

Statement of Work (SOW) for Multimedia Production (Education)

February 21, 2020
National Museum of Natural History
Office of Education & Outreach

Background

The Smithsonian's National Museum of Natural History (NMNH), located at 10th Street and Constitution Avenue NW in Washington, D.C., is the most-visited natural history museums in the world. Opened in 1910, the green-domed museum on the National Mall is dedicated to maintaining and preserving the world's most extensive collection of natural history specimens and cultural artifacts. It fosters significant scientific research and educational programs and exhibitions that present the work of its scientists to the public.

A major educational initiative of the museum is *Smithsonian Science How*, a distance-learning program developed by museum educators to engage upper elementary and middle-school students with real science concepts, research, collections, and science experts.

Students watch and engage with *Smithsonian Science How* on digital platforms and also onsite in the Museum's science learning center. Each episode is comprised of a live webcast, produced twice to accommodate different U.S. time zones. During each 45-minute webcast, students can pose questions to and connect with a scientist via interactive web-based technology. Visual aids such as short videos are used to demonstrate concepts and ideas. In addition to live webcasts, the Museum provides a range of classroom resources such as pre-recorded videos online and teacher and student worksheets. Archived webcasts are available on the web and distributed via public access television channels. Students can submit questions in advance and independently of the webcasts through "Ask Science How."

School programs at NMNH provide on-site experiences to local students in grades K-12 that connect them with natural history science concepts, research, and collections. The school programs are hosted in Q?rius, The Coralyn W. Whitney Science Education Center, a highly interactive learning space. In addition to the daily school programs, school groups can sign up to experience the *Smithsonian Science How* webcasts in Q?rius and speak with the host and science expert after the live-streamed event ends.

Scope

The Office of Education & Outreach at NMNH is seeking the services of a Multimedia Producer (Education) to support the production needs of this educational program in the areas of media asset research, management, and production; video production and

editing; graphic and animation production; and coordinating film shoots and asset management with other production partners and film crews.

Objectives

Services and products that will support the production and distribution of the *Smithsonian Science How* distance-learning program across digital media platforms and NMNH school programs. The program webpage is here:

<https://naturalhistory.si.edu/education/distance-learning>

Tasks

The Multimedia Producer (Education) will assist with the organization, creation, and optimization of multimedia materials – including creating videos, animations, thumbnails, caption files, transcripts, logging, and organizing and archiving still and motion media. The Producer will also interact with science experts, educators, and other producers to capture, edit, and produce digital media assets for various digital and onsite platforms.

There are eight (8) *Smithsonian Science How* webcast programs scheduled from February 2020-December 2020. The Multimedia Producer will be responsible for supporting the live webcast programs from the time they are hired, and the post-production work for all 8 webcast programs. Some of the post-production will extend into the early weeks of 2021.

1. **Develop Content for the Webcast Series** – Work with the distance learning team to develop and deliver educational multimedia resources for the *Smithsonian Science How* program, including live webcasts, pre-recorded videos, and other digital mediums. Deliverables include:
 - a. Deliver a set of researched and permissioned images for each scheduled webcast program (8). The programs in 2020 are scheduled for February 6; March 12; April 9, and May 14; and four dates from October through December to be specified at a later date. The Producer will be responsible for developing and delivering content for programs scheduled after the date they are hired and begin work—a total of 6.
 - b. Develop media to support educational learning goals for each webcast program as needed, such as graphics, videos, still images, and/or animations.
 - c. Organize and finalize all media from the production team and prepare it for the live webcast.
 - d. Work with Smithsonian Central AV film crew to collaborate on video development and delivery
 - e. Edit content for all 8 webcast episodes to be leveraged across platforms, which may include social media, YouTube, Smithsonian Learning Lab, NMNH School Programs, and other digital and onsite programs and platforms.
2. **Support “Ask Science How” Question Forum**
 - a. Track questions submitted through “Ask Science How.”

- b. Recruit science expert(s) to answer questions submitted via “Ask Science How” and produce short video-response.
 - c. Generate captions for each video response and post response online and send directly to classroom.
- 3. Prepare live-webcast recordings for public access television distribution**
- a. Organize media assets generated from 8 live webcast programs on shared network drives and local drives
 - b. Edit each of the 8 webcast videos recorded in 2020 to adhere to broadcast specifications of television distribution broadcast collaborator, Fairfax Network, and additional platforms such as Kaltura, YouTube, and PBS Learning Media. This includes:
 - i. Perform basic audio and color-correcting for each program
 - ii. Generate captions and transcripts for each finalized video, reviewing each for accuracy before publishing.
 - iii. Prepare video, caption, and transcript files for transmission and delivery to broadcast collaborator or distribution across public access television networks during the 2020-2021 school year.
- 4. Program Support**
- a. Organize media assets generated from each *Smithsonian Science How* webcast
 - b. Work with the Content team to create a collection of final, archived videos on the NMNH YouTube channel
 - c. Organize Dropbox folders of final video, caption, and transcript assets for distribution to public access television broadcast collaborators
 - d. Schedule and coordinate logistics for production activities
 - e. Support the set-up, filming, and break-down of scheduled production activities

Delivery

Delivery dates are specified as follows. Delivery is to the *Smithsonian Science How* Executive Producer (who is also COTR) using project folders at digital locations to be created and specified at a later date.

1. Multimedia Content

- a. Deliver a set of researched and permissioned images for each scheduled webcast program (8) at least three weeks before each scheduled program. The Producer will be responsible for developing and delivering content for programs scheduled after the date they are hired and begin work.
- b. Develop media to support educational learning goals for each webcast program as needed, such as graphics, videos, still images, and/or animations. Delivery is due at least two weeks before each webcast.
- c. Organized and finalize all media from the production team and prepare it for live webcast. Delivery date is at least 1 week before each webcast.
- d. Work with Smithsonian Central AV film crew to collaborate on video development and delivery.

- e. Edit content to be leveraged across platforms, which may include social media, YouTube, Smithsonian Learning Lab, NMNH School Programs, and other digital and onsite programs and platforms.
2. **Student Questions**
 - a. Monitor email resource account on a daily basis; review and log questions submitted through “Ask Science How”; prioritize questions and recommend selections to Executive Producer.
 - b. In consultation with Executive Producer, recruit NMNH science expert(s) to answer questions submitted via “Ask Science How” and produce at least 3 short video-responses a month, featuring an NMNH science experts.
 - c. Correspond with students and teachers who submit questions, thanking them for writing; generate captions for each video response and post response online and send directly to each classroom. Due within two weeks of question being submitted.
 3. **Post-Production and Distribution for Public Access Television**
 - a. Organize media assets generated from 8 live webcast programs in 2020 on shared network drives and local drives. Due two weeks after each webcast.
 - b. Edit each of the 8 webcast videos recorded in 2020 to adhere to broadcast specifications of television distribution broadcast collaborator, Fairfax Network, and additional platforms such as Kaltura, YouTube, and PBS Learning Media. This includes: Perform basic audio and color-correcting for each program; generate captions and transcripts for each finalized video, reviewing each for accuracy before publishing; prepare video, caption, and transcript files for transmission and delivery to broadcast collaborator or distribution across public access television networks during the 2020-2021 school year. Due 4 weeks after each webcast.
 4. **Program Support**
 - a. Organize and maintain collections of media assets generated from each *Smithsonian Science How* webcast and archive them in specified digital archival locations. Due two weeks after each webcast.
 - b. Review education videos on the NMNH YouTube video channel. Collaborate with the Content team to select and create a collection of final, archived videos on YouTube. Due on July 1, 2020.
 - c. Organize and maintain Dropbox folders containing final video, caption, and transcript assets for distribution to public access television broadcast collaborators. Due on August 1, 2020.
 - d. Schedule and coordinate logistics for production activities
 - e. Support the set-up, filming, and break-down of scheduled production activities

Experience/Qualifications

The contractor shall have proven experience in the field of audio and video production. The position requires a detail-oriented, organized, 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;

audio mixing; knowledge of equipment and software used for production and editing; and distribution and archiving practices.

Delivery

The contractor will produce the following types of documentation of their work to the Contracting Officer's Technical Representative (COTR):

- Monthly reports of work completed including status of projects and any questions or concerns for the continued execution of said projects
- A summary report of all work accomplished over the contract including the status of any ongoing projects

Government-Furnished Property

The Multimedia Producer (Education) will utilize the following government-furnished property: Desktop computer and external hard drives; still cameras, and basic video and audio production equipment and software (Adobe Creative Suite).

Place of Performance

Services will be performed largely at NMNH. At the Executive Producer's discretion, some services may be completed remotely, from the contractor's facility. No travel costs will be reimbursed.

Period of Performance

The period of performance is one year, beginning in April or May 2020.