



Rocky Mountain PBS

REQUEST FOR PROPOSAL

Editor

Edit 1 to 3 (½-hour episodes) of Colorado Experience

**COEX Associate Producer
c/o Julie Speer, Sr. Executive Producer
Rocky Mountain PBS
1089 Bannock Street
Denver, Colorado 80204
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juliespeer@rmpbs.org**

March 3, 2017

REQUEST FOR PROPOSAL
Colorado Experience Editor
Denver, Colorado

Article I. Introduction

Rocky Mountain PBS requests that your company make a proposal for your services for “Colorado Experience” - 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 for “Colorado Experience” Editor, will be located at 1089 Bannock Street - Denver, CO 80204. You will be expected to attend project meetings on location but the majority of your work can be completed off-site. Final delivery of product will occur onsite.

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

Article II. The Project

Section 2.01 Overview



COLORADO EXPERIENCE is currently Rocky Mountain PBS's highest rated, locally produced show. Each ½ hour episode of this Emmy award-winning series sheds light on a person, place, or event that shaped the great state of Colorado. We are committed to presenting historical stories in an entertaining, quick-paced and educational format, including teacher tools for elementary, middle, and high school so that viewers can personally relate to these tales from the past and come to embrace Colorado history as their own. We believe that history, presented in modern terms, will engage viewers of all ages throughout the Rocky Mountain region and beyond. Implicit in each and every episode is the absolute necessity of historic preservation, of keeping history alive for future generations. Please visit www.rmpbs.org/coloradoexperience for more information.

Style

Each documentary style episode features 4-7 experts on the subject matter, with sound-bites woven together to tell the story. Approximately 100 historical photos donated from our various partners (History Colorado, Denver Public Library and libraries around the state) bring the story to life.

Broadcast Details

Season runs October – February

*Airs on Rocky Mountain PBS Thursday nights at 7:30 pm (Statewide)

*Airs Sundays at noon on The World (National)

*Anytime online – Youtube and COVE

*PBS Learning Media (for teachers with curriculum)

Section 2.02 Project Specifications

The term of the project is currently approximately 3 weeks per episode. The Editor will work non-consecutive days within a one-month 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 an Editor, meaning that he/she will be editing the full, sweetened cut of the episode, based on the episode script and collaboration with the Director. Editor is responsible for music selection (from RMPBS library), pacing, key frame movement on ~100 photos, After Affects implementation when needed, and adding all graphics and lower thirds.
2. Milestones include: A-roll approval, B-roll approval, Fine Cut approval, Audio/Video Sweetening to RMPBS Red Book Specs, and Final Deliverables
3. With direction from the show Director, 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 (same spot with different tags). 2 MXF files and 2 .WAV files.
 - One x 26:40 documentary in MXF format sweetened to RMPBS broadcast specs (audio, video and color)
 - Export YouTube and COVE version of completed documentary/ies
 - Up to 2 “Web Extras” (from content that doesn’t make the final cut) uploaded to YouTube
 - DVD export of completed documentary/ies
 - .wav export of completed documentary/ies
 - All project files delivered in Adobe Creative Cloud format (Premiere, After Affects, etc.) and accompanying media

Section 2.03 Contractor Requirements

Desired Skills

- 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 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 Pro CC
- Expertise in Adobe After Effects
- Expertise in uploading unlisted content to Youtube
- Expertise in authoring DVDs
- Knowledge of PBS Redbook standards

Section 2.04 Timeline

The airing of the “Colorado Experience” episode/s will be during Season 5 (October 2017 – January 2018). In order to complete our mission, we have set the following timetable. This timetable is subject to change by the managers of this project.

General Project Timeline:

March – April 2017	Pre-production, Planning & scheduling
Summer 2017	Interviews & principal photography
August – October 2017	Editing Episode/s (5 will be contracted) Create digital deliverables (web, print, radio) Create outreach materials Create promotional materials Launch Online outreach Launch Promotion
Oct 2017 - January 2018	TV Broadcast (RMPBS) Radio Broadcasts (HD2) I-News data sharing with all media outlets Online Outreach Grassroots Outreach / Road Show Screenings
February – March 2018	Evaluation

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 **April 7th, 2017** 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 **April 28, 2017** to be considered. Interviews and selection will be determined by the end of May 2017.

(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.

- (i) Contractor Summary**
- (ii) Capabilities and Methodology**
- (iii) Expected Results**
- (iv) Executives, Staffing, and Management**
- (v) Communication**
- (vi) Equipment**
- (vii) Expense Breakdown**
- (viii) Expense Summary**
- (ix) Licensing and Bonding**
- (x) Insurance**
- (xi) References & Work Samples**

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 & Work Samples

Provide 2 references for similar past projects and hyperlinks to past work online.