



221 S. Paterson Street, Suite 270  
Madison, Wisconsin 53703  
608.251.9131

## REQUEST FOR VIDEO PRODUCTION FIVE LAND CONSERVATION IMPACT STORIES

Gathering Waters: Wisconsin's Alliance for Land Trusts helps land trusts, landowners, and communities protect the places that make Wisconsin special by promoting private, voluntary land conservation, and strengthening Wisconsin land trusts. This service ensures forests, wetlands, prairies, and farmlands remain available for people to use and enjoy for years to come.

We are **seeking proposals for a video project encompassing five, 3- to 5-minute videos** highlighting compelling land protection stories. Gathering Waters will select the featured land conservation projects based on in-house criteria and provide outlines, which include central themes and critical story elements.

### PROJECT DESCRIPTION

Gathering Waters (GW) seeks to create a series of videos containing people enjoying protected land, interviews with landowners, land trust representatives, and where applicable, Gathering Waters' staff and community leaders.

Each video will feature the physical characteristics (drone footage desired) of a particular property and highlight the impact the protection of the property makes on an individual, family, community, or the state as a result of land conservation. GW is open to collaboration and additional ideas that support the video's messaging objectives.

Each video will also meet an identified communication goal based on the intended audience. These goals may include: inspiring people to have deeper connections to the land, motivating community involvement, and/or gaining support of policymakers.

Storylines should make a strong connection to at least one of these core values of conservation: clean water, clean air, public health, safety, fishing, hunting, farming, education, revenue, and recreational opportunities.

Gathering Waters will retain the rights to all B-Roll footage and other production resources in order to create written stories in the future.

### VIDEO PROJECT ELEMENTS

The desired deliverables for successful completion of this project are five engaging videos, each 3- to 5-minutes long, that align with Gathering Waters' branding and mission. (See attached samples of written stories.) Video elements should include:

- **A strong story arc, clearly depicting the characters, inciting incidents, and resolution.**
- Three to five on-location, video interviews about the specified land conservation project stating the motivations for, and outcomes of, land protection. (Interviewees may be landowners, land trust professionals, community members, city officials, policymakers, and others identified by Gathering Waters staff.)
- Two compelling sound bites from each person interviewed.
- Three "So What?" statements related to each story.

- The capture and delivery of digital, high-quality, high-resolution (an 8"x10" or an 10"x 8" at 300 dpi) photographs of:
  - Each person interviewed
  - The property with people enjoying/using the property
  - The landscape or unique characteristics of the property
- Roles of the land trust and/or Gathering Waters in the conservation effort.

## TECHNICAL REQUIREMENTS

- Videos should be created in a file format that can be downsized without compromising viewing quality
- Videos must be delivered in broadcast and webcast quality formats
- Video must be formatted for use on Gathering Waters' website and social media

*Please note all video footage, B-roll, high-resolution images, and other production resource materials will be used in-house at Gathering Waters to create printed and written materials, such as:*

- 1,200- to 1,600-word articles
- 200- to 300-word stories
- Video and PowerPoint presentations
- Social media and blog posts

## VIDEO SAMPLES

The following videos are samples of the types of messages GW wants to convey. The first is the Gathering Waters Story. The others are appealing for the messaging and/or delivery.

- Gathering Waters Story:  
<http://gatheringwaters.org/land-trust-stories/check-out-our-new-video/>

Videos from Land Trust Alliance

- Land Trust Alliance—Of Landowners, For Landowners  
<https://www.youtube.com/watch?v=LUlhtpggfU0>
- Land Trust Alliance Breaking Barriers  
<https://www.youtube.com/watch?v=t5aRpDJXlzw>
- Land Trust Alliance –Stronger Together  
<https://www.youtube.com/watch?v=cGRkgdCAI34>
- Land Trust Alliance: Unlikely Partnership  
<https://www.youtube.com/watch?v=kTxAT9JO4W4>
- Land Trust Alliance: Fighting Words  
[https://www.youtube.com/watch?v=fXCfChabR\\_A](https://www.youtube.com/watch?v=fXCfChabR_A)
- Why protect land -- Prickly Pear Land Trust  
<https://www.youtube.com/watch?v=l0t2SAaWAYM>

## OVERSIGHT AND EXPECTATIONS FOR THE WORK-FOR-HIRE CONTRACTOR

**This is a work for hire project. The subcontractor shall remain a third-party, independent contractor and is not eligible for salary or benefits from Gathering Waters.**

During the creative process, one member of the Gathering Waters team will be the sub-contractor's direct contact. This staff person will act as a liaison between the contractor and Gathering Waters' leadership for the duration of the project.

The video producer will supply his or her own video and production equipment (cameras, microphones, drones, computers, etc.) and other equipment necessary to produce the required video elements, including necessary voiceovers, lighting, graphics, animations, editing software, and background music.

Subcontractor will be responsible for obtaining signed talent releases for all interviewees, testimonials, personal quotes, photography, audio recordings, and/or video footage.

The sub-contractor is expected to produce high-quality, engaging videos, photographs, and audio recordings to highlight the positive impact of land conservation, in addition to the following:

- Maintain weekly communication and provide progress updates to Gathering Waters in person, by phone, or via email.
- Make specified edits – or provide expert advice regarding the edits -- and organize the final work product to Gathering Waters' satisfaction before the project is declared complete.
- Assign all present and future copyrights to the final video, video cuts, B-roll, and other digital and written assets created and/or produced during the project (including, but not limited to working drafts, video and audio recordings, interview materials, and source documents) to Gathering Waters, and deliver the same.
- The video producer may retain self-promotional rights to the final videos as long as the pieces present land conservation, land trusts, and Gathering Waters in a positive light.

Submitted content may be used by Gathering Waters for promotion, brand awareness, and fundraising through social media sites, websites, email campaigns, and other channels without attribution to the creator unless considered appropriate by Gathering Waters.

## TIMETABLE

**No Later than Monday, July 16, 2018** – Gathering Waters will meet with the selected candidate to review the project scope, list of properties, video outlines, list of interviewees and identify the suggested order of production. Work begins.

**August 10 – September 19, 2018** – Land Trust Days events will occur around Wisconsin. At least two of these events will be featured in the video series.

**On or before Friday, September 17, 2018** – Video producer will deliver at least two completed videos, one of which features a Land Trust Days property.

**On or before Monday, October 15, 2018** – Video producer will deliver the third completed video

**Friday, December 14, 2018** – The video producer will deliver the remaining videos.

Proportional payments will be made on receipt of the videos and accompanying B-roll, and other production assets as described above.

## PROPOSAL SUBMISSION

Please submit a proposal based on the scope of services described in this proposal request. The budget for Gathering Waters video project is not to exceed \$15,000.

Proposals should describe in detail your/your company's ability to fulfill the requirements in this RFP. Please include the following:

- One-page summary of your/your company's background, resources, relevant experience, and recommended services
- Names and biographies of the staff responsible for completing the work (Identify the lead contact)
- Three video examples of comparable size and scope
- References from past projects
- Timeline/schedule for the completion of the work, including stages and milestones
- Proposed budget for services based on the scope of work

## SELECTION CRITERIA

Gathering Waters' staff will review the proposals for qualifications according to the following criteria:

- Understanding of the purpose and scope of the video project
- Ability to create a story using video
- Proven experience creating and seeing videos through the production and post-production process
- Ability to coordinate people, resources, and equipment during production and post production
- Ability to make meet the timeline for completion

**To be considered for this project, please mail or email your proposal as a single PDF attachment to [pat@gatheringwaters.org](mailto:pat@gatheringwaters.org) by Monday, June 25, 2018.**

## QUESTIONS, INQUIRIES, AND SUBMISSIONS

Gathering Waters: Wisconsin's Alliance for Land Trusts  
Attention: Pat McMurtrie  
211 S. Paterson Street, Suite 270  
Madison, WI 53703  
608-251-9131