

THE CARTER CENTER



REQUEST FOR PROPOSALS

RULE OF LAW PROGRAM: ADVANCING THE RULE OF LAW IN US ELECTIONS (ARLUSE)

The Carter Center is a non-partisan organization that is committed to promoting human rights and seeks to prevent and resolve conflicts, enhance freedom and democracy, and improve health through innovative, responsive programming. The Carter Center's Rule of Law Program (RLP) works in partnership with government and civil society, at the nexus of international, national, and local/community levels, to advance governance and build trust to transform lives through enhanced accountability, transparency, and inclusive access to information and justice. In the United States, RLP works in partnership with lawyers, law schools, state bars, legal organizations, and the broader legal community to strengthen the rule of law and democratic processes.

In response to the anti-democratic rhetoric and violence of the 2020 election cycle, RLP is implementing the Advancing the Rule of Law in U.S. Elections (ARLUSE) program. ARLUSE's objective is to increase the knowledge of election law and practice in the U.S. among legal professionals and provide those professionals with the necessary experience and opportunities to strengthen the rule of law and its application in American elections.

With initial implementation in Georgia, the ARLUSE team developed an election-law training program which it subsequently deployed through continuing legal education (CLE) courses and other training events.

Project Description:

As it deploys its election-law training program, RLP is seeking a film production company to record its training events and edit the footage into discrete educational training videos that RLP intends to make publicly available to expand its programmatic reach and increase its impact. RLP expects to conduct at least two (2) training sessions lasting approximately eight (8) hours each and covering eight (8) individual training modules that range from one (1) to one and a half (1.5) hours each.

The selected production company will record the modules during the live training sessions and afterward edit the footage into eight (8) professional, high-quality educational training videos appropriate for an audience of attorneys and other legal professionals. The final version of the videos should include introduction and conclusion frames with text describing the content of the video and, where feasible, should incorporate interactive elements that ensure a dynamic learning experience. These elements could include additional text-based frames, graphics, or other engaging visuals. The edited, finished video(s) must meet the quality and content standards exemplified in the Center's other video products. The Center will post the completed video(s) on its website and other appropriate locations for public use.

The successful proposal will demonstrate a proven track record in film production, including video recording and editing, and have experience in developing online, video-based educational content. As this project requires a creative eye, technical expertise, and a passion for virtual educational excellence, the successful proposal will demonstrate these qualities through the submission of previously completed projects of a similar nature.

The Center will issue one award to a single U.S. film production company. The Center encourages Applicants who have previous experience recording training sessions and developing them into high-quality instructional videos to apply.

An illustrative example of the level of quality expected can be found here: <https://youtu.be/LdP2Jc8Yh24>.

Description for Shooting and Editing Videos

The successful applicant will:

- Plan the shoots with Carter Center personnel.
- Film the videos on location in Georgia, Arizona, or Wisconsin from May-August 2024.
- Provide professional quality video and supporting graphics.
- Edit and produce a final product of eight training modules based on the live recordings, with graphics to open and close the videos, lower thirds, graphic interstitials and explainers as needed, royalty-free music, color-grading, sound enhancement as needed, and English subtitles.

Qualifications

The successful applicant will have:

- Own equipment.
- Excellent knowledge of videography within the digital domain.
- Requisite technical and photographic skills.
- Experience filming and producing training videos or those of a similar style. This will include both filming and editing the videos into educational modules.
- Advanced knowledge of audio mixing and lighting.
- Strong ability to edit video to add special effects, transitions, or graphics.

Proposed Budget Range:

The proposed budget range for this proposal is \$40,000 - \$70,000. Full details for application requirements on the budget can be found below.

Application Instructions

Required Submission

Interested applicants should provide a single package of no more than 10 pages (fewer are encouraged) that includes:

1. Overview: The Applicant should provide a brief background and experience of the videographer or media firm (one-page maximum). In the case of a firm or group, provide a resume for each key personnel proposed.
2. Technical approach: In a maximum of seven (7) pages, clearly include or state the following:
 - i. How the Applicant will approach the development, pre-production, production, and post-production process for these training videos, including the proposed format, length, and style, for the following three (3) budget ranges:
 - a. \$40,000 and below
 - b. \$40,000-60,000

- c. \$60,000-70,000
 - ii. Develop an editing schedule with provisions for Center input into the final video products.
- 3. **Budget:** The Applicant should provide three (3) budgets that correspond to the above ranges in one (1) of the following formats:
 - 1. Provide a line-item budget in excel format that details project costs by item, category, and total cost, including travel costs to film trainings. OR
 - 2. Provide a daily rate and indicate how many days (level of effort) along with the total cost to complete all tasks.
- 4. **Past work:** The Applicant should provide a minimum of three (3) links or digital copies to previously created example videos, educational videos, and other relevant material that best illustrate how the Applicant will approach this assignment.

Deadline and Address

Any questions must be sent to us-elections-rol@cartercenter.org by April 11, 2024 by 5:00 pm EDT.

Materials must be sent to us-elections-rol@cartercenter.org by April 19, 2024, by 5:00 pm EDT.

Proposal Scoring

Proposals will be scored as follows:

| No | Evaluation Criteria | Weighting |
|----------------------|---|------------|
| 1 | Past experience: Quality of samples of at least one (up to three) of the following works: a film, infographics, animations, character studies, and/or video productions directly produced by the applicant (please provide links when appropriate). | 25 |
| 2 | Proposed approach: Relevance and feasibility of the applicant’s proposed methodology for undertaking the video production, as well as the detailed work plan showing ability to achieve the milestones within the timelines. | 40 |
| 3 | Price: Overall cost proposed in budget or daily rate format. | 35 |
| OVERALL TOTAL | | 100 |