

# **Rocky Mountain PBS**

## **REQUEST FOR PROPOSAL**

### **Creative Editor**

**Edit 2 hours of content for the upcoming I-News Special,  
"Standing in the Gap"**

May 8, 2015

**Rocky Mountain PBS  
1089 Bannock Street  
Denver, Colorado 80204  
PH: 303-620-5728  
juliespeer@rmpbs.org**

**REQUEST FOR PROPOSAL**  
**Standing in the Gap Creative Editor**  
**Denver, Colorado**

**Article I. Introduction**

Rocky Mountain PBS requests that your company make a proposal for your services for “Standing in the Gap” – Creative Editor. The following proposal request will outline the project goals and detail the format you should submit your proposal. Please read the timeline carefully. In order for your proposal to be considered, your proposal must meet our deadlines included in the timeline under Section 2.02.

**Section 1.01 Location and Sponsor**

Your bid is for Creative Editor of “Standing in the Gap”. You will be expected to attend project meetings located at 1089 Bannock Street - Denver, CO 80204, but the majority of your work can be completed off-site.

**Section 1.02 Management**

Julie Speer will be managing this project and she will be responsible for the project's timely completion.

**Section 1.03 Contact Information**

Please contact Julie Speer for questions about the proposal submission details:

Phone: 303-620-5728

E-mail: [juliespeer@rmpbs.org](mailto:juliespeer@rmpbs.org)

**Article II. The Project**

**Section 2.01 Overview**

2015 marks the 20-year anniversary of the end of school busing in Denver. This Television & Outreach series will stimulate dialogue around achievement and opportunity gaps in educational outcomes for low-income students, as well as often-avoided but vital issues of whether and how issues of race and class contribute to educational outcomes. It also will explore the re-segregation of Denver Public Schools since 1995 as one of the contributors to the achievement gap and analyzes underlying assumptions about performance that parents and students make when choosing a school. By the end of this project we hope to create a dialog around the achievement gap and re-segregation in Denver Public Schools. Please visit [www.rmpbs.org/thegap](http://www.rmpbs.org/thegap) for more information.

**Section 2.02 Project Specifications**

The term of the project is currently approximately 6 to 8 months. The Creative Editor will work non-consecutive days within this period to complete necessary project deliverables at his/her discretion. Should your proposal be accepted, we expect you to contribute the following to the project:

1. This position is that of a Creative Editor, meaning that he/she will be creating the A-roll cut and selecting sound-bytes for the episodes based on an outline and close collaboration with the Director.
2. Milestones include: A-roll approval, B-roll approval, Fine Cut approval, Deliverables
3. With direction from the project Director (and RMPBS Marketing Department for the promotional materials), deliverables include:
  - 1 “Trailer” (approximately 2 minutes) uploaded to YouTube
  - 1 x :30 long Lead Promo
  - Up to 4 “tune in” spots (:30 each), digital exports delivered to RMPBS and uploaded to YouTube
  - One x 1:56:46 full length documentary OR 4 x 26:46 documentary “Episodes” (26:40 x 4) delivered “clean” and complete – 2 x digital exports for broadcast (OR 8 x digital exports)
  - Export YouTube version of completed documentary/ies
  - Export COVE version of completed documentary/ies
  - If necessary, 1 “Compilation” of all 4 episodes, (removing graphics & combining credits) with a broadcast, Youtube and COVE export
  - Up to 16 “Web Extras” (from content that doesn’t make the final cut) uploaded to YouTube
  - DVD Authoring
  - All project files delivered in Adobe Creative Cloud format (Premiere, After Affects, etc.)

### **Section 2.03 Contractor Requirements**

#### Desired Skills

- Creative Editor will provide his/her own equipment and Adobe Creative Cloud license
- Demonstrated experience in editing long form documentary-style content
- Have access to the internet to upload and deliver content
- Expertise in importing footage of varying CODECS
- Expertise in importing photos, music, and other project assets
- Expertise in video file management
- Expertise in Editing
- Expertise in Audio Sweetening
- Expertise in Color Correcting
- Expertise in digital exports
- Expertise with Adobe Premiere
- Expertise in Adobe After Effects
- Expertise in uploading unlisted content to Youtube
- Expertise in authoring DVDs
- Knowledge of PBS Redbook standards
- Some content is in Spanish. Knowledge of Spanish, a plus

## Section 2.04 Timeline

The airing of the “Standing in the Gap” docu-series will coincide with the 2015-2016 school year. Episodes will be timed to school-related events like the School Choice process and follow families through the DPS system. The outreach and community engagement will take place during the 2015/2016 school year. General Project Timeline:

Jan - October 2014	Fundraising, Partnership Development Outreach Strategy
January 2014	Pre-production & Planning
July 2014 - May 2015	Research & Data analysis begins KGNU Busing Oral History Collection (x150) Interviews scheduled (December 2014-May 2015) Filming (Historians, Experts, Families)
June - October 2015	Editing Episode/Episodes Create digital deliverables (web, print, radio) Create outreach materials Create promotional materials
August/September 2015	Launch Online outreach Launch Promotion
Oct 2015 - January 2016	TV Broadcast (RMPBS, V-Me) Radio Broadcasts I-News data sharing with all media outlets Online Outreach Grassroots Outreach Instant Polling
February – March	Evaluation

In order to complete our mission, we have set the following timetable. This timetable is subject to change by the managers of this project.

## Article III. The Proposal

### Section 3.01 Summary of Proposal

#### (a) Expectations

Contracts will be awarded based on the information presented in the proposals received. We will award contracts based on the proposal expected to be the most beneficial to our project based on a variety of factors. Rocky Mountain PBS reserves the right to award more than one contract, accept the lowest price offer, award contracts before the proposal deadline listed in

the timeline, award contracts before all proposals are received, and refuse any contract without obligation to Rocky Mountain PBS or to the company offering the proposal.

**(b) Response Deadline**

Please forward a letter of intent via email by May 15, 2015 if you intend to submit a proposal. Likewise, if you do not intend to make a proposal, please forward a no-bid letter by the same date.

**(c) Proposal Deadline**

All proposals must be submitted to Rocky Mountain PBS by May 29 2015 to be considered for their contribution to "Standing in the Gap" Creative Editor.

**(d) Selection Criteria**

All offers submitted will be considered based upon the materials provided in the proposal. Consideration will be given to performance projections as well as cost and staff requirements. Only those proposals submitted by the deadline above will be considered. The following criteria will be the primary considerations for selecting a proposal:

1. Submission of all proposals in the correct format by the stated deadline.
2. The perceived effectiveness of the proposal's solution for Rocky Mountain PBS's stated mission.
3. The perceived ability for the proposing company's ability to deliver their services set forth in their proposal.
4. The proposing company's past performance in delivering such services.
5. Availability of sufficient high quality personnel with the required skills for the specific approach proposed.
6. Overall cost of the proposal.

Rocky Mountain PBS may suspend or discontinue proposals at any time without notice or obligation to the company that submitted the proposal.

**(e) Proposal Format:** Rocky Mountain PBS suggests that you include the following information in your proposal. Proposals should adequately address the details of the proposed contract.

- ***Contractor Summary***
- ***Capabilities and Methodology***
- ***Expected Results***
- ***Executives, Staffing, and Management***
- ***Communication***
- ***Equipment***
- ***Expense Breakdown***
- ***Expense Summary***
- ***Licensing and Bonding***
- ***Insurance***
- ***References***

## Section 3.02 Proposal Details

### (a) Contractor Summary

Include a brief history of your company including your past experience in dealing with similar projects. Also include the owners' names or those persons authorized to sign contracts for your business.

### (b) Capabilities and Methodology

Detail your company's capabilities in delivering the requests in this proposal. You should use this section to outline specifically your proposed method for achieving your goal. This should include a detailed timeline of milestones for completing the project.

### (c) Expected Results

Use this section to summarize the expected results of your methodology listed above. This should include a summary of your timeline for completing the project.

### (d) Executives, Staffing, and Management

List the high level executives or officers in charge of completing the project and a summary of their background. You should also use this section to list the projected staffing and management necessities and their estimated cost. Specify how you will obtain the staff to complete the project.

### (e) Communication

Explain how you intend to communicate between executives, management, and staff in addition to how you will communicate to the project manager to ensure the project stays on schedule.

### (f) Equipment

Detail the equipment necessities as well as their estimated cost. If you will need additional services or space from Rocky Mountain PBS you should list those requirements here with a brief explanation.

### (g) Expense Breakdown

Build a detailed list of all expected expenses.

### (h) Expense Summary

Give a brief summary of the total costs for your proposed contract. You may also include a brief explanation of the contributing costs to the total cost.

### (i) Licensing and Bonding

If applicable, include the details of your licenses and bonds for the services you are proposing. If possible, enclose proof of your licenses and bonds.

### (j) Insurance

If applicable, provide the details of insurance your company will provide for your staff and the project.

### (k) References

Provide 2 references for similar past projects.