



Request for Proposal Video Production Near Miss Incident

Date Issued: February 1, 2019

Vendor Questions Due: February 7, 2019

Submissions Due: February 14, 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 Near Miss Video

The NFFF is seeking the services of a video production company to create a professional documentary style video depicting the near miss event. The near miss event video will describe the circumstances that led to up to an event that nearly resulted in the death of a firefighter and the actions taken by a department to prevent a similar action from occurring again.

The intended audience is as follows:

- Firefighters
- Company Officers/Crew Bosses
- Command Level Officers and Agency Officials

The goal of the video is to:

- Demonstrate how an unbroken chain of events can lead to a dangerous, but preventable, situation.
- How teachable moments can be used to protect firefighters from making similar mistakes.
- How leadership, properly exercised, can effect change.
- How to implement a policy and practice change that may conflict with traditional actions.

What the production company will provide:

1. A finished video product that:
 - a. Covers the goals outlined for the video program.
 - b. Feature interviews with affected fire service professionals.
 - c. Properly depicts the events that lead to the near miss without applying blame or causing undue hardship on those affected.
 - d. Properly and respectfully depicts the events of the near miss including:
 1. Firsthand accounts including, but not limited to, news reports and personal interviews.
 2. Available documentation of the event including video footage.
 3. Reenactments or walk-throughs of the events as they occurred or are recollected.
 - e. The video will include the evolution of policy change and implementation of the policy to demonstrate department leadership's commitment to prevent a similar situation from reoccurring.
 - f. Incorporates relevant NFFF 16 Firefighter Life Safety Initiatives as part of the program.

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 provide assistance as needed.
2. PM, in consultation with the NFFF, will assist by providing subject matter experts as deemed necessary by the selected production company.

DECISION CRITERIA

- Demonstrated experience in creating professional videos. (40%)
 - Video production.
 - 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 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%)

PREFERRED CRITERIA

- West Coast-based production company.
- Significant experience in working with the fire service.

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 as outlined on the cover of this Request for Proposal.
- Final proposals must be received as outlined on the cover of this Request for Proposal.
- Submissions may be sent via email to vstagnaro@firehero.org or:
National Fallen Firefighters Foundation
Attention: Victor Stagnaro
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Crofton, Md. 21114