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 lawyers, law schools, state bars, legal organizations, and the broader legal community in the U.S. 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.

**Position Description:**

The Carter Center requests proposals from talented and experienced videographer/video editor to record and transform up to two (2) live, eight-hour training sessions into a compelling series of eight (8) online training modules based on the Carter Center election law training manual. The ideal candidate will have a proven track record in video editing, with specific experience in developing online, video-based educational content. Your task will include cutting the footage into digestible modules, enhancing audio quality, adding engaging visuals, and incorporating interactive elements to ensure a dynamic learning experience. This project requires a creative eye, technical expertise, and a passion for educational excellence.

The Carter Center will supply all talent, script, and location support services. The finished video(s) will accompany a Center-produced training manual and will be used in an instructional capacity with legal professionals. 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 Center will issue one award to a single U.S. videographer. The Center encourages Applicants who have previous experience recording training sessions and developing them into high-quality instructional videos to apply.
Description for Shooting and Editing Videos

The successful applicant will:

- Plan the shoots with Carter Center personnel.
- Film the videos on location in Atlanta and/or Athens, Georgia from April-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.

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 up to 4 pages, clearly 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.
   
   ii. Develop an editing schedule with provisions for Center input into the final video products.

3. **Budget:** The Applicant should provide the budget in one of the following formats:
   
   1. Provide a line-item budget in excel format that details project costs by item, category, and total cost. 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 maximum of 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

Materials must be sent to us-elections-rol@cartercenter.org by March 29, 2024, by 5:00 pm EDT.

Proposal Scoring

Proposals will be scored as follows:
<table>
<thead>
<tr>
<th>No</th>
<th>Evaluation Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>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).</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>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.</td>
<td>30</td>
</tr>
<tr>
<td>3</td>
<td>Price: Overall cost proposed in budget or daily rate format.</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td><strong>OVERALL TOTAL</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
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