosen are the intellectual property of the creator and can be used for other purposes by the creator.

4. SUBMISSION GUIDELINES

Applicants should submit proposals no later than October 16th electronically at info@wayofm.org.

Please contact station staff at the email above with any questions.





Examples of past designs (L-R, Top-down): Stefan Fella, Rebecca Soriano, Cassie Medlock, Yews, Cara Lynne Livermore, Renee Heininger, Nick Gurewitch, Arthur Bond, Amy Reger Jacobs, Ryan Williamson, Mike Turzanski, Bradd Young, Andy Gilmore