

Department of Paleobiology
National Museum of Natural History
Smithsonian Institution

Statement of Work

Video Production and Editing
June 3rd 2019 – July 31st 2019

The Smithsonian's National Museum of Natural History requires contractor services for shooting and production of three videos of varying lengths in support of an educational and outreach initiative of the museum. The initiative - Fossil Atmospheres - is a collaboration between NMNH Department of Paleobiology (NMNH Paleo), NMNH Office of Education and Outreach (NMNH E&O), the Smithsonian Environmental Research Center (SERC) and Haverford College. It includes scientific research on using *Ginkgo biloba* leaves as a proxy for atmospheric carbon-dioxide in the geological past, and a citizen science project that includes an online component and a nationwide specimen collection effort.

The Fossil Atmospheres project is one of several components of the Deep Time Initiative, which includes the design of new fossil halls, education and outreach programs associated with paleontology, and a research agenda led by the Paleobiology Department. Key messages of the Deep Time Initiative are:

- Earth's distant past is connected to the present and shapes our future.
- Life and the Earth have always changed together and affected one another.
- Today, humans are agents of this change and will continue to be in the future.

Scope

Purpose and themes

The videos will be used to advance the scientific and educational goals of the Museum by:

- Inspiring and engaging audiences in the work and mission of the Museum, and inspiring audiences to join in the citizen science effort.
- Showcasing Dr. Barclay's (project lead scientist) work, through which he aims to understand how atmospheric carbon-dioxide has changed through time.
- Providing the instruction and background to support citizen scientists in participating in the project.

Content of the three videos

1. A 2-3 minute video that gives a general context for the importance of the project as well as its link to the Deep-Time key messages, and inspires citizens to participate in the project.
2. A 2-3 minute video that explains how to participate in the citizen science project and instructs how to correctly sample Ginkgo leaves and submit samples and associated data.

3. A 4-5 minute video that provides background science information on the project, featuring the project PI Richard Barclay and other associated paleobiology staff and volunteers as necessary.

Specific audiences and uses for these videos include:

- Botanic gardens and similar institutions or organizations who will use the videos to facilitate events or outreach efforts to their members to co-ordinate sample collection by citizen scientists
- Individual citizen scientists who may find the videos online through the Fossil Atmospheres page on the Smithsonian website, or through 'The Zooniverse'.
- Teachers and students using lesson plans developed around Fossil Atmospheres scientific content
- Public programs (e.g. workshops) for adults and families at the museum, featuring Dr. Barclay and/or the Fossil Atmospheres project

Footage: The finished videos will feature new footage shot by the contractor, as well as existing footage and stills where available and useful.

Stakeholders: Contractor will collaborate and consult with the major stakeholders in the project--Dr. Barclay the project PI, Dr. Laura Soul the project manager, and the Q?rius digital team as directed. Contractor will arrange for reviews and approvals at milestones in the pre- and post-production process.

Deliverables:

1. Storyboard for each video
2. Fully produced, edited and delivered video for the first video outlined in the content section above, no later than Friday July 12th 2019.
3. Fully produced, edited and delivered videos for the second and third videos as outlined in the content section above, no later than Wednesday July 31st 2019. These videos will be exist as a resource on the si.edu Fossil Atmospheres project page at least until May 2021.

Production will take place during June and July 2019. Contractor will collaborate with and arrange for reviews and approvals with stakeholders for the concept development, rough cut, and final cut of the videos.

Contractor will provide professional video and audio production and will use professional grade editing applications such as Adobe Premier or Final Cut Pro and After Effects. Contractor may use NMNH digital team equipment if required.

Qualifications

The contractor shall have proven experience in the field of video production. The position requires a detail-oriented, organized, self-starter with strong problem-solving skills, who can work both independently and collaboratively. The contractor shall have knowledge of video and audio production techniques and knowledge of equipment used for production and editing.

Scope and Timeframe

All project activities will commence on June 3rd 2019 and be completed no later than July 31st 2019. Deliverable 2 must be completed no later than July 12th. Contractor may work on site at NMNH and SERC or at a non-NMNH facility. They may use NMNH equipment for shooting and audio recording but editing software must be owned or rented by contractor. Contractor and Smithsonian will meet regularly in person or via video chat to evaluate the amount and quality of work completed.

Payment Schedule

Contractor and Smithsonian will establish a schedule so that itemized invoices are submitted as follows:

Invoice 1: Upon delivery of storyboards

Invoice 3: July 12th 2019 upon delivery of video 1 detailed above

Invoice 2: July 31st upon completing all deliverables

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.