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

FAQs
Media Production Educator

Proposals Due at 5 pm on May 16, 2014 – DEADLINE EXTENDED. The deadline for responses to this RFP has been extended to June 4, 2014 at 5 pm, Eastern Daylight Time.

1. How many participants will be in the youth program?

We estimate two production teams of 3-4 teens each.

2. How many programs and workshops might occur in a seven-month period?

This is a pilot program and details are still being worked out, but we plan to provide a total of 128 hours from October to June for the teens, mostly on Saturdays and after-school. (We are seeking additional funding to carry the program to June.) The Contractor will plan and develop the specific training and production sessions with the teens, leading them through the process of using digital media to communicate science and natural history.

3. What production equipment and editing platforms are available in-house to use for this project?

The following equipment is brief list of what is available for video production tasks: 2x Canon 5D Mark III DSLRs, a selection of Canon L series lenses, 1x wireless lavaliere microphone, 1x Tascam DR 40, 8 piece Lowel light kit 5,000 watt total, 1x 2013 Mac Pro 8 Core Workstation, 1x Apogee Quartet audio interface, Adobe CS6 Master Collection.

We are in the process of identifying what equipment in our inventory is appropriate for teen programs, and what items need to be supplemented with donations and purchases.

4. Will the contractor be required to provide equipment?

The Contractor may find it desirable to supplement our equipment with their own equipment in order to achieve a specific output or effect.

5. Is there a video production team that the contractor will be working with for all projects or only for Smithsonian Science How?

NMNH does not have a video production team. However, an established production team is in place for the webcast series that includes a combination of staff, the Smithsonian’s Central AV office, and independent contractors.

6. Will the contractor be solely responsible for editing film?
Yes. In addition, the Contractor is also responsible for guiding and advising teens in the editing of their own videos.

7. **Will any training be provided to the contractor about the current process and Kaltura platform?**

Familiarity with Kaltura and/or similar video hosting services is strongly preferred.

8. **Will the contractor exercise creative control to produce the script for the content in the videos in collaboration with existing staff?**

As the Statement of Work explains, the Contractor will work “in a highly collaborative environment” with a number of people, including educators, scientists, and others, to develop and produce videos. “Contractor will arrange for reviews and approvals at milestones in the production process, including concept development, rough cut, and final cut.”

9. **Would the contractor be able to direct the scope of visual content production and number of topics covered, or be directed by one or more stakeholders as to what different fields within natural history would covered?**

Video topics are chosen and developed in support of the museum’s priority initiatives, such as the Deep Time Initiative and the renovation of the paleobiology halls, and priority programs, such as the *Smithsonian Science How?* webcasts. The Contractor will work within content and project development teams and will not be solely responsible for choosing topics.