



## RSL 200 November announcements in partnership with ALCS Videographer/Animator Brief

### About the RSL

2020 marks the RSL's 200<sup>th</sup> anniversary. Founded in 1820, the RSL is the UK's charity for the advancement of literature. We act as a voice for the value of literature, engage people in appreciating literature, and honour and encourage writers.

### About the ALCS

Authors' Licensing and Collecting Society (ALCS) is a not-for-profit membership organisation which collects money that is due to members for secondary uses of their work. ALCS also campaign and lobby on matters important to writers — both at a national and international level — to ensure writers' rights are both recognised and rewarded.

### November announcements in partnership with ALCS

Due to the COVID-19 pandemic, the RSL has suspended all live events until further notice. As a result, we are looking at different, innovative ways to showcase the fantastic writers who have been made Companions of Literature, Vice-Presidents, Fellows, Honorary Fellows and Benson Medallist in 2020. We would like to share short videos of the RSL's announcements throughout the day on Monday 30 November 2020.

- **6 new [Companions of Literature](#)** – this is highest award bestowed by the RSL, it is held by up to 12 writers at any one time
- **9 new [Vice-Presidents](#)** – recognising contribution to literature and service to the Society
- **29 new [Fellows](#)** – election as a Fellow of the Royal Society of Literature is a uniquely prestigious honour. To be elected, a writer must have published at least two works of outstanding literary merit (in any literary form). The total number of Fellows stands at around 600. Having been introduced at the Summer Party, new Fellows are invited to sign the RSL's Roll Book, using Byron's pen, T.S. Eliot's pen or George Eliot's pen. This year we are delighted to be introducing two new writers' pens (to be announced in November) and we are bringing Charles Dickens' quill out of retirement
- **15 new [Honorary Fellows](#)** – the Council of the Royal Society of Literature elects as Honorary Fellows those who have rendered special service to the Society, or who have made a significant contribution to the advancement of literature, for example as publishers, agents, booksellers or producers
- **1 new [Benson Medallist](#) and new design for the Benson Medal** – the RSL's Benson Medal was founded in 1916 by the Cambridge scholar A.C. Benson. It is awarded annually to individuals judged by the RSL Council to have given exceptional service to literature
- **2 new pens** that Fellows would use to sign the RSL Roll Book.

### Videographer brief

The RSL seeks to commission a filmmaker/animator, or a filmmaker who works with an animator, to produce short films announcing the above

Working with the RSL's Director and Communications Manager, the filmmaker will be expected to liaise with all writers and assist them in recording responses to questions (drafted by the RSL and supporters ALCS – Videographer will not be expected to provide these questions). The RSL will work with the videographer on the proposed format of the videos. The RSL will also provide introductions and briefing to all relevant interviewees.

The videos will be shared on the RSL's website, YouTube Channel, across our social media platforms (Twitter, Instagram and Facebook), and with the writers and publishers etc. to disseminate themselves. We would like:

- **1 trailer** for the lead-up to the announcement featuring reflections from current Companions of Literature, Vice-Presidents, Fellows and Honorary Fellows
- **Up to 40 x 20/30-second films with new Companions, Vice-Presidents, Fellows, Honorary Fellows and Benson Medallist** suitable for sharing across platforms with start and end plates. All videos need to use consistent RSL branding (including logo, fonts and colours)
- **6 short films about the RSL's pens** featuring an actor reading out a short passage from the original owners (Byron, Dickens, George Eliot, T.S. Eliot and two new pens)
- **the Videographer to advise writers** how best to record their responses to questions and to select the most appropriate to use
- where a writer is not comfortable with film, the videographer to use audio recording to accompany an animated quote
- new Fellows **signatures to be animated** as though they were being signed in the Roll Book
- **animation of other notable signatures** in the Roll Book as if they were 'coming to life'
- videos to be branded as #RSL200 but should be not date quickly so that they may be used in the future
- **the videographer to work remotely** – with the COVID-19 outbreak, it will not be possible to film in person. Any creative solutions to ensure the recording process is as straightforward as possible would be welcomed by the RSL.
- all information to be **kept strictly confidential** until announcements are made.

## Delivery timeline and fee

**Fee:** £9,000 (total)

**Licence:** to be discussed with the videographer, we would expect use of the videos, by the RSL and ALCS, in perpetuity.

## Delivery timeline

- Writers/actors contacted, and videos requested w/c 19 October
- Videographer to work on videos 26 October to 20 November
- All videos required by Monday 23 November
- All videos shared on Monday 30 November

To be considered for this commission, please send a link to your digital portfolio to RSL Communications Manager Annette Brook ([annette.brook@rsliterature.org](mailto:annette.brook@rsliterature.org)) by **10am on Wednesday 14 October**. In your email please indicate the work in your portfolio you feel is the best indicator of what you could do in this commission.

**The commission will be decided on Thursday 15 October.**