

# REQUEST FOR PROPOSAL

PROPOSAL DUE DATE: WEDNESDAY, JANUARY 31 AT 5PM

## PROJECT OVERVIEW

Campaign Legal Center (CLC) is seeking a contractor to produce the fourth season of the organization's award-winning show, [\*Democracy Decoded\*](#). The contractor should be able to assist in all stages of season's development, production, dissemination and promotion. CLC is accepting proposals in response to this Request for Proposal (RFP) to find a qualified source to provide these services.

First published in the spring of 2022, *Democracy Decoded* is a season-based narrative-style podcast that explores a variety of topics related to democracy reform. The first season focused on campaign finance, the second on voting rights and the third on democracy at the state and local level. Host Simone Leeper interviews a variety of guests from policy experts to everyday citizens in order to communicate about CLC's work to a wide audience and make complex topics regarding the forces fueling our elections more accessible to the average person.

## TIMELINES AND DEADLINES

CLC will be accepting and reviewing proposals during the month of January 2024. Interviews will take place during late January/early February with the goal of selecting a vendor by February 16. Interviews will take place in a virtual setting. The proposed publication dates for season 4 of *Democracy Decoded* are early September through mid November 2024.

## PROJECT GOALS AND AUDIENCE

*Democracy Decoded* serves as an important part of CLC's overall communications strategy. The show allows us to reach a wider audience outside of the people who read our blogs posts and follow us on social media. It helps us build new relationships with other organizations who we invite on as guests or with whom we set up advertising trades with. It allows us to educate our audience on complex legal issues in an engaging and accessible way.

CLC's overall communications strategy focuses on reaching journalists, the legal community, "grasstops" or other nonprofit organizations, people working in federal and state government, academics and donors.

The objective of the fourth season of *Democracy Decoded* is to establish CLC with our key audiences as the go-to resource for election law analysis with a particular focus on educating listeners about election manipulation and providing rapid response updates to the 2024 election.

## PROJECT DELIVERABLES

- Assist with episode planning and season development
- Record host narration and remote interviews via Riverside or another suitable platform
- Write scripts for each narrative-style episode and work with CLC to have the scripts reviewed and finalized
- Assemble audio following the finalized script and provide CLC with drafts for revisions
- Incorporate music throughout narrative-style episodes
- Mix and master the final episodes to achieve broadcast-level sound quality
- Provide human-corrected transcripts
- Draft episode descriptions and show notes
- Schedule episode publishing via Simplecast
- Place ads on podcasts, in newsletters, on apps or other avenues to reach CLC's target audiences (preferred but not required)

## SCOPE OF WORK

CLC seeks to enter a non-exclusive, project-based agreement with a suitable contractor for production of the fourth season of Democracy Decoded. This will be an 8-10 episode season with the episodes alternating between ones which are a highly produced narrative style and ones which are quick-turnaround interviews responding to events in the news. The first episode will drop early to mid September and the final will drop shortly after Election Day.

## EVALUATION CRITERIA

Consistent with CLC's DEI goals, CLC encourages obtaining bids from small businesses, service-disabled veterans, minority-owned firms and woman-owned businesses to the fullest extent practicable.

The following evaluation criteria will be used:

- Overall proposal suitability
- Knowledge of CLC's values, mission, brand, and style
- Quality of prior experience producing similar podcasts

- Ability to work with CLC's need for an extensive review of both scripts and audio and adjust project timelines accordingly
- Ability to produce both narrative-style podcast episodes and quick-turnaround interview-based episodes
- Value and cost proposed
- Financial stability of the vendor
- Payment Terms
- Ability to provide work product samples

## SUBMISSION REQUIREMENTS

- Agency name, email, address, website, and phone number.
- Years of experience, team size, certifications, and awards received by the company.
- Estimated project hours and timeline from start to finish.
- Client list, particularly any political or non-profit organizations
- Describe your organization's mission and structure and explain why your organization qualifies to be responsive to the requirements of this RFP.
- Describe your organizational and staff qualifications and experience providing similar goods or services, as required in this RFP.
- Provide a bio for each individual who will provide services and designate the individual who will have primary responsibility for overseeing the project.
- If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal.
- A portfolio of past work of a similar nature
- A detailed budget containing all costs -- The price for any supplementary production additions the vendor may wish to incorporate (example: promotional assistance or bespoke music) should be included in the application.
- Proposals must be received prior to 5pm on Wednesday January 31, 2023 to be considered

CLC reserves the right to select no proposals should no bidder submit a proposal that meets the organization's needs.



## ABOUT CAMPAIGN LEGAL CENTER

At CLC, we are advancing democracy through law, fighting for every American's right to participate in the democratic process. CLC uses tactics such as litigation, policy advocacy, communications and partnerships to win victories that result in a more transparent, accountable and inclusive democracy. Our long-term goal is a government responsive to the people.