Requesting Proposals for the Creation and Development of series of Educational Videos related to Sexual Assault Response Teams

BACKGROUND:
The National Sexual Violence Resource Center (NSVRC) serves as the principle information and resource center regarding all aspects of sexual violence in the United States. It works to address the causes and impact of sexual violence through collaboration, prevention efforts and the distribution of resources. The NSVRC provides national leadership, consultation and technical assistance by generating and facilitating the development and flow of information on sexual violence intervention and prevention strategies.

NSVRC partnered to develop the SART Toolkit: Resources for Sexual Assault Response Teams (SART Toolkit) funded by the Department of Justice, Office of Justice Programs, Office for Victims of Crime (OVC). The SART Toolkit assists in efforts to build, sustain, and enhance Sexual Assault Response Teams (SART) nationwide. The SART Toolkit was initially published in 2011 and has received more than 1.4 million page views and is an invaluable resource to the field as a “one-stop shop” for information and tools to establish, strengthen, and sustain SARTs in a variety of settings.

As part of this project, NSVRC is tasked with designing and creating 10 videos that can help raise awareness and educate the users of the SART Toolkit. See the SANE Development Guide for examples.

Subject

The SART Toolkit 2.0 project is to update the SART Toolkit so that professionals will continue to have easy access to the most current research, practices, and information to support sexual assault victims, particularly in underserved populations. The audience for the SART Toolkit 2.0 includes, but is not limited to, victim service professionals such as victim advocates, medical professionals, law enforcement, prosecutors, and criminalists. The SART Toolkit is a resource both for communities considering a SART response and those that want to improve an existing coordinated response. People who have experienced sexual violence may also access the Toolkit. These videos will include
informational content, interviews, graphics and animation content. These videos will range in topics such as public awareness, explanation of victim’s rights, team dynamics, explanations of roles and responsibilities for team members, and culturally specific content.

**Goal**
Develop 10 short, high-quality educational/public awareness videos to add multi-media components to the SART Toolkit. Each video will be 2-3 minutes in length.

**Timeframe**
Final videos will be delivered to OVC in May, 2017.
It is expected that this work will be completed between September 1, 2016 and September 30, 2017, with first drafts completed in early 2017 for pilot testing in February 2017. Final revisions are schedule to take place between May and September 2017.

**Method**
Deliverables include developing no fewer than 10 short, high quality videos; 2-3 minutes in length each.

Each video will have learning objectives, to be determined collaboratively by NSVRC and OVC. The structure of the videos will be scripted by the SART Toolkit Project Coordinator in collaboration OVC and informed by the video production company, with the possibility of utilizing a variety of formats, including interview or animation.

**The total budget should not exceed $50,050.00**

**Specifications**
Deliverables include completed videos that are compliant with standards established by OVC:
- All deliverables must:
    - Execution of multimedia must include high production values such as high definition, high sound quality, professional graphics and sounds, etc.
    - Musical score (if used) and graphics must support the overall theme of the videos.
    - Fully executed consent forms must be obtained for all individuals who appear in new or existing stock footage.
    - Images used to develop this video project must be owned, or licensed in perpetuity for DOJ use. If an image is copyrighted, the copyright © symbol should be placed in a small, but readable font in the lower right hand corner of the image with attribution.
    - Upon final delivery, the vendor must provide a contact sheet of copyrighted images used with the appropriate background and support information documenting the license to use the material.
Meet 508 Compliance specifications, including a visual narrative description and the include the following:
  - **Subtitles**
    - View the videos associated with OVC's *Through Our Eyes: Children, Violence, and Trauma* project for examples of subtitles.
  - **Audio Navigation**
  - **Enhanced Audio**
  - Be provided in a format that is compatible and utilized by OVC at the time of project completions. Format is subject to change as technology changes. NSVRC will work with OVC and the selected vendor to confirm required specifications prior to submitting final deliverables.
- Applicants will be expected to meet all deadlines as determined by NSVRC and OVC and participate in extensive review and editing.
- The following files will be required with submission of content, but may be subject to change based on technology changes:
  - QuickTime .MOV in HD 1920 x 1080 ProRes 4:2:2 format
  - MPEG 4 .MP4 in 1920 x 1080 H.264 format
  - Closed Caption file in .SRT format for posting on YouTube
  - Transcript files in .TXT format
  - Youtube compliant file with captioning
- Successful proposals will have experience developing content in both English and Spanish.

**RFP Submissions should include the following information**

1. Applicant name and/or agency and contact information.
2. Describe your:
   a. relevant expertise and experience related to production of educational videos
   b. experience with the social justice topics including sexual violence and multidisciplinary response.
   c. familiarity with 508 compliance and accessibility.
   d. familiarity with developing content for a diverse audience, of various cultures and socioeconomic backgrounds.
   e. Familiarly with utilizing plain language- using the same words and phrases that people use in their everyday life.
3. A suggested process for:
   a. developing the videos, considering the above expectations;
   b. including specific recommendations based on your experience;
   c. collaborative video development process.
4. Provide names and contact information of three professional references;
5. Three samples of relevant work, which must be from separate campaigns or projects.
6. Outline the time frame needed to complete this process.
7. Detail the estimated cost for development.
Experience with adult learning principles, social justice issues, and sexual violence preferred.

SEND TO: Proposals are to be submitted electronically to the following: cpresenti@nsvrc.org

DUE DATE: To be considered, proposals must be received by close of business, October 14, 2016. Selected proposals will be notified by October 21, 2016.

QUESTIONS: Please direct any questions about this RFP to cpresenti@nsvrc.org with the subject header SART Video RFP.

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