

## **Request for Proposal for Video Production**

### **Earthworks**

#### **Program Overview**

Enabled by fracking, the boom in oil and gas development has polluted the air and water of nearby communities, threatening residents' health. It also emits methane, a powerful greenhouse gas.

Consequently, residents too often experience health problems such as headaches, nosebleeds, asthma and more serious health effects. However, the oil and gas industry claims no proof exists that links their development with these health problems. Unfortunately, media and policymakers too often credulously accept industry's claims.

To be heard, communities must document the pollution that threatens their health in a way that voters, media, and policymakers find impossible to ignore.

To that end, Earthworks is embarking on an exciting initiative to provide local communities on the frontlines of oil and gas development with compelling, high quality video that connects oil and gas air pollution and its impacts with their personal stories.

#### **About Earthworks**

Earthworks is a nonprofit organization dedicated to protecting communities and the environment from the adverse impacts of mineral and energy development while promoting sustainable solutions.

#### **Project Description**

In Colorado and New Mexico, Earthworks will collect infrared video evidence of oil and gas air pollution, and video interviews of citizens and their communities.

We are looking for a creative storyteller to use the videos we provide to make three visually engaging approximately three-minute movies targeted at a persuadable public audience. We will also show this video with the intent of informing media and decision makers, but the first priority audience is the persuadable public.

The video should immediately and convincingly connect oil and gas air pollution with the danger it poses to community health, and the climate. The video is both as a call for action for the Obama administration and a tool to persuade non-environmentalists and non-activists to get involved. The video should deliver information fracking and its impacts and include a strong call to action to regulate methane emissions from oil and gas.

The candidate is responsible for the following:

1. Concept – collaborate with Earthworks staff to create a written concept for each video. Raw video of interviews, people walking about their community, and footage of oil and gas development and landscapes will be provided. No additional filming is required.

2. Editing – using your creative skills and other effects that you provide, weave the interviews, photographs, infrared video and scenic landscapes into a cohesive, persuasive story with a strong message and voice.
3. Final copies – provide Earthworks with final edited versions of each video in a number of video formats.

### **Technical Requirements**

- There must be three videos
- Each video will be three minutes or less in length
- The video should include music, creative graphics and voice over as necessary
- No additional filming is required
- Videos must be able to be reduced in size without sacrificing quality
- Videos must be able to be used on the Earthworks website as well as through multiple video and social media platforms

### **Schedule**

We will provide the raw video on or before September 22, 2014 with the expectation of an immediate start date. The final video will be due October 17, 2014.

### **Contractor requirements**

The Video Producer will be expected to be in contact with Earthworks through all phases of project execution, providing weekly written progress updates. The Video Producer will be expected to produce all elements of the video, which may include, but are not limited to scripting, voicing, graphics, animation, editing, coding, and music.

### **Proposal Requirements**

1. Introduction summarizing your background, resources, and relevant experience.
2. Examples and samples of past projects, preferably of a similar size and scope.
3. References from past projects.
4. Proposed budget for the project. The proposed budget should include a suggested workplan and a breakdown of fees for professional services and hours.
5. Proposed schedule for the project, including project stages, milestones and payments.
6. Proposed vision for the video (i.e. broad concepts on what the final product may look like).

### **Proposal Submission**

E-mail all materials to Alan Septoff at [aseptoff@earthworksaction.org](mailto:aseptoff@earthworksaction.org).

### **Proposal Timeline**

Deadline for submission of proposal to Earthworks is **September 2, 2014**.  
It is anticipated that the selection will be completed by **September 5, 2014**