



Request for Proposal Fire Code Documentary Film

Date Issued: January 10, 2019

Vendor Questions Due: January 21, 2019

Submissions Due: January 28, 2019

GENERAL REQUIREMENTS

ABOUT US

Congress created the National Fallen Firefighters Foundation (NFFF) to lead a nationwide effort to honor America's fallen firefighters. Since 1992, the non-profit Foundation has developed and expanded programs that fulfill that mandate. Our mission is to honor and remember America's fallen fire heroes, provide resources to assist their families in rebuilding their lives, and work within the fire service community to reduce firefighter deaths and injuries.

DESCRIPTION OF Documentary Video

The NFFF is seeking the services of a video production company to create a professional documentary video that describes the evolution of fire codes in the United States. In March of 2014, the NFFF hosted the 2nd Firefighter Life Safety Summit. This Summit, known as "TAMPA2", provided numerous recommendations focusing on reducing firefighter injuries and deaths. One of the leading directives from the attendees called for a greater emphasis on fire prevention. Specifically, improving and updating public education programs aimed at reducing civilian fire fatalities and creating fire safe communities. The NFFF is proposing to develop a high-quality documentary to address the recommendation. The documentary will outline the history and evolution of fire codes and community risk reduction (CRR) to better educate the public on the value of enacting fire codes pre-tragedy, how current codes evolved from tragic events and why codes are an important means of protecting communities from the ravages of fire.

Fire codes and activities related to CRR are not new. Fire codes and risk reduction efforts date back before the Roman Empire. In modern times, fire codes have been developed at the high cost of human loss and public outcry after witnessing numerous preventable tragedies.

What the production company will provide:

1. A finished video product that:
 - a. Explains the history of fire codes in the United States and how different generations have concluded legislative action was required to protect citizens from the ravages of fire.
 - b. Feature historically significant events that caused the public outcry for changes in codes and regulations.
 - i. The featured events, arranged in chronological order from oldest known to more recently known events will include:
 1. Newspaper clippings.
 2. First hand accounts including, but not limited to, news reports and personal interviews.
 3. Available documentation of the event including old video footage.
 4. Feature events where the code or standard was effective in preventing a tragedy.
 5. Reenactments of historical events.
 - c. The documentary will conclude with current recommended changes in codes to address the nation's current (and emerging) fire problem. The focus is to demonstrate the vital importance of codes and that the changing fire problem requires updates in the codes to continue to protect citizens

The NFFF is open to suggestions and recommendations on how best to accomplish its goals and those recommendations should be included in the proposal. Examples may include the creation of an introductory documentary and divide the content throughout several documentaries.

What the NFFF will provide:

1. A Project Manager (PM) who will assist with evaluating the historic events highlighted.
2. PM, in consultation with the NFFF, will assist by providing subject matter experts with experience in:
 - a. Fire Codes
 - b. Historical fires
 - c. Other areas as deemed appropriate
3. PM will be on-site to field any questions from the director/producer which may arise during the filming of the documentary.
4. PM will act as the major conduit between the contractor and the NFFF to exchange concerns during the editing period.

DECISION CRITERIA

- Demonstrated experience in creating professional videos. (40%)
 - Video production of documentaries
 - Providing samples of previous work and references upon request
- Proven experience of conducting, filming and editing interviews.
 - Demonstrated ability to direct and produce programs with sensitivity to difficult topics (30%)
- Familiarity with or a general understanding of the fire service and/or military culture through previous video production projects. (15%)
 - A diverse background in completing video programs for:
 - Informational purposes
 - Instructional or academic purposes
- A timeline from execution of contract to final delivery of videos with specific milestones including (but not limited to): kickoff meeting, in-person interviews, storyboarding process, delivery of drafts, comment periods, and final delivery. (15%)

SUBMISSION INFORMATION

- Final deliverable and all unused footage will become the property of the NFFF.
- Included in the proposal will be a detailed budget, including all services for the director/producer/editor (if primary contractor) and all subcontractors.
- Travel expenses, regarding logistics for the filming of interviews, are not required to be included in the proposal budget. However, if they are not included, an estimate of the travel costs must be included.
- Please confirm estimated production timeline from execution of contract to delivery as outlined in the RFP.

- Consultant is required to maintain workman's compensation insurance, commercial general liability insurance, and professional liability insurance, as required by Maryland and/or other applicable state law. In the event that no insurance is required under any applicable state law, and even if it is, Consultant shall maintain such insurance in amounts commercially reasonable given the size, risk and liability associated with the Consulting Services in amounts sufficient to cover the indemnification obligations set forth. Additionally, upon request, Consultant will agree to timely furnish Client with a certificate(s) of insurance evidencing such insurance.
- Questions may be submitted via email to vstagnaro@firehero.org no later than 5:00 p.m. on January 21, 2019.
- Final proposals must be received by 5:00 p.m. on January 28, 2019.
- Submissions may be sent via email to vstagnaro@firehero.org or:

National Fallen Firefighters Foundation
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