Request for Proposal: NHTI 50th Anniversary Videos

NHTI-Concord’s Community College, is contracting for videography to accompany a book covering the history of the College as part of the institution’s 50th anniversary celebration in 2015.

Overview:
NHTI, Concord’s Community College opened in 1964 with its first graduating class in the Spring of 1965. The College plans to celebrate the 50th anniversary of its first graduating class in the Fall of 2015. As a centerpiece of this celebration, the College will produce a “table top” style book with a running narrative of the College’s history, short sidebar “human interest” stories, and a timeline of dates and events, heavily supported with photography.

An accompanying video will be shown at a gala event, with clips used to promote the event and for general marketing purposes.

Scope of Work:
- Create a minimum of 3 videos:
  - Approximately 20-30 minute video to show at a gala event.
  - Approximate 2-4 minute video for event promo purposes and general College marketing
  - Approximate 30-60 second video for event promo and general College marketing
- Conduct 10-15 interviews of figures in NHTI history
  - NHTI to provide contacts
  - NHTI to provide background on individuals and College to provide context for interviewers
- Edit and produce videos
- Provide in formats appropriate for web site use and reproduction in DVD/format
- Conduct 2 days of shooting for “ad hoc” commentary by alumni, staff and faculty (past and present) to share their stories.
  - 2 dates/times to be determined by NHTI and videographer, and to be conducted at NHTI
- Conduct 1-2 days of appropriate support video (campus shots, college activities, etc.) or edit from existing footage

Methodology:
- Meet no less than once per month with the Editorial Team for direction and status reporting
- Work with NHTI Library Staff and others in the selection of photographs to accompany videography
- Interview key staff, faculty, students (past and present), alumni and others
Schedule:
- Apr. 2014 (or TBD) Project Award, Kickoff Meeting
- Sept. – Nov. 2014 Primary interviews
- Feb 2015 2-4 minute and 30-60 second videos complete
- Feb 2015 ad hoc interviews complete
- June 2015 Primary video complete

Compensation:
- 25% advance
- 25% completion of field work
- 25% upon acceptance of videos
- 25% upon publication

Deliverables:
- Submission of monthly status reports; 1 hard copy and electronic format (MS Word for PC)
- Monthly submission of status of key deliverables (MS Word for PC)
- Delivery of final videos

All materials and deliverables are the property of NHTI.

Qualifications of applicants: Applicants will have a demonstrated ability to produce similar material for a general audience. Familiarity with NHTI and the surrounding community is highly preferred. Selection will include consideration of proven ability to meet tight deadlines, budget, and assessment of creative body of work.

To Apply:
Submit resume, portfolio and compensation requirements via hard copy or electronically to:
   Alan Blake, Director of Communications
   NHTI, Concord’s Community College
   31 College Drive, NHTI 03301
   ablake@ccsnh.edu