

Wyoming PBS

Request for Proposals

for

Wind River Virtual Museum Project Director

Due:

Monday, August 15, 2011

3:00 p.m.

Deliver to:

Wyoming PBS

Attn: Ruby Calvert, General Manager

2660 Peck Avenue

Riverton, WY 82501

Or

Email to: rcalvert@cw.edu

Request for proposal

Description of Organization:

Wyoming PBS is the only public television station located in Wyoming and serves roughly 90% of the communities and rural areas in Wyoming either through direct broadcast, microwave/translator rebroadcast cable and/or satellite coverage. Riverton is surrounded by the Wind River Indian Reservation – one of the geographically largest Native American reservations in the United States, where nearly 12,000 people from two tribes, the Eastern Shoshone and the Northern Arapaho, reside. This reservation is unique in its history, physical resources and beauty. Tribal cultural leaders consider it important to preserve and convey their history and culture to their youth. Many demographic indicators from the reservation reveal a challenging story: unemployment is as high as 60%; 9 out of 10 children live in poverty, all of the schools on the Wind River Indian Reservation are Title I schools. Wyoming PBS' primary transmitter coverage includes all of the Wind River Indian Reservation, providing 2 discrete channels of digital over-the-air coverage (one 24/7 high definition channel carrying Wyoming PBS' main program service and one standard definition channel providing PBS Create/ World programming). As our Governor's Liaison for the Eastern Shoshone Tribes recently stated, "Wyoming Public TV is the only station that most homes on the reservation watch – because they don't have cable television, and they can't afford satellite TV". Wyoming PBS considers service to the reservation an important part of its mission and has produced a wealth of programming to help serve our Native American neighbors, including: "Chief Washakie", a one-hour documentary on the Shoshone leader who governed his tribe when the reservation was established (late 1800's); and "Main Street, Wyoming" documentaries on Arapaho leaders, Native American artists, Native American sacred sites, petroglyphs, growing up on the reservation and Indian basketball. The station has produced many public affairs programs dealing with reservation issues. Wyoming PBS is the only television station in Wyoming that provides such in-depth productions to the residents of the Wind River Indian Reservation

Article I: General Conditions and Requirements:

Wyoming PBS desires to contract with an experienced producer to complete the project objectives outlined below. This request for proposal (RFP) seeks specific information from experienced producers who want to work with Wyoming PBS to provide the service of coordinating all aspects of the described project.

All completed RFPs must be sent to Wyoming PBS, Attention: Ruby Calvert, General Manager, 2660 Peck Avenue, Riverton, Wyoming 82501 by 3:00 p.m. Mountain Time, on Monday August 15, 2011. Late submittals will not be accepted. Proposals shall be clearly marked "Wind River Virtual Museum RFP". Proposals will be opened shortly after 3:00 p.m. in the lobby of Wyoming PBS. Emailed RFPs are also acceptable and must also be received prior to 3:00 p.m. Mountain Time, Monday August 15, 2011. Emails should be addressed to rcalvert@cwv.edu and contain the subject line "Wind River Virtual Museum RFP". FAXed proposals are also acceptable and should be sent to

Ruby Calvert, Wyoming PBS, at 307-856-3893. The cover page must indicate “Wind River Virtual Museum RFP” and must be time stamped before 3:00 p.m. Mountain Time, Monday August 15, 2011.

Questions regarding the specifications should be directed to Ruby Calvert at 307-856-6944.

Article II: Submission of Proposals:

It is the responsibility of those submitting proposals to carefully examine the RFP document and be familiar with all of the requirements, stipulations, provisions and conditions of the proposed project. All changes, additions, or clarifications to the RFP documents will be done with a numbered addendum. Proposals should address each item specified in the Submittal Instructions. No proposal will be considered in which any of the conditions or provisions have been modified. No oral or telephone interpretations of the proposal documents shall be binding upon Wyoming PBS or Central Wyoming College. Quotes received after the time and date specified will not be considered and will be returned unopened to the applicant. Wyoming PBS will accept faxed and email proposals.

Article III: Acceptance Period:

All proposals shall be firm for a period of thirty (30) days from the date proposals are opened. Wyoming PBS will review all submitted proposals and make a decision as to which proposal to accept by 5:00 p.m. August 19, 2011. A condition of the contract with the successful producer is that the project including the broadcast documentary must be substantially complete not later than September 1, 2012.

Article IV: Award of Contract:

Award of contract for this project is contingent upon available funding and official approval. Wyoming PBS will review the proposals and is authorized to negotiate a contract based on a specific proposal, however Wyoming PBS reserves the right to accept or reject any or all proposals, negotiate with any applicant, recommend funding in any amount less than requested, conduct any on-site or off-site interviews of applicants and request any additional information prior to the awarding of the contract.

This RFP does not represent any obligation or agreement on the part of Wyoming PBS and Wyoming PBS retains the right to waive any requirement contained in this RFP. This contract cannot be assigned or transferred without the written consent of Wyoming PBS.

Minority individuals and enterprises will be afforded full opportunity to submit a proposal and to contract with Wyoming PBS and will not be subject to discrimination on the grounds of race, creed, national origin, sex or handicap in consideration for an award.

By submitting a proposal, the individual or entity certifies under penalty of perjury that it has not acted in collusion with any other person or business unless that is clearly stated in the proposal.

Contact Information:

Questions concerning the RFP document and process, acceptance and approval of proposals and project parameters should be directed to: Ruby Calvert, General Manager, Wyoming PBS, (307) 856-6944, fax (307)856-3893, rcalvert@cw.edu

Article V: Scope of Work:**Brief Project/Event/Activity Description**

The Wind River Virtual Museum project will 1) provide Wyoming's two Native American tribes– the Eastern Shoshone and the Northern Arapaho – with an archive of high definition images of ancestral artifacts currently inaccessible to tribal members; 2) document the reconnection by tribal elders with ancestral artifacts removed by collectors as long as 170 years ago, and the elders description and interpretation of those artifacts; and 3) will, through a television production, help inform and educate non-Indians about the history and culture of these resources and indigenous people

This project will be a joint effort enlisting the participating tribes, respective museums, Central Wyoming College and Wyoming PBS. The Wind River Virtual Museum will enlist high definition video to create vivid 360-degree digital images of artifacts historically associated with these two tribes but now stored in non-native institutions distant from the reservation, possibly including the Smithsonian, the Museum of Natural History in New York, the Field Museum in Chicago, the University of Pennsylvania and the Buffalo Bill Historical Center in Cody.

The project will be advised by tribal elders and officials from each tribe, with commentary for each reproduced artifact in both English and native language describing the artifact's name, purpose, craft-method, and significance. The images will become both an archive and "placeholder", available for research or exhibit until the actual artifacts can eventually be repatriated. The commentary will preserve the observations and wisdom of elders, whose numbers are diminishing rapidly in tribes nationwide. In cases where elders believe artifacts should be returned to the earth or allowed to disintegrate naturally, the visual record will serve as a teaching tool for younger members of the tribe to learn about their ancestors and a historic way of life. In cases where tribal culture dictates that images of artifacts not be reproduced, that tradition will be respected.

In addition, Wyoming PBS will create and televise a 30 minute documentary of the tribal elders psychological and emotional journey to and reconnection with the artifacts of their ancestors.

During the planning phase of this project, the Project Director will work with Wyoming PBS staff, tribal councils and tribal liaisons to complete identification of artifacts and the facilities where they are located; to devise a selection process for participating tribal representatives to identify and resolve distribution and copy right issues; to plan for long-term public access to cultural resources; and to finalize the complete project budget and funding sources.

Project Accessibility:

The successful proposal will include the coordination and management of 2 community events; one at the Buffalo Bill Historical Center, in Cody, Wyoming, which houses the “Plains Indian Museum”, and which could be part of a Native American educational seminar that the museum conducts every fall; and one at the Inter-Tribal Education Center located on the campus of Central Wyoming College. It is anticipated that each event would reach approximately 250-300 people, featuring a blessing, feast, and showcasing our local documentary and the collection of “virtual museum” artifacts produced as a result of this grant. Wyoming PBS, in concert with tribal partners, will execute the appropriate packaging of the artifact information for distribution to partner museums, libraries, Wind River Indian Reservation schools and designated websites approved for this project

Resources:

Wyoming PBS will provide overall fiscal management of the project and be responsible for all monetary disbursements according to CWC business office procedures. The successful proposal will provide for the research, planning, coordination, logistics, and materials necessary to complete the project goals. The successful proposal will include provisions insuring the inclusion of tribal entities and individuals, such as the Northern Arapaho Council of Elders, and the Eastern Shoshone Museum and Heritage Center, to work closely with the project, and assist with selection of elders, traditional interpretation and identify other tribal issues.

Proposals will be accepted for either turn-key production of the 30 minute television documentary or productions relying on Wyoming PBS for in-kind support including videography and editing. In either case, the proposal must clearly identify what resources will be supported in-house and which ones will be contracted for.

Scope of Work

The Project Director will be responsible for:

Developing a timeline and budget for the project that targets an acceptable finish date and stays with the funding available.

Working with the tribal business councils, tribal elders and other stakeholders, identify those items to be included in the museum.

Making plans for the tribal elders to visit the artifacts identified at their holding institution.

Making all arrangements for necessary travel, lodging, meals and associated logistics

Working with partner institutions to determine, procure and install the equipment necessary to access the virtual collection the method of access and display such as kiosk or laptop stations.

Research, writing and producing a finished television documentary highlighting the project and the reaction of the tribal elders to the artifacts visited

Organizing the community and museum events mentioned in Article 5 above.

Article VI: Proposals to include:

- A. Letter of interest.
- B. Demonstrated competency in working with Native American communities and leaders in the completion of similar projects.
- C. Applicant's qualifications, including educational background, number of years in the production business, resumes, production credits or information pertinent to this proposal
- D. List of past productions where applicant has been the researcher/ scriptwriter of a program; and/or the producer.
- E. List of at least 5 references, at least two of which should be clients for whom production work has been performed;
- F. DVD copies or other electronic file format of at least 2 programs produced, written, scripted by the individual or firm offering the proposal;
- G. An example of completed editing script, written by individual or firm offering the proposal
- H. Timeline for finishing the project
- I. Proposed budget to accomplish the work outlined;
 - a. A budget based upon a turn-key production in which the producer is providing all equipment and doing all shooting, editing, post-production should also include any other considerations or inclusions for post-production costs (i.e., any subcontractor cost for music, narration, graphics, rights, etc.)
 - b. A budget relying on in-kind support from Wyoming PBS for videography and editing should clearly delineate any external services necessary for a completed production. Closed captioning shall be the responsibility of the station.

Successful proposals must show:

Knowledge of television production process;

Proficient knowledge and ability to use the English language;

Ability to coordinate and oversee field production and post-production skills;

Ability to manage a television documentary through all phases, including concept, research, development, scripting, logistical planning, shooting, editing and post production phases; obtaining all releases, rights, music, narration and graphics; Effective interpersonal organizational and communication skills
Demonstrated ability to work independently and in a team environment with attention to detail.

Final agreement between the parties must include a proposed plan of work including:

- Meetings with project stakeholders
- Number of elders to be included
- Number of artifacts to be included in the virtual collection
- Method and locations where the virtual collection is accessible
 - Virtual Museum venues must be operational by September 1, 2012
- Production of a 30 minute television documentary,
 - Program conceptual outline by March 1, 2012
 - Rough cut by July 15, 2012
 - Final Master by September 1, 2012

Proposal prepared by: _____
Name

Title

Name of Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Appendix A-Certifications and Assurances

We make the following certifications and assurances as a required element of the response to which it is attached, understanding the truthfulness of the facts affirmed here and the continuing compliance with these requirements and all requirements of the Request for Proposal (RFP) are conditions precedent to the award or continuation of the related contract.

The attached response of a firm offer for a period of thirty (30) days following the response due date specified in the RFP and it may be accepted by Wyoming PBS without further change at any time within that thirty (30) day period.

I/We understand that Wyoming PBS will not reimburse us for any costs incurred in the preparation of this response and that all responses become the property of Wyoming PBS and we claim no proprietary right to the ideas, writings, items or samples unless so stated in the response. Submission of the attached response constitutes an acceptance of terms described in the RFP document.

I/We understand that this certification, along with the RFP, vendor's response to the RFP and a purchase order from Central Wyoming College, acting as financial agent on behalf of Wyoming PBS shall serve as a contract. Any agreements between the successful vendor and Wyoming PBS to accept alternates or options shall be done as an attachment to this certification and incorporated herein.

Submission of a response and execution of this Certification and Assurances document certify Vendor's willingness to comply with the contract terms and conditions appearing in the RFP or substantially similar terms if selected as a contractor.

Vendor shall attach a listing of all paragraph numbers in this RFP, which shall be incorporated herein as an integral part of the Certifications and Assurances. Adjacent to each paragraph number, Vendor shall include the wording "Comply". Any paragraph to which vendor takes an exception shall be noted with the word "exception" adjacent to the paragraph number.

Signature

Vendor

Title

Date