

Request for Proposals (RFP) – Three Wars Virtual Field Trip
American Battlefield Protection Program Grant #P21AP12304-00
January 2022

The American Battlefield Trust (the “Trust”) seeks qualified consultants to submit proposals responsive to this Request for Proposals (RFP) to shoot video, edit video, secure rights and permissions, and assist with digital formatting for the release on multiple platforms a set of Virtual Field Trips. This project is supported with federal funding via a Battlefield Interpretation Grant from the American Battlefield Protection Program.

Each proposal should be delivered via PDF to Garry Adelman at gadelman@battlefields.org to arrive no later than 5 PM ET on Feb. 8, 2022:

If desired applicants may opt to instead mail a single hard copy of their proposal by that same deadline to:

Garry Adelman
Chief Historian
American Battlefield Trust
1156 15th Street, NW,
Suite 900
Washington, DC 20005

Questions regarding this Request for Proposals should be directed via email to Garry Adelman at gadelman@battlefields.org

Background

The Trust is a nonprofit 501(c)(3) organization based in Washington DC, that is dedicated to preserving America's hallowed battlegrounds and educating the public about what happened there and why it matters today. The Trust has helped preserve more than 54,000 acres of battlefield land and digitally engages tens of millions of users with educational content. The Trust expends a great deal of effort to provide resources for K-12 teachers.

The American Battlefield Trust values a diverse workplace and is proud to be an equal opportunity employer. The Trust strongly encourages independent contractors who identify as or firms that are owned by women, BIPOC individuals, LGBTQ+ individuals, people with disabilities, and veterans to respond to this RFP. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, political beliefs, or veteran status.

Purpose and Scope of Work

Purpose

As preservationists and educators, we believe it is critical to make place-based resources on the Revolutionary War, War of 1812, and Civil War accessible to students across the country. For six years, the Trust has helped more than 35,000 students experience in person the “power of place” on scores of battlefields and historic sites via our successful Field Trip Fund. But we know that many teachers,

especially those in underserved communities, lack the ability to take field trips and many are also prohibitively distant from historic places to make a trip possible.

Scope of Work

We seek to create four Virtual Field Trip experiences to Boston, Massachusetts, New Orleans, Louisiana, Charleston, South Carolina, and Vicksburg, Mississippi. These experiences will include battlefield history but also tell stories of and beyond the battle—including the conflicts’ impact on local citizens, communities, African Americans, and natural surroundings. Shot at the places where the history happened, these trips will provide a tool for teachers to engage with their students and the historic resources. These virtual field trips will supplement both classroom and site-based learning experiences, while giving direct access to historic sites, experts, and relevant artifacts to classes unable to make the trip to these sites in person. Furthermore, teachers will have accessible resources to engage with their students, increasing the likelihood of a more interested student who may form a lifelong interest in history. The goal and best outcome is a more informed and engaged citizenry which strengthens our democracy.

Each of our four Virtual Field Trips will be 60-70 minutes in length with flexible teacher use and with the option for live components, and additional supporting videos and web resources. Battlefields would be among the focuses, but a battlefield only makes sense when examined within the larger military, civilian, geographic, and cultural contexts. To make these trips useful for educators and interesting for a wide spectrum of students, we need to include context and other subjects for a comprehensive approach. The contractor will conduct the work outlined below. Trust staff will create any additional teacher and history resources that accompany the Virtual Field Trips. The Field Trips will be made available to the public on the Trust’s website, YouTube, and possibly other Trust and partner channels.

To support people with disabilities, videos must be compliant with Sections 504 and 508 of Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) and include captions, audio descriptions, and any other enhancements necessary to ensure they are ADA-accessible.

The selected consultant will perform the following tasks in the following categories:

1. Kick-Off

- a. Initial meeting (in-person or virtually) with the American Battlefield Trust.
- b. Establish goals and expectations for each of the four Virtual Field Trips.
- c. Familiarization with the looks, feel and performance of the Trust’s approach to digital resources for teachers.
- d. Be apprised of Trust experience with partners and stakeholders in the target locations.
- e. Develop a simple Work Plan in the wake of this meeting.

2. Research and Planning

- a. Assemble links to relevant Trust resources for the target sites.
- b. Informed by the “Design Document” appended to this RFP, explore the target sites for the best, potential shooting locations and talent.
- c. Update, edit, improve, and make realistic under the scope of work, the outline in the Design Document.
- d. Work with the Trust to establish contact with prospective sites and desired talent.
 - a. The Trust desires that prospective talent be more than sufficiently familiar with the topics at hand to perform on video with no more than talking points

- bullets—not a script. The Trust will be pleased to build out talking points for each trip.
- b. The Trust will have some talent in mind and will likely also provide an on-camera host for each field trip.
- e. In consultation with the Trust, arrange dates, shooting plans, permits, and everything needed for each shoot.
 - a. The selected contractor should plan to bear the expense of and budget for any shooting permits. The Trust’s position is that no site is worth more than a \$300 shooting fee. Most sites should be existing partners or those who want to partner with us and should be free of charge.
 - b. The Trust prefers that shoot dates align with the historical time of year of the main event(s) at each site OR with the most beautiful/least likely chances for inclement shooting weather.
 - c. We expect that each of the shoots at the four sites will require three full days of shooting.
 - d. The Trust will have one or more staff members on site for each shoot and will work in partnership with the contractor to help secure and advise on capturing the best footage and takes.

3. Shooting and Editing

- a. Provide the film crew and equipment to secure all needed footage during one shoot. This includes interviews with the talent.
 - i. The Trust prefers that the selected contractor’s on-site lead for each shoot be an employee of the selected contractor and that that person or persons be named in any proposals.
 - ii. Under the assumption that, despite the best plans, illness, weather, and other factors can disrupt shooting, the selected contractor should budget for and plan to conduct two more shoots of two days—a second shoot at two of four the sites—if necessary, to secure footage that may be needed.
- b. If the Trust requests it, after each trip, the contractor will secure the digital files and provide an additional raw copy of all footage to the Trust, preferably via external hard drive.
- c. In consultation with the Trust, the contractor will cut, edit, illustrate, and fully produce each video with a Trust “look and feel” and very much like (or better than) with the existing Trust field trip videos provided to the selected contractor (the first will launch around the time this RFP is made available). This is the first draft.
 - i. The Trust may at its discretion choose to cut portions of one or more videos itself, providing Adobe Premiere files to the selected contractor but the contractor should budget for the complete editing of all videos required for the deliverable.
 - ii. The Trust will provide animated map, site video, live action, and other assets in its existing library to the contractor to complete production work.
 - iii. The contractor shall conduct image research to illustrate the videos, focusing on public domain repositories.
 - iv. The contractor should plan to desire more live action footage and other b-roll footage than the Trust and the public domain can provide and should budget time to identify licensable content to illustrate the videos. We do not expect any licensable video assets to occupy more than 90 seconds of each video and still pictures to be fewer than five for each. The contractor will seek Trust

approval for any licensable assets. The Trust will place any orders for approved assets and will bear the expense of these. Contractors with libraries of relevant and licensable footage and still assets for this work are preferred.

- d. The Trust will review each draft and provide comments. Responsive to these comments, the trust will have the opportunity for two more rounds of the same.

4. **Delivery**

- a. The deliverable for each trip is a 45–60-minute, single video plus one or more separate “optional” videos that can bring the total running time of video produced and edited for each trip up to 70 minutes.
- b. We desire that the videos be shot in hi-resolution and that the final product be delivered in hi-res as well. We may also request that final videos will be delivered in one additional resolution.
- c. Videos must meet Section 508 requirements. For detailed specific guidance on accessibility requirements, consult the “Create Accessible Synchronized Media Content” on the Section508.gov website.

Timing

The American Battlefield Trust expects consultants to complete the work in less than 17 months, so that all final products are delivered before June 24, 2023. Here is an approximate timeline:

Month 1	RFPs out
Month 2	Consultant selected
Month 3	Kickoff Commence Research and planning
Month 4	Finalize plans for trip 1 Shoot trip 1 Finalize plans for trips 2,3
Month 5	Commence edit trip 1
Month 7	Shoot trip 2 Deliver draft trip 1 Finalize plans for trip 4
Month 8	Commence edit trip 2 Final delivery trip 1
Month 10	Shoot trip 3 Deliver draft trip 2
Month 11	Commence edit trip 3 Final delivery trip 2
Month 12	Shoot trip 4 Deliver draft trip 3
Month 14	Commence edit trip 4 Final delivery trip 3
Month 15	Deliver draft trip 4
Month 17	Final delivery trip 4
Month 18	Trust has deployed all four virtual field trips

Responding to this Request for Proposals

Submissions should not be overly complex. Elaborate artwork, expensive paper or bindings and costly visual and other presentation aides are not necessary. Submissions should be fewer than ten pages in length, including any appendices. Submissions exceeding ten pages in total will not be considered.

Qualified proposals must include the following items in the following order:

- a. A detailed description of the consultant's proposed approach for undertaking the project as described in the "Purpose and Scope of Work" section of this Request for Proposals.
- b. A statement of qualifications and experience for the firm, the lead team members, and any relevant subcontractors. Consultants should have strong professional qualifications in video shooting, editing and production and should be well versed in working with clients on deadlines. Extensive experience in shooting video concerning 18th and 19th century America is strongly preferred.
- c. A concise discussion of related project experience by the proposed firm and relevant subcontractors, including information regarding individual team members, and a description of comparable projects like the proposed project. We encourage URL links to existing video work. We will not receive or open files on thumb drives with examples of previous work.
- d. Two (2) or more references for similar projects, including the client's name, address, phone number and email address.
- e. A proposed timeline for the project as described herein.
 - o A "firm fixed price" cost estimate that covers all the tasks outlined in the scope of work. We prefer that cost estimates be broken down by task and further by labor and travel or other related expenses. The American Battlefield Protection Program was awarded a federal grant for this project that the Trust must match with non-federal funds. We plan to fundraise for the matching amount. We welcome offers of in-kind donations from applicants to this solicitation that we could apply to the required matching amount.
- f. Any additional information that you deem pertinent to your proposal and that might provide useful during the review process. You must disclose any conflicts of interest pertinent to this project in this section. Such a conflict would exist if: (1) a contractor's ability to conduct impartial or objective work in fulfillment of this requirement is impaired or diminished; or (2) a contractor has an unfair competitive advantage in the procurement (e.g., has access to non-public information that advances its competitive position).

Selection Criteria

The following factors shall be considered in selecting the consultant:

- a. General qualifications of the firms and individuals assigned to the project relative to the skills and disciplines needed for the project.
- b. Experience with similar projects considering the subject matter, scale and context.
- c. Proposed approach of the consultants relative to the circumstances and the American Battlefield Trust's needs, including their ability to provide the needed services within the available budget.
- d. Price and proposed payment scheme.
- e. References from past clients on similar projects.

These factors will be evaluated through a balanced combination of all of them together. Overall, the selection will hinge on the Trust's judgment of best value, defined as most likely to produce high-quality results, not necessarily the fastest or the least costly.

Selection Process

Prospective consultants will be evaluated using all of the following criteria as is demonstrated in proposals received and references checked. Negotiations may be conducted with three or more prospective offers deemed to be the most qualified, based upon the factors and weights below:

Criteria	Weight
Experience and demonstrable capability relevant to this project	40
Experience in creating videos the K-12 use	15
Proposed approach for this project	25
Cost of the proposed work	20
Total	100

The American Battlefield Trust is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Design Document

Includes:

Virtual Field Trip Outlines

Virtual Field Trip Outlines

Revolutionary Boston: A Virtual Field Trip

1. Summary
 - a. This field trip will focus upon Revolutionary-era Boston and will help students understand the key context, events, and places where most historians believe the American Revolution began.

2. Outline
 - a. Introduction (summary and pre-1770s history).
 - i. Shoot on Boston Common
 - b. What was it like to live in Revolutionary Boston?
 - i. Shoot at Old State House (Boston Massacre), Mass. Historical Society (MHS), Old North Church, possibly Tea Party Museum
 1. Include the full ethnic fabric.
 2. Boston as a port city and hot bed of revolution
 3. Leverage MHS artifacts throughout the videos
 - c. What happened around Boston during the Revolutionary War?
 - i. Shoot at Lexington Green, Concord, and Bunker Hill
 - d. We are independent, now what?
 - i. Shoot at Copp's Hill Burying Ground or USS Constitution
 - e. Why does it all matter to you?
 - i. Shoot possibly at 54th Massachusetts Monument
 1. Foreshadow the coming of Civil War and abolitionism

3. American Battlefield Trust Resources
 - a. Boston Virtual Field Trip Teacher Resource Guide (coming)
 - b. [The Revolutionary War Animated Map](#)
 - c. The Northern Campaigns Animated Map (coming)
 - d. "Battle hubs" for [Lexington and Concord](#) and [Bunker Hill](#)
 - e. Four-minute videos for [Lexington and Concord](#) and [Bunker Hill](#)
 - f. [Tour Boston itinerary](#)
 - g. Boston Massacre Graphic Novel Video

19th Century New Orleans: A Virtual Field Trip

1. Summary
 - a. This field trip will focus upon New Orleans key role throughout two conflicts: the War of 1812 and the Civil War and will help students understand the key context, events, and places where one war essentially ended and another where the south's largest city was captured and occupied.

2. Outline
 - a. Introduction (summary and pre-1815 history).
 - i. Shoot at Jackson Statue
 - ii. Shoot at the Louisiana State Museum
 - b. What was it like to live in 19th Century New Orleans?
 - i. Shoot at Jean Lafitte NHP
 1. Include the full ethnic fabric. Including the melting pot of peoples and ethnic groups living in the city.
 2. What was the impact of the Louisiana Purchase on New Orleans?
 3. How did the Mississippi River shape the course of New Orleans history? (an optional video)
 - c. What happened around New Orleans in the War of 1812?
 - i. Shoot at and around Chalmette Battlefield
 - ii. Who fought at the battle? Including stories of the free Black citizens, Black British regiments, Native Americans, European settlers, and pirates.
 - d. What happened around New Orleans during the Civil War?
 - i. Shoot at the Cabildo and around Chalmette Battlefield
 - ii. Shoot at the Metairie Cemetery to tell the life stories of some of the prominent people of New Orleans.
 1. Museum artifacts can be used to support other videos in this trip
 - e. Why does it all matter to you?
 - i. Shoot possibly at Chalmette National Cemetery
 1. Another option for this or a bonus video is the National WWII Museum
3. American Battlefield Trust Resources
 - a. New Orleans Virtual Field Trip Teacher Resource Guide
 - b. The Civil [War Animated Map and Lesson Plan](#)
 - c. [Battle of New Orleans](#) articles and maps.
 - d. [Louisiana Purchase article](#)
 - e. Tour [New Orleans itinerary](#)
 - f. “More than a Battle” [artifact videos from New Orleans](#)

Charleston in Wartime: A Virtual Field Trip

1. Summary
 - a. This field trip will focus upon Revolutionary and Civil War-era Charleston and will help students understand the key context, events, and places where Patriots tried to hold off the British and, later, where secession began.
2. Outline
 - a. Introduction (summary and pre-1770s history). Shoot on the Battery
 - b. What was it like to live in historic Charleston?
 - i. Shoot possibly at Old Exchange

1. Leverage their objects throughout the videos
 2. Include the full ethnic fabric
 3. What was it like to live in one of the wealthiest cities in the colonies?
- c. Politics of the old South Loyalists vs Patriots and the Piedmont vs the Port
 - i. Shoot in downtown Charleston
 - d. What happened at Charleston during the Revolutionary War?
 - i. Shoot at Fort Moultrie and possibly Gadsden's Wharf
 - ii. Explore the geography and nature of Charleston Harbor and how the port shaped the southern colonies, including the importation of African slaves.
 - iii. The fall of Charleston in 1780 and the British reoccupation of the city. How did this benefit the self-emancipating slaves, how did this impact the economy, and what was the view in London of the Southern Theater of the Rev War in 1780-1782.
 - e. What happened at Charleston before and during the Civil War?
 - i. Shoot at Fort Sumter and/or Fort Wagner location where US Colored Troops fought
 1. Possible bonus visit to the site of the HL *Hunley*
 - f. Why does it all matter to you?
 - i. Shoot possibly at Charles Pinckney NHS or Boone Hall Plantation
3. American Battlefield Trust Resources
 - a. Charleston Virtual Field Trip Teacher Resource Guide
 - b. [Civil War Curriculum Lesson: Disunion](#)
 - c. The [Revolutionary War Animated Map](#): The Southern Campaigns Animated Map
 - d. [The Liberty Trail](#) Touring App (coming)
 - e. Copious maps and articles for [Revolutionary War](#) and [Civil War Charleston](#) places

The Gibraltar of the South: A Virtual Field Trip to Vicksburg, Mississippi

1. Summary
 - a. This field trip will focus upon Civil War Vicksburg and will help students understand the key context, events, and places where the Confederacy was cut in two.
2. Outline
 - a. Introduction (summary and pre-1860s history)
 - i. Shoot at or atop Old Vicksburg Courthouse Museum
 - b. What happened around Vicksburg during the Civil War?
 - ii. Shoot at in or around Vicksburg NMP
 1. Life on the Mississippi River in antebellum Vicksburg.
 2. Why is Vicksburg the key, according to President Lincoln.
 3. Numerous options for bonus videos here.

- c. What was it like to live in Civil War Vicksburg?
 - i. Shoot at the Shirley House
 - 1. Cave life
 - ii. Life in the trenches. How engineering and mathematics made the difference between life and death. (STEAM tie in)
 - d. Vicksburg falls, so what?
 - i. Shoot at USS Cairo Museum
 - e. Why does it all matter to you?
 - i. Shoot possibly Vicksburg National Cemetery
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- 3. American Battlefield Trust Resources
 - a. Vicksburg Virtual Field Trip Teacher Resource Guide
 - b. [The Civil War Animated Map](#) and [Lesson Plan](#)
 - c. [The Vicksburg Campaign Animated Map](#)
 - d. [The Vicksburg Battle App](#)
 - e. Four-[minute](#) and other videos on [Vicksburg](#)
 - f. Numerous articles and maps for [Vicksburg](#)