



WITS Request for Proposal (RFP) for Video Production

Who We Are:

Since 1983, Writers in the Schools (WITS), a Houston-based non-profit organization, has worked hand-in-hand with educators and professional writers to teach students the craft of writing. WITS is transforming the hearts and minds of young people all over Houston. Our mission is to engage children in the joy and power of reading and writing.

Project Overview:

This RFP is for videographer services to produce a compelling, fresh informational video about WITS for the purpose of general marketing and to include in grants as a digital attachment.

WITS has been rapidly expanding, reaching 57,000 students and educators each year through creative writing, digital storytelling, performance poetry, and professional development. Now, we employ over 200 local writers to collaborate with classroom teachers in over 100 schools and 10 school districts. We also offer programs to hospitals, shelters, and other community sites to provide free creative writing workshops to give all children a voice. Our teen programming includes a paid youth leadership council (Bayouth Collective), a youth slam team (Meta-Four Houston) and Houston Youth Poet Laureate program, and several free workshops.

The video must reflect our dynamic, growing programs and their impact on Houston's youth. It will highlight our innovative teaching, extensive reach, and passionate team members.

Video Components/Details:

The video will consist of interviews (talking heads) and B-roll from our summer camp classrooms. The filming will take place between June and July, and the final version will be between 3 and 5 minutes long. Included in the interviews will be our Executive Director, past/present students, and notable figures in Houston to provide testimonials of the value of high-quality arts education to underserved youth.

We'd like to use our [past video](#) for inspiration, filming new B-roll and interview footage and incorporating more of the innovative WITS programming like digital storytelling and performance poetry. The interviews will provide all of the spoken audio with the B-roll, so the videographer should be prepared to provide music for transitions and background noise.



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Project Scope:

The videographer of this project will be expected to consult with WITS staff about the video production and artistic direction. In addition, the videographer will provide and use all necessary equipment for setting up, filming and editing the final product. WITS will be responsible for artistic direction, setting up and preparing the interviews, and providing the locations for filming.

1. Consultation
 - a. The videographer will meet with WITS staff to discuss project description and vision.
2. Filming
 - a. The videographer will agree to a schedule of filming and be prompt and present at all agreed times and locations.
 - b. All interviews will be set up by WITS staff --they will take place on one or two days of filming.
 - c. An additional two or three days of filming will be spent at a WITS summer camp location to take footage of children in creative writing camp sessions.
3. Editing
 - a. The videographer will edit the video and audio to fit the vision established by the consultation meeting
 - b. There will be allowed at least two rounds of feedback from the WITS staff to produce the final video.
 - c. The first edit will be due to WITS by June 28, 2019.
4. Final Video
 - a. WITS will receive an electronic copy with all rights reserved to the video. It will be sent in grants as an attachment, shared on social media, and used for other promotional methods.
 - b. WITS will receive all raw footage with all rights reserved. This will be used at our discretion.
 - c. The videographer will be credited in the video according to WITS design preference.

Schedule:

RFP Application deadline: April 8, 2019

Filming: June 3 - 14, 2019

First edit: June 28, 2019

Final video: July 16, 2019



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How to apply:

Email aso@witshouston.org with the following attachments:

- A CV or resume
- Three samples of edited video work (no longer than 10 minutes each, cropped videos are okay).
- A proposed budget including all costs and material fees.