Hubbard Brook Research Foundation Request for Proposal (RFP) for Digital Video Production
Project: Ice Storm Experiment

PROJECT OVERVIEW

This Request for Proposal (RFP) is for digital video production services for two short (1–5 minute) videos for the Hubbard Brook Research Foundation (HBRF). HBRF is an independent nonprofit organization that supports scientific research, public outreach, and education associated with the Hubbard Brook Experimental Forest, a federally designated Long-Term Ecological Research site operated by the US Forest Service near Thornton, New Hampshire. For over 50 years, scientists from around the world have conducted research at Hubbard Brook in an ongoing, long-term study that has led to important discoveries about forests in eastern North America and new ways of ecosystem thinking.

In 2015, scientists at the Hubbard Brook Experimental Forest are beginning a three-year Ice Storm Experiment. This research involves a simulated (human-created) ice storm at the experimental forest and comparisons with forest plots that were impacted by a severe natural ice storm in 1998. The goal of the study is to better understand the effects of ice storms on ecosystem structure and function in northern hardwood forests. The frequency, severity, and extent of extreme weather events like ice storms are expected to shift in the coming decades because of climate change, so improving our understanding of the ecological impacts of these disturbances is an important and timely problem.

This RFP is for digital production services for two deliverables:
(1) a web video created for public audiences about the Ice Storm Experiment.
(2) a web video created for public audiences about the Hubbard Brook Experimental Forest and the long-term Hubbard Brook Ecosystem Study.

VIDEO CONCEPTS

The primary objective of this project is to create a short video about the Ice Storm Experiment for HBRF staff and Ice Storm Experiment researchers to disseminate to the public online through the HBRF website, other Hubbard Brook-associated websites (e.g., US Forest Service and Hubbard Brook Ecosystem Study), online social media outlets (e.g., Facebook and Twitter), and offline broadcast in classrooms and other in-person meetings.

The goals of the video are to build public awareness of the science of ice storms and to increase awareness of the Ice Storm Experiment as an example of the current research taking place at the Hubbard Brook Experimental Forest.

We envision a 2.5–5-minute web video that captures images before, during, and after the simulated ice storm, as well as interviews of citizens telling personal stories of damage caused by ice storms and of researchers explaining ice-storm science at Hubbard Brook.

As a secondary objective, we would like to create a shorter and more general video that gives public viewers an introduction to the Hubbard Brook Ecosystem Study. We envision this to be more in the 1.5–3-minute range. This video would be highlighted on Hubbard Brook websites and would be a tool researchers and educators could use to kick off education and outreach activities with new audiences.

The goals of this video are to build awareness of the Hubbard Brook Experimental Forest and the Hubbard Brook Ecosystem Study, and to give an introductory glimpse into the type of research that goes on here.

PROJECT SCOPE

HBRF will serve as the producer for this project, with staff members that can handle the coordination of interviews, the interviewing itself, and writing for this production. The videographer for the project will be responsible for pre-production technical advice on developing the videos and their art direction, plus location scouting, setting up the individual shots for best possible sound and video, lighting and filming the shots, choosing and obtaining the rights for music, and editing and assembling the final videos. The videographer is responsible for supplying all video and audio equipment.

1. Concept and Development Meetings
    - The videographer will meet as needed in person or by phone or email to assist with the development of the videos including storyboarding, format, and schedule for production.

2. Filming
    - All interviews will take place over one to two days as scheduled by HBRF staff in coordination with the videographer.
    - Filming of the set-up before the ice storm simulation, the ice storm simulation itself, and results after the experiment will take place over four to five days, some of which may be partial days, as scheduled by HBRF staff and the videographer. Scenic shots of the experimental forest and shots of the facilities and other experiments will also take place over these days.
    - The simulated ice storm requires very specific weather conditions to create, so we will have limited notice (a few days at best) within the winter season before the event occurs.

3. Editing
    - The videographer will edit and organize the final videos and complete any other digital manipulation of the material necessary for project completion.
    - The first rough cut of the videos will be available to HBRF staff on an agreed upon date and HBRF reserves the right to make at least two rounds of edits on each of the two deliverables before they are approved.

4. Final Copies
    - The videographer will provide HBRF with the final two videos in two formats: a smaller file appropriate for upload and dissemination on YouTube or Vimeo, and a high-definition, full-resolution file for archiving and offline playback. The videographer assigns all present and future rights to the materials produced during the project to HBRF and may not reproduce or reuse the materials for any purpose without the written permission of HBRF.

5. Other
    - The videographer will be credited in the final product and such credit will be according to HBRF's design preferences.

SCHEDULE

1. Filming of the ice storm experiment set-up and overviews of the experimental forest will take place during the summer of 2015 (July-September).
2. The ice storm simulation itself will take place during the winter of 2015–2016 (December–February) when conditions allow (see note above under "Filming"). This event may occur with little advance notice. Videographers will need written contingency plans to ensure a crew member is available during this time. Interviews will be conducted during this winter time period as well, though these will be scheduled in advance.
3. Post ice storm simulation results will be filmed during spring/summer 2016.
4. Final videos will be completed by September 1, 2016.

PROPOSAL REQUIREMENT AND HOW TO SUBMIT

1. Introduction summarizing you/your company's background, resources, and relevant experience (Brief: 1-2 paragraphs)
2. Examples of past projects and how they will inform this project. (Brief: Highlights of 1-3 projects is sufficient)
3. Proposed budget for the project with filming and editing fees listed separately from equipment costs.
4. Your location and availability over the proposed project period.
5. Optional supporting materials of you/your firm's choosing (e.g., credit list).
6. Send all materials by July 11, 2015, to:

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*Digital submissions via email are accepted.