



# AMERICAN BATTLEFIELD TRUST ★ ★ ★

PRESERVE. EDUCATE. INSPIRE.

## **Request for Proposals: Project Video Revolution**

### **INTRODUCTION**

With the support of federal funding via a Battlefield Interpretation Grant from the [American Battlefield Protection Program](#), the American Battlefield Trust (the Trust) is requesting proposals from qualified development and design agencies to interpret and contextualize 16 Revolutionary War battlefields and associated historic properties through the creation of up to 80 short, animated videos on related topics. The Trust will post the videos to its website, [www.battlefields.org](http://www.battlefields.org), YouTube channel and social media accounts, and potentially on other channels.

### **A. COMPANY BACKGROUND**

The American Battlefield 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 nonprofit organization has protected tens of thousands of acres of battlefield land associated with the Revolutionary War, War of 1812, and Civil War. The Trust also has a strong online presence with more than 600,000 followers on its social media accounts, such as YouTube, Facebook, and TikTok, and more than one million visits to its website each month. Nearly 80% of those visits are by students and teachers.

### **B. PROJECT DESCRIPTION**

The objective of this work is to use short-form animated video to attract people of all ages, but with a focus on youth, to American battlefield history. We aim to create 80 videos on the people, places, things, and events associated with the American Revolution. These videos would be accessible entry points into the history through content related to place. Content in the form of video makes them very portable, viewable on a website, YouTube, TV, or a visitor center. The videos may be seen in many places but will have a permanent home at the “How We Became America” page on the Trust’s website at <https://www.battlefields.org/untold>.

Historians Garry Adelman and Adam Zielinski head our team of subject matter experts. Mr. Adelman is an accomplished battlefield historian, author, and guide with over 25 years of experience in public history. As the Trust’s Chief Historian, Mr. Adelman has unmatched experience and expertise in battlefield interpretation and creating videos and scripts for place-based education. Mr. Zielinski is the Trust’s Revolutionary War Fellow and is a prolific author on Revolutionary War history. He has performed Revolutionary War research for institutions such as the Museum of the American Revolution and has experience in creating history-related curriculum for students, one of our core audiences. Mr. Adelman’s and Mr. Zielinski’s experience not just as subject matter experts, but as public historians, ensures that our content will be highly researched, accurate, and accessible. The subject matter experts will provide all content to the vendor in initial scripts from which the vendor will create final, video-ready timed scripts.

## Letter from the American Battlefield Trust (continued)

Page 2 of 5

January 25, 2022

This video series will interpret and contextualize 16 eligible battlefields and associated sites in seven states from the 2007 “Report to Congress on the Historic Preservation of Revolutionary War and War of 1812 Sites in the United States.” They are as follows:

### Revolutionary War Battlefields

- Boston (MA201; Commemorative Opportunity; Class A)
- Bunker Hill (MA202; Commemorative Opportunity; Class A)
- Fort Mercer - Red Bank (NJ206; Priority II; Class B)
- Monmouth (NJ208; Priority I; Class A)
- Long Island (NY203; Commemorative Opportunity; Class A)
- Valcour Island (NY207; Priority II; Class A)
- Fort Ticonderoga (NY213; Priority I, Class B; NY200; Priority II, Class B)
- Bennington (NY219; Priority I; Class A)
- Saratoga - Bemis Heights (NY224; Priority I, Class B)
- Stony Point (NY229; Priority II; Class B)
- Germantown (PA203; Commemorative Opportunity; Class A)
- Battle of Rhode Island/Newport (RI202; Priority I; Class B)
- Charleston (SC200; Priority II; Class A)
- Kings Mountain (SC206; Priority II; Class A)
- Cowpens (SC211; Priority I; Class A)
- Yorktown (VA207; Priority I, Class A)

### Revolutionary War Associated Historic Properties

- Morristown (NJ1010; Priority II; Class A)
- West Point Fortifications – Archaeological (NY1096; Priority II; Class A)
- Valley Forge Winter Encampment (PA1042; Priority I; Class)
- Independence Hall and Yard (PA1056; Priority II; Class A)
- City Tavern (PA1059; Priority N/A; Class A)

The Trust believes videos are the best medium to promote these interpretive goals because of their vast versatility, portability, and accessibility. Users can easily watch them on YouTube or a website, or sites may play them on any screen in a visitor center. The videos can be strung together to form a longer program with, or without, an additional narration. In addition, we aim to create relationships in the future that would allow for these videos to be seen in other outlets – such as streaming, cable, and broadcast TV – as interstitials, or commercials, or on cable TV running as *Schoolhouse Rock* used to. Or, they might be downloaded from a streaming service and used in a classroom.

These videos allow all Americans, even those who live far from the battlefields on the East Coast, to learn about their history and increase their intention to someday visit—perhaps for a pilgrimage in association with the upcoming Semiquincentennial. In a sense, it brings the battlefield to every home in a way that is modern and fresh.

### C. INTERPRETIVE AND TECHNICAL APPROACH

The interpretive objective of this series of up to 80 compelling and well-researched videos is to use video technology to engage a wide, diverse audience with these Revolutionary War battlefield sites regardless of their location. This project will produce up to 80 scripts based on expert research and user testing after which the selected vendor will then animate, along with narration, a musical soundtrack, and captioning to create the final, complete video series. To guide these tasks, the Trust will make its brand guidelines available. Furthermore, the new videos should complement the format and approach already established with the videos in the existing “How We Became America” series (found at [www.battlefields.org/untold](http://www.battlefields.org/untold)).

We imagine that these videos will take a “people, places, and things” approach to interpreting the history associated with the battlefields and historic properties. People associated with the battles, objects that may have been found there, or otherwise known to be in use, and broader themes that are potential ways to open a window to the past.

The Trust expects the content creation process to be an iterative one. It will include revisions as history is written by historians and rewritten for its final form by the creative team; one to two rounds of revisions will most likely suffice at this stage. Comments and revisions may be necessary at the animation and voiceover stages as well. And the chosen vendor shall submit 10% of the videos (about eight in number) for comments and feedback with the target audiences of students and teachers, with feedback from that testing incorporated into the final full set of videos. In total, there should be about four rounds of approval.

**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.**

### D. DELIVERABLES

The vendor shall deliver approximately 80 videos that run approximately two-minutes in length (range of 90 seconds to three minutes) in “mov” format, or another like format at a resolution of at least 1920 x 1080 and 16 x 9 aspect ratio. In addition, the vendor shall deliver caption files in “srt” format and alternative versions of videos with audio descriptions (unless another method for meeting this aspect of 508 compliance is available). Vendor shall deliver final, timed scripts, with summaries (video descriptions) and keywords for social media posts in Word format.

### E. PROJECT SCHEDULE

The work is to begin in February 2022 and be completed (site will be live and operational) by February 2023.

	Action	Deliverable
February 2022	Draft contracts with vendors Outline first 10 topic ideas	Contracts signed. Agreed list of 80 topics. Style guide confirmed.

## Letter from the American Battlefield Trust (continued)

Page 4 of 5

January 25, 2022

March - May 2022	Formal project kick-off Initial research & scripting commences Creative design commences Production schedule agreed Outline of 70 addition topic ideas Script writing begins	Production schedule. 80 total topic outlines. Initial scripts. Voice-over talent identified.  10% (or approximately 8) videos submitted for comments and feedback.
June – September 2022	Animation/video production commences User testing with students, educators Additional script writing	Feedback compiled; refinements made. 80 final scripts. Animations delivered in batches with voice-overs.
October – December 2022	Final feedback on animations. Animation completed with voice-overs. Music sourced. Closed captions inserted Final report produced.	Final 80 animations delivered by end of February 2023 with sound effects, music, and captions. Final report delivered.
February 2023	Retrospective meeting.	Marketing plan.

### F. AUDIENCE

The audience for this video series can be described as the “general public,” but the focus is on 13 – 30-year-olds, especially those in school (students and teachers). We know that the medium of television and film is attractive to audiences far and wide, and in the 21<sup>st</sup> century that content is even more available through digital channels such as YouTube. The availability and importance of this medium only continues to grow online in new channels such as Twitch, TikTok, and Snapchat.

### G. SELECTION CRITERIA

The proposals will be reviewed and evaluated based on the following factors. The factors will be evaluated through a balanced combination of all of them together and, 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.

- a. The vendor should have a proven track record of developing successful and attractive animated videos, ideally for a variety of clients. Please share links, references, and/or case studies to demonstrate relevant prior experience. The following factors will also be considered when evaluating the applicants submitting their qualifications:
  - i. Demonstrating an understanding of the purpose and scope of the videos.
  - ii. Creative vision: ability to envision, articulate, and design high quality videos that address the Trust’s mission based on the latest research and best practices.
  - iii. Specialized experience and technical competence.
  - iv. Prior success in developing inventive digital media products in a cost-efficient and timely manner, especially for an audience of young people.
  - v. An understanding of human-centered design, and/or experience in conducting testing with target audiences and incorporating feedback into final products.
  - vi. The specific experience of individuals who constitute the firm will also be considered. A primary contact must be identified.
  - vii. Client references, relevant projects, company background, tentative timeline, and your development approach.

## Letter from the American Battlefield Trust (continued)

Page 5 of 5

January 25, 2022

- viii. The vendor's available resources and capacity to complete the project within the specified timeframe, and within a team environment.
- ix. Pricing proposal for the videos and required testing.
- x. The vendor's ability to meet Section 508 requirements as determined by the description in the project proposal. For detailed specific guidance on accessibility requirements, consult the "[Create Accessible Synchronized Media Content](#)" on the Section508.gov website.
- xi. The vendor's experience working on federally funded projects.
- b. Working within the identified budget for this contract of an amount not-to-exceed \$400,000.
  - i. The American Battlefield Protection Program [has awarded the Trust \\$200,000 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.
  - ii. Allowance for appropriate credits to donors and partner organizations on the media is necessary.
- c. Ideas for distribution. The vendor should share prior experience in the successful distribution of content create to maximize the exposure of the content to the target audience(s). Distribution will be the responsibility of the Trust.

## H. SUBMISSION AND ADDITIONAL INFORMATION

Submissions should address the criteria above and communicate a creative vision that is adherent to the timeline and budget provided.

Please include the following in a response to this RFP:

- Company background
- Why your agency is the right fit for this project and what do you do best
- Agency team information and people to be assigned to this work
- At least three client references and relevant portfolio work
- High-level production plan, timeline, and budget
- Client revision process
- Disclosure of any conflicts of interest

Please submit your proposal to Lawrence Swiader at [lswiader@battlefields.org](mailto:lswiader@battlefields.org) no later than noon ET on February 11, 2022; proposals received after this date will not be considered. Additional questions about the project or this RFP may also be directed to Lawrence Swiader.

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.