



## REQUEST FOR PROPOSALS: **VIDEO STORYTELLING SERVICES**

### ***Love Has No Borders: A call for justice in our immigration system***

Issued Date: May 27, 2021

Due Date: June 10, 2021 5:00PM

#### >> PROJECT CONTACTS

Reiya Bhat, Project Coordinator, [reiya@opawl.org](mailto:reiya@opawl.org)

Bhumika Patel, Hiring Manager, [bhumika.patel@opawl.org](mailto:bhumika.patel@opawl.org)

#### **About OPAWL – Building AAPI Feminist Leadership in Ohio:**

[OPAWL](#) is a statewide grassroots member-led community that organizes for social justice. We elevate the voices, visibility, and leadership of progressive Asian, Asian American and Pacific Islander (AAPI) women, nonbinary, and trans people in Ohio. We are building a strong intersectional feminist community with the purpose of building collective power and progressive leadership for Ohio AAPIs.

#### >> PROJECT OVERVIEW

##### **TERMINOLOGY:**

1. Creative: hired videographer
2. Storyteller: subject of video
3. Story Collector: OPAWL member assigned to work with Storyteller during Project
4. Project: the entire project, from hire to providing edited video files to OPAWL

**PROJECT OUTCOMES:** The ***Love Has No Borders*** storytelling campaign aims to uplift Ohio & Midwestern immigration narratives and shift public support for comprehensive immigration reform that will reunite and keep families together. In this campaign, storytellers who have been impacted by the U.S. immigration system will share their immigration stories via photography, short-form video, podcast episodes, photo essays, and human impact stories on social media and a digital gallery on our website. The ***Love Has No Borders*** campaign aims to:

1. Challenge, disrupt, and change harmful narratives about immigration



2. Build solidarity between communities of color and between communities impacted by different immigration issues
3. Complement OPAWL's legislative advocacy goals:
  - a. NO BAN Act - restricts presidential authority to implement discriminatory immigration bans based on religion or national origin
  - b. Reuniting Families Act - reduces long visa backlogs for family sponsored visas, increases green cards through the diversity visa, provides relief to LGBTQ individuals, widows, stepchildren, non-citizens, etc. who are applying for family visas, creates a 10-year maximum wait time for family visas
  - c. GRACE Act - ensures refugee admissions does not drop below 125,000 per year
  - d. Creating a pathway to citizenship for all undocumented immigrants, including those with criminal records
  - e. New Way Forward Act - ends mandatory immigration detention, ends automatic pipelines to deportation through the criminal legal system
  - f. Adoptee Citizenship Act of 2021 - provides automatic citizenship and protects transnational adoptees from deportation
4. Empower, educate, and equip Ohioans to take action (self-reflection, community care, participation in legislative advocacy, sharing OPAWL's content on social media, talking to friends and family about the need for change)
5. Create healing, visibility, and belonging for immigrants in Ohio and beyond.

Our goal is for this campaign to reach and impact 30,000 people in Ohio – those who don't have a lot of immigrants in their circles, as well as individuals who are already supportive of immigration reform but need motivation to begin taking meaningful action. Our outreach will potentially expand beyond social media and our website to include billboards and virtual or in-person events. We hope to curate stories with a compelling theme for the maximum digital and visual impact.

## >> PROJECT SCOPE

The hired Creative will make videos of 3 storytellers telling stories about different aspects of their immigration process. OPAWL Story Collectors will work with the Creative to contact, schedule, and interview the Storytellers. The end product will result in a series of professional quality videos featuring stories from our storytellers. OPAWL will then share



the series widely on the project website and social media. The ideal Creative candidate will be skilled in telling stories through short (2-5 minute) videos.

As a progressive, grassroots organization, OPAWL requires the Creative to engage in community-based outreach which privileges the agency, dignity and voices of AAPI, Black, and Latinx community members. Special attention will be paid to the Creative's collaborative philosophy as it relates to culturally sensitive one-on-one interviewing and the production of video which involves active collaboration with the Storytellers.

Additional branding will be added to the videos by OPAWL. Thus the video should have a simple and natural background. This can be achieved with a single tone backdrop in a studio or significantly blurred backgrounds on location. The Creative should coordinate clothing with the Storyteller to make sure that the Storyteller stands out from the background.

The Creative will include family images, photographs of heirlooms, visual evidence, and/or cutaways to augment the story being told. Assistance from the OPAWL Story Collector for these items is available.

The Project will take place between June 19 - July 7, 2021.

OPAWL retains the right to alter any final video to meet specific needs of size, resolution or crop ratio as required by specific applications and uses.

## >> PROJECT DELIVERABLES

All deliverables must be made digitally through the cloud.

1. OPAWL will receive 3 agreed upon videos
  - a. 2-5 minute video per Storyteller
  - b. 1080p quality video
  - c. mp4 or mov file type
  - d. Videos will be shot in horizontal format
2. Model Release forms for OPAWL use in the *Love Has No Borders* project
3. Licencing information for any music or other creative content included



4. Logo or other credit information for the Creative. The Creative will not add or embed photos with branding captions or watermark signatures
5. Unedited/raw footage will be shared with OPAWL upon request

**ESTIMATED HOURS:**

- Each filming session and image collection is estimated to be 1-2 hours making the total filming time 3-6 hours for the Project.
- Editing of each video is estimated to take 2-4 hours making the total editing time 6-12 hours for the Project.

**>> PROJECT TIMELINE** (Timeline is subject to change.)

5/27	RFPs Released
6/10	Proposals Due
6/14-16	Interviews
6/18	Creative hired
6/19	Story Collector introductions
6/19-7/7	Draft stories collected, edited, and submitted to OPAWL
7/7	All final stories due to OPAWL

**>> COMPENSATION**

Per completion of the project, the Creative will receive compensation of \$2500. In the event that travel is required, the Creative will receive mileage reimbursement of 14 cents per mile (National IRS rate for non-profit organizations). Trips will not be compensated unless given prior permission by OPAWL.

**>> SELECTION PROCESS**

**SPECIFICATIONS FOR RESPONSE:** Information within the proposal should be clear and in the format requested for each section and be sent digitally to Reiya Bhat, Project Coordinator, [reiya@opawl.org](mailto:reiya@opawl.org), with the email subject line "Video Storytelling Proposal".

1. **SUMMARY:** Provide an overview of your vision and approach for the services proposed. (\*200 words maximum)



2. PORTFOLIO(S): Include a summary of relevant past projects. Website or project links can be provided. Examples should include a brief summary of each project and a link to the final product. Applicants should include their website url.
3. STATEMENT ON DIVERSE SUBJECTS: Provide a paragraph or more on your philosophy of working with people of color, new Americans and diverse individuals and how that will guide the process by which you plan to film and solicit storytelling from selected community members. (\*300 words maximum)
4. ADDITIONAL CONSIDERATIONS:
  - a. Ability to Travel to/from Cleveland and Akron (project may also require travel to other parts of Ohio)
  - b. Access to a studio in the Greater Cleveland area
  - c. Familiarity and ability to work responsibly in the AAPI and immigrant communities
  - d. Familiarity and ability to work responsibly with women and trans/gender non-conforming individuals
5. REFERENCES: If selected for an interview, the Creative will be asked to provide a minimum of two (2) references including the name of person(s) who may be contacted, title of the person, relation to the person, email address and phone number.

**EVALUATION & SELECTION PROCESS**: All applications will be evaluated on applicants' demonstrated capability and experience in providing culturally nuanced video-based storytelling. Applicants' qualifications will be evaluated by a group of OPAWL members from AAPI communities in Ohio. OPAWL reserves the right to find any applicant qualified or unqualified to perform the duties outlined in the Scope of Work section.

**QUESTIONS CONCERNING PROPOSAL REQUIREMENTS**: All questions regarding this RFP should be addressed to: Reiya Bhat: [reiya@opawl.org](mailto:reiya@opawl.org). Questions should be submitted at least two (2) days prior to the submission deadline for a guaranteed response.



**NOTICE TO CANDIDATES:** This Request for Proposal does not constitute a contract or an offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant.

OPAWL reserves the right to:

- *Make the selection based on its sole discretion*
- *Reject any and all proposals*
- *Issue subsequent Request for Proposals*
- *Postpone opening proposals if necessary for any reason*
- *Remedy errors in the Request for Proposal process*
- *Approve or disapprove the use of particular subcontractors*
- *Negotiate with any, all, or none of the Creatives*
- *Accept other than the lowest offer*
- *Waive informalities and irregularities in the proposals*
- *Enter into an agreement with another Creative in the event the originally selected Creative defaults or fails to execute an agreement with OPAWL*
- *Elements and/or tasks may be added or deleted at the discretion of OPAWL pending negotiation of the Scope of Work and compensation*
- *Cancel this RFP in its entirety at any time prior to final agreement award*

OPAWL assumes no responsibility for “late proposals” and it is the sole responsibility of the consultant to ensure that the proposal is received at OPAWL prior to the due date.