Office of Education and Outreach
National Museum of Natural History
Smithsonian Institution

Statement of Work
Media Production Educator


DEADLINE EXTENDED: Request for Proposals for Media Production Educator

The deadline for responses has been extended to June 4, 2014 at 5 pm, Eastern Daylight Time. Respondents who have already submitted a response to this RFP are not required to take any action. However, those who have already submitted a response are permitted to withdraw their previously submitted response and submit a new response, or send new material to supplement their submitted response, before June 4, 2014 at 5 pm.

The National Museum of Natural History’s Office of Education and Outreach is seeking to hire a contractor to provide Media Production and Instructional services in support of the new Q?RIUS science education center and the museum’s priority educational programs.

The Media Production Educator will work full-time with NMNH staff to develop and implement activities and workshops that engage teens and pre-teens in communicating science and natural history to their peers and communities through the use of video, audio, webcasts, and other digital media. The Contractor will also work with education and science staff to develop effective uses of video and audio to connect visitors to the work of the Museum’s researchers in the field and labs. In addition, the Contractor will be a key member of the production team for the “Smithsonian Science How?” live-streamed webcast series, provide guidance to other contractors and interns providing editing, graphics, or specialized media services, and act as a resource to museum educators in the effective use of the department’s equipment and resources.

The Contractor will work in a highly collaborative environment with an energetic and talented team of staff, contractors, volunteers, and interns who are producing new and innovative digital experiences, collections, and multimedia content for museum visitors, the web, and school programs. In this role, the Media Production Educator will apply his or her skills in the areas of producing/directing, media production, education, youth engagement, content production, project management, data and rights management, media research, web publishing, graphics and photos, and user/visitor experience.

Deliverables

1. Media Production Education – Contractor will work with the museum’s Youth Program (including youth interns, volunteers, and visitors) to develop and implement activities and programs for teens and pre-teens that involve the students’ use of video, audio, webcasts, still
photography and other digital media to communicate science and research and explore natural history. The programs will help teens build their digital literacy, design, critical-thinking, and problem-solving skills by using a wide variety of digital media tools such as video, audio, photography, graphic design, and 3D design. Contractor will provide training and guidance to youth and manage the students’ use of equipment and media assets.

Contractor will also provide training and support to museum staff and contractors using a wide selection of A/V equipment. (35%)

2. **Video and Webcast Production** – Contractor will work with the Education Content Development team, scientific experts, media interns and other production contractors, to develop videos and other digital media for onsite activities and the web, which includes providing webcast b-roll, planning and videotaping interviews, still photography, managing production logistics, post-production editing, live programs, and managing assets on the Kaltura platform. Contractor will use professional grade equipment and software, including Canon 5d iii, Adobe Premier Pro and Adobe After Effects. Contractor will arrange for reviews and approvals at milestones in the production process, including concept development, rough cut, and final cut.

Contractor will use A/V equipment and IT infrastructure, including cameras, lights, webcasting system(s), and Kaltura. Contractor will work closely with the Q?rious Technology Manager to troubleshoot and help to design solutions to production challenges, including identifying new components and configuring equipment to help meet program and user goals. Contractor will assist with ensuring equipment is cleaned, properly maintained, and kept in good repair. (35%)

3. **Content Strategy** – As part of the Education Content Development team, the Contractor will collaborate on developing new methods for connecting museum audiences with scientists working in the field and their labs through the use of digital media and platforms. Contractor will contribute to content development for priority projects, such as Q?rious and the Deep Time initiative. (30%)

**Qualifications**
The Contractor shall have proven experience in the field of audio and video production and media education who has successfully worked with teens and pre-teens in the past. The position requires a versatile, detail-oriented self-starter with strong problem-solving skills, who can work both independently and collaboratively and who is good at creating processes and explaining them to others, accommodating a range of abilities and learning styles. The Contractor shall have knowledge of video production techniques including knowledge of; video pre-production and planning, lighting techniques and equipment, video cameras including DSLRs, audio recording equipment and software, and post-production software.

**Scope and Timeframe**
All project activities will commence no later than July 1, 2014 and be completed no later than Jan. 30, 2015. Contractor is to work on-site at the Natural History Building using a combination of NMNH equipment and equipment owned by Contractor. Contractor is required to work some weekends and evenings for youth programs and workshops.

The price to the Smithsonian Institution for this contract shall not exceed $42,000. This price includes all costs. If additional funding and need is identified, this purchase order may be modified and extended. Contractor and Smithsonian will meet regularly to evaluate the amount and quality of work completed.

Payment Schedule

Contractor and Smithsonian will establish a schedule so that itemized invoices are submitted on a monthly basis. Example:

Invoice 1: July 15, 2014
Invoice 2: Aug. 15, 2014
Invoice 3: Sept. 15, 2014
Etc.

Contractor Travel
The professional identified for this work assignment bears the cost of travel expense, during the performance of duties. No reimbursement will be made by the Smithsonian Institution for travel to/from work. The requirement does not incorporate travel to other destinations.

PROPOSAL PREPARATION INSTRUCTIONS:
On or before 5 pm in the vendor’s time zone on May 16, 2014. Offerors will be expected to provide a proposal via email to marzecclsi.edu. Please note: The deadline for responses has been extended to June 4, 2014 at 5 pm, Eastern Daylight Time.

At the minimum, offerors need to demonstrate that they meet the acceptability standards for non-cost factors, including that they have the ability to perform the requirements in a timely manner.

Technical Proposal (Maximum 2 pages, not including résumé)
The Technical Proposal shall address the Statement of Work and Deliverables sections outlined above; and shall contain sufficient quantitative and qualitative details to allow a complete and accurate evaluation from a strictly technical viewpoint. When preparing their technical proposals, Offerors should consider the evaluation criteria set forth below, against which the proposals will be evaluated.

- Plan of Accomplishment

The offeror shall provide a thorough narrative explanation of the method and/or approach to the content and deliverables, and how they will proceed with the project to ensure it is completed on time. The offeror shall describe their plan for completing all work requested, being mindful to address every aspect of the work described above.
• **Capability to Perform**

The offeror shall specifically address capability and capacity to perform the work required for this project, considering its size, scope, and schedule. The offeror shall specifically address current capability, capacity and ability to complete this project considering the schedule.

• **Staffing**

The offeror shall provide resumes of key personnel or resume of individual offeror if an individual proposal. Resumes should state experience as it relates to this project.

• **Experience**

The offeror shall provide examples of specialized experience and demonstrated technical competence in performing similar work as requested herein, preferably completed within the last five years.

**Cost Proposal**

Cost Proposals shall address pricing of the work as requested herein. The price proposals shall be all-inclusive. Cost proposals should include costs broken down and justified according to specific categories of deliverables, as indicated above.

**Inquiries**

Inquiries regarding this Request for Proposal should be directed via email to marzecc@si.edu.

**Interviews**

It is the intention of the Smithsonian to interview a select group of responsive offerors; however, it is possible that interviews may not occur. Consequently, it is important that all responses to this request be complete and include all necessary information.

**Submission of Proposals**

The Smithsonian reserves the right to reject any or all proposals received in response to this request, and to negotiate separately with any offeror when such action shall be considered by the Contracting Officer to be in the best interest of the Smithsonian. After limited negotiations or based solely on initial offers received, notice will be provided indicating that an award may be made. It is therefore emphasized that all proposals should be submitted initially on the most favorable terms that the offeror can submit. Written proposals must be received 5 pm in the offeror’s time zone, on May 16, 2014.

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**Disposition of Proposals**

All information submitted in response to this Request for Quote shall become the property of the Smithsonian and shall not be returned.