



REQUEST FOR APPLICATIONS – Videography Services for Documentary Video on Rural Child Care Challenges in Oregon

RFA# 24-515

Release Date: May 7, 2025

Organization: Southwestern Oregon Workforce Investment Board (SOWIB)

Location: Coos, Curry, and Douglas counties

Classification: Contract

Budget: \$20,000

Application Deadline: June 6, 2025

Background

The Southwestern Oregon Workforce Investment Board (SOWIB) is a non-profit organization serving as the local workforce development board for Coos, Curry, and Douglas counties. SOWIB's mission is to develop, oversee, and implement the area's strategic plan for workforce development and allocate federal and other resources to appropriate workforce development activities and services, as prescribed in the Workforce Innovation and Opportunity Act (WIOA). Request for Proposal (RFP): Videography Services for Documentary Video on Rural Child Care Challenges in Oregon

1. Project Summary

SOWIB seeks an experienced videographer or video production team to produce a compelling short documentary video (approximately 5–7 minutes) that highlights the challenges and systemic issues facing child care providers, parents, and communities in rural Oregon specific to Coos, Curry and Douglas counties.

2. Background

Rural communities across Oregon are experiencing a crisis in child care availability and affordability. Providers are struggling to stay open, families face long waitlists, and the economics of care don't add up for anyone involved. This video will be a storytelling tool to raise awareness among policymakers, funders, and the general public about how the child care system is failing rural families and what must be done to fix it.

3. Project Objectives

- Illuminate the economic and systemic challenges of rural child care through storytelling.
- Center the voices of rural providers, parents, and community leaders.
- Build empathy and urgency for reform through high-impact visuals and authentic narratives.
- Deliver a video product suitable for web, social media, presentations, and events.

4. Scope of Work

The selected videographer will be responsible for:

- Collaborating with our team to refine messaging and narrative
- Identifying and filming interviews with key stakeholders (e.g., parents, providers, community leaders).
- Capturing relevant b-roll footage (e.g., child care settings, rural communities, etc.).
- Editing and producing a 5–7 minute final cut, plus one 60-second version for social media.
- Ensuring accessibility through closed captioning.

5. Deliverables

- 1 fully edited 5–7 minute video
- 1 social media cut (60 seconds max)
- Closed caption files (SRT or embedded)

6. Timeline

- RFP Issued: May 7, 2025
- Proposal Deadline: June 6, 2025
- Selection Notification: June 20th. 2025
- Discovery Begins: June
- Filming Begins: July/ August
- Final Cut Delivered: Ideally 12–16 weeks from filming start

7. Budget

Please include a proposed budget not to exceed **\$20,000**. Proposals should include a detailed line item breakdown of anticipated costs (e.g., pre-production, travel, editing, equipment).

8. Proposal Requirements

- Letter of interest (1 page)
- Project approach and timeline
- Portfolio or samples of similar work
- Bios of key personnel
- Budget proposal
- References from past clients (at least two)

9. Selection Criteria

- Demonstrated experience with documentary-style storytelling
- Ability to work in rural environments and capture sensitive narratives with care
- Creative approach and visual style
- Cost-effectiveness and ability to meet deadlines
- Cultural sensitivity and understanding of issues affecting rural communities

10. Submission Instructions

Submit proposals in PDF format by June 6th, 2025 to: info@sowib.org