The Carter Center (Center) requests proposals from experienced U.S. videographers/ firms to record up to two (2) live, simultaneous, 60 to 90-minute trainings in early November 2023. 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.

An illustrative example of the level of quality expected can be found here: https://youtu.be/LdP2Jc8Yh24.

**Description**
The successful applicant will:

- Plan the shoots with Carter Center and ARLUSE personnel.
- Film the videos on location at The Carter Center in Atlanta, Georgia in early November 2023.
- Provide professional quality video and supporting graphics.
- Edit and produce a final product with graphics to open and close the videos, lower thirds, 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 photography/videography within the digital domain.
- Requisite technical and photographic skills.
- Experience filming and producing training videos or those of a similar style.
- Advanced knowledge of audio mixing and lighting.
- Ability to edit video to add special effects, transitions, or graphics.
Timeline
The successful applicant will provide the following deliverables according to the following timeline:

- **October 24:** Submission of script, storyboard, visualizations, or a draft treatment for the Center’s feedback.
- **November 7-9:** On-site preparation for recording of training sessions.
- **November 10:** Recording of the training video(s) at The Carter Center.
- **December 1:** First cut of the training video(s) submitted for the Center’s feedback.
- **December 15:** Final cut of the training video(s) delivered to the Center.

Application Instructions

Required Submission
Interested applicants should provide a single package of no more than 15 pages that includes:

1. **Overview:** The Applicant should provide a brief background and experience of the videographer or media firm (one-page maximum).
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 on the final video products.
   iii. Provide an illustrative script/storyboard for the production of one training video.
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 links or digital copies to previously created example 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 October 13, 2023, 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 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>
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</tbody>
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**OVERALL TOTAL** 100