

## REQUEST FOR PROPOSALS

### Videographer for the Professional Exchange for Tibetan Cultural Heritage Practitioners Program to the Center for Folklife and Cultural Heritage

#### SCOPE OF WORK

The contractor shall provide professional, technical, non-personal videography services as part of the Curator Digital Lecture Series to the Center for Folklife and Cultural Heritage (CFCH), Smithsonian Institution (SI).

#### STATEMENT OF WORK AND DELIVERABLES

Contractor shall work with the project team to plan and facilitate video production and editing of five educational video resources which will be used for the Professional Exchange for Tibetan Cultural Heritage Practitioners Program. The lecture series will feature individual curators giving virtual presentations including supplementary materials and media (PowerPoint slides, images and video clips), with a follow-on workshop to conclude the series. The contractor shall use their own equipment to capture the video lecture and edit to include supplementary media provided by the curator. The contractor shall make two sets of videos utilizing the same video content. One set will have English-language subtitling and English language PowerPoint slides. The second set will have the same video content, but with Mandarin and Tibetan subtitles and PowerPoint slides with Mandarin and Tibetan text. Contractor shall adhere to the specifications of content and presentation as directed by Halle Butvin, Director of Special Projects, and shall attend relevant meetings and communicate production timelines with the full Tibet project team. The Contractor shall collaborate and communicate across various project teams to ensure content is in alignment with project and communication priorities.

The contractor shall:

- Participate in preparatory meetings with the Tibet project team and curators for the planning and development of each digital lecture.
- Oversee the video production logistics (camera and lighting needs, audio and visual needs, etc.) prior to, and during, each session. This may happen at a distance using Zoom or another platform as required by COVID-19 pandemic restrictions.
- Use their own equipment to capture and edit recorded lectures.
- Create a timeline that is mutually agreed upon with the Tibet project team for final editing of digital lectures.
- Submit draft storyboard to the curator and Tibet project team for the first digital lecture to confirm flow and any stylistic considerations.
- Adhere to final video formatting that corresponds to the CFCH streaming platforms (YouTube, Smithsonian Learning Lab).
- Transcriptions will be provided by the team. Insert subtitles in English language version of videos and work with the project translator to secure the correct fonts and insert Mandarin and Tibetan subtitles in line with lecture content for the Mandarin and Tibetan version.
- Smithsonian shall own all rights to data and video, contractor will be asked to add our logos on video content.

## **DELIVERABLES**

- Curator 1 video (English)- submitted and approved recording of curatorial lecture for cultural heritage professionals
- Curator 1 video (Mandarin/Tibetan)- submitted and approved recording of curatorial lecture for cultural heritage professionals
- Curator 2 video (English)- submitted and approved recording of curatorial lecture for cultural heritage professionals
- Curator 2 video (Mandarin/Tibetan)- submitted and approved recording of curatorial lecture for cultural heritage professionals
- Curator 3 video (English)- submitted and approved recording of curatorial lecture for cultural heritage professionals
- Curator 3 video (Mandarin/Tibetan)- submitted and approved recording of curatorial lecture for cultural heritage professionals
- Curator 4 video (English)- submitted and approved recording of curatorial lecture for cultural heritage professionals
- Curator 4 video (Mandarin/Tibetan)- submitted and approved recording of curatorial lecture for cultural heritage professionals
- Curator 5 video (English)- submitted and approved recording of curatorial lecture for cultural heritage professionals
- Curator 5 video (Mandarin/Tibetan)- submitted and approved recording of curatorial lecture for cultural heritage professionals

## **ACCEPTANCE CRITERIA FOR WORK COMPLETED**

The services will be completed to the specifications and approval of Director of Special Projects, Halle Butvin, in accordance with the review and recommendations of the curators for the project.

## **PERIOD OF PERFORMANCE**

All work under this contract shall begin February 1, 2021, and be completed by August 20, 2021.

## **PLACE OF PERFORMANCE**

Contractor will work remotely with weekly online or phone meetings with the CFCH team. Contractor will supply their own equipment for the project.

## **PAYMENT SCHEDULE**

Payments shall be made upon completion and acceptance of all work as required and receipt of proper invoices every month for the duration of the contract period. Contractor must track hours worked weekly to submit with their invoice.

## **BACKGROUND**

The Center for Folklife and Cultural Heritage's Cultural Sustainability program works with communities to bolster efforts to preserve and practice living cultural heritage in the face of social, economic, and political challenges. Through its work, the program works to understand and mitigate threats to cultural sustainability, scale our impact through partnerships, convenings, and thought leadership, and transform public understanding about cultural diversity.

The Professional Exchange for Tibetan Cultural Heritage Practitioners Program will build on what Smithsonian created with the *Lag Zo: Making on the Tibetan Plateau* online exhibition and the MOOC *Methods and Techniques for Documenting and Preserving Tibetan Culture* by training Tibetan cultural heritage practitioners to properly and ethically source, store and display both tangible and intangible cultural heritage. Through the SI Curators Digital Lecture Series, SI curators will offer online in-depth knowledge sharing and training through a trilingual (English/Mandarin/Tibetan) digital lecture series. The lectures will take advantage of SI's wide-ranging expertise in the presentation of cultural heritage and cover topics such as artisan communities, modes of cultural presentation and interpretation, and educational resources for teaching multigenerational groups. In an online forum connected to the lecture series viewers can ask questions, discuss the topics and submit learning activities to be reviewed by SI staff.

**Interested applicants are invited to submit a proposal, including hourly rate, work plan, and payment schedule, for consideration. Email [folklife@si.edu](mailto:folklife@si.edu) with "Videographer" in the subject line. Proposals will be accepted until January 15, 2021.**

Individuals and companies that want to do business with U.S. government agencies, including the Smithsonian Institution, are required to maintain active and valid registrations in the System for Award Management (SAM). Registration with SAM is free and best accomplished via <https://www.sam.gov>. Before you begin SAM registration you will be required to obtain a DUNS number from Dun & Bradstreet (D&B). Access to D&B is available from the SAM website or at the company website, <http://www.dandb.com>. DUNS numbers are free when you indicate the number is needed to complete registration for U.S. government contract and grant awards. *Please note: Both the SAM and D&B websites include advertisements for private businesses offering registration assistance and other services for a fee. The utilization of such businesses is at your discretion and any fees paid are not reimbursable by the Smithsonian.*