REQUEST FOR PROPOSAL

PROPOSAL DUE DATE: September 30, 2024 AT 5PM
Questions regarding the RFP should be directed to Jocelyn Robinson, Project Director and Director of Radio Preservation and Archives at WYSO, at jrobinson@wyso.org

PROJECT OVERVIEW
The HBCU Radio Preservation Project (HBCU RPP) is seeking a contractor to produce three six to eight-episode seasons of the Project podcast over the next three years (2025-2027). The contractor should be able to assist in all stages of development, production, dissemination and promotion, working with the Project director as executive producer. The HBCU RPP is accepting proposals in response to this Request for Proposal (RFP) to find a qualified source to provide these services.

The Project mission is to honor and preserve the vibrant history and cultural resource that is HBCU radio. Find out more about us by visiting https://www.wyso.org/hbcuradioproject

TIMELINE AND DEADLINES
July 2024    Issue RFP
September 30, 2024    Submission date for proposals in response to RFP
October 28, 2024    Enter into contract with audio production company
February 2025    Launch podcast
December 2027    Podcast series completed

PROJECT GOALS AND AUDIENCE
The overall goal of the podcast series is to highlight Project activities and the people and places with which it engages.
The target audience for the podcast is the general public, including anyone interested in HBCUs and the communities they serve, radio preservation, oral history, American history, and public history.

PROJECT DELIVERABLES
• Work with the Project director as executive producer to determine editorial direction and content for three seasons of Project podcast
• Assist with episode planning and season development
• Record host narration and remote interviews via Squadcast or another suitable platform
• Write scripts for each episode and work with HBCU RPP staff members to have the scripts reviewed and finalized
• Assemble audio following the finalized script and provide HBCU RPP 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
• Work with WYSO staff to schedule episode publishing
• Coordinate cross-promotion and advertising with other podcasts, in newsletters, on apps or other avenues to reach HBCU RPP’s target audiences (preferred but not required)

SCOPE OF WORK
HBCU RPP seeks to enter a non-exclusive, project-based agreement with a suitable contractor for production of the Project podcast. This will be a 6-8 episode (to include possible bonus episodes) season for years two through four of the funded Project.

The first episode will drop in February, as will each subsequent season, for 2025 through 2027.

EVALUATION CRITERIA
Consistent with the HBCU RPP’s DEI goals, we encourage pitches from small businesses, service-disabled veterans, minority-owned firms and woman-owned businesses to the fullest extent practicable. Knowledge of and experience with African American history and culture and the HBCU community is a plus.

The following evaluation criteria will be used:
• Overall proposal suitability
• Knowledge of the HBCU RPP’s values, mission, brand, and style
• Quality of prior experience producing similar podcasts
• Ability to work with HBCU RPP’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
To apply, submit the following to Project Director Jocelyn Robinson at jrobinson@wyso.org by 5PM on Monday, September 30, 2024:

• 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 September 30, 2024 to be considered.

The HBCU RPP reserves the right to select no proposals should no bidder submit a proposal that meets the Project’s needs.

ABOUT THE HBCU RADIO PRESERVATION PROJECT
Through a grant from the National Recording Preservation Foundation, in the summer of 2019 project director Jocelyn Robinson began administering a survey to the 29 existing radio stations located on Historically Black College/University (HBCU) campuses to begin ascertaining if these stations had historical materials and what preservation needs they might have, with the WYSO Archives, a division of Miami Valley Public Media in Ohio, serving as the administrative hub for the project. Through 2021-22, the initial survey blossomed into the HBCU Radio Preservation Pilot Project funded by the Mellon Foundation to work with a small number of the radio stations and their institutional archives/libraries to plan and design a larger implementation project. With technical expertise provided by the Northeast Document Conservation Center (NEDCC), this pilot project provided audio and digital preservation training, disaster planning, reformatting, collection assessment, and other support to the participants. The overarching goal of the ongoing project is to foster an ethos of preservation at HBCU radio stations in concert with the institutional archives on their campuses. Not only does the HBCU Radio Preservation project aspire to be an example for the HBCU community, it is a model of practice to be shared with college and community radio
stations throughout the country. Radio preservation has been long neglected, and such projects are vital to the development and continuation of this important work. The implementation phase of the project began in early 2024 and includes: training and education, in which post-grad fellows and graduate interns are afforded early career work experiences; multi-platform learning experiences including NEDCC-led courses/workshops in audio preservation, digital preservation, disaster preparedness; and WYSO-led training in oral history and using historical media in content creation; preservation, which includes collections assessments performed by field archivists and reformatting of historical media with access made possible through the American Archive of Public Broadcast (AAPB); and public history praxis, including an oral history project in partnership with the Margaret Walker Center at Jackson State University, an annual symposium and public presentations, an interactive website, and multiple seasons of a podcast featuring interviews, oral histories, and reformatted media.

ABOUT WYSO
Through its parent entity Miami Valley Public Media (MVPM), WYSO Public Radio 91.3 FM in Yellow Springs, Ohio is the administrative hub and fiscal agent for the HBCU Radio Preservation Project on behalf of its Center for Radio Preservation and Archives. WYSO also contributes technical expertise in conducting oral histories and producing media with historical audio. While the WYSO/MVPM mission is primarily local, its vision and core beliefs speak to a greater leadership role that encompasses projects such as this. More information can be found at WYSO.

The HBCU Radio Preservation Project and Miami Valley Public Media value people of all races, colors, national origins, gender identities and expressions, sexual orientations, ages, abilities, and religions. BIPOC, LGBTQIA+, and persons with disabilities are strongly encouraged to submit.