



Request for Proposals

Democracy! The Podcast Production Vendor

Issued: 05/10/2022

Responses Due: 05/31/2022 by 5:00 pm ET

Vendors may email questions and responses to the following contact:

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National Democratic Institute
455 Massachusetts Ave, NW, 8th Floor
Washington, DC 20001

I. About NDI and CEPPS

The National Democratic Institute (NDI) is a nonprofit, nonpartisan, nongovernmental organization that has supported democratic institutions and practices in every region of the world for more than three decades. NDI receives grants and cooperative agreements to pursue its mission from U.S. Federal agencies, including the U.S. Agency for International Development (USAID) and the Department of State (DOS), as well as grants and service contracts from private and international donors such as the United Nations Development Fund, the U.K. Department for International Development (DFID) and the World Bank, among others.

Since its founding in 1983, NDI and its local partners have worked to establish and strengthen political and civic organizations, safeguard elections and promote citizen participation, openness and accountability in government. NDI works on five continents with political parties, governments, parliaments and civic groups to establish and strengthen democratic institutions and practices. The Institute uses a multinational approach that reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. That philosophy has been applied in more than 132 countries since NDI's founding. NDI has been a pioneer in the use of technology as an integral component of democratic development. The Institute has helped citizens create and refine tools to advocate, organize and mobilize in ways that encourage governments to be more accountable and create opportunities for citizen-led social and political change.

The Consortium for Elections and Political Process Strengthening (CEPPS) is comprised of nonprofit, nonpartisan, nongovernmental organizations dedicated to advancing and supporting democratic practices and institutions around the globe. Established in 1995, CEPPS pools the expertise of three premier international organizations dedicated to democratic development: the International Foundation for Electoral Systems, the International Republican Institute and the National Democratic Institute.

II. Introduction

In preparation for the second and third seasons of [Democracy! The Podcast](#), CEPPS is seeking a podcast production vendor to assist in all stages of season development, production, and dissemination.

Each episode of *Democracy! The Podcast* takes an in-depth look at some of the biggest challenges facing the vitality of democracy around the world. Guests are some of the most experienced experts working in the field of democracy, rights, and governance and give first-hand accounts, sharing how they tackle real-life problems and help move countries

towards a more democratic process for all.

III. Scope of Work

CEPPS will contract a podcast production vendor to produce, refine and promote the second and third seasons of *Democracy! The Podcast*. The vendor will assist with show development and sourcing proper equipment and service providers for remote and in-person content recording. The vendor will also assist with episode format and outlines, show concept refinement, graphic and audio asset acquisition, workflow refinement and website integration planning.

Vendor will:

- assist with the production and publishing of 20 episodes (approx. 30 minutes in length) with three guests per episode.
- be responsible for the first editorial passes of all interviews.
- assemble audio following the episode plan.
- provide detailed audio editing as necessary for all provided audio elements, including the interview and client-provided narration.
- mix and master the final episode to achieve broadcast-level sound quality.
- provide a human-corrected transcript.
- schedule episode publishing to CEPPS's media hosting company.
- ensure distribution across all relevant directories, apps, and services.
- advise CEPPS on marketing, promotional, and strategic opportunities as they arise.

The price for any supplementary production additions the vendor may wish to incorporate (example: promotional assistance or bespoke music) should be included in the application.

IV. Criteria for Vendor Selection

Vendors who meet the following criteria will be given preference:

- Vendor must demonstrate high-level knowledge in podcast production and dissemination.
- Vendor must demonstrate knowledge of global affairs, illustrating an understanding of highlighting democracy, rights, and governance-related content.
- Vendor must have experience in audio editing, planning and promotion, and episode distribution across relevant platforms.

V. Proposal Guidelines and Submission Process

Proposals should include the following information:

- Company history and core services

- Client list, particularly any international, political or non-profit organizations
- Detailed budget containing all costs, including staff time and projected communication and travel expenses. Proposals may be priced by day or by hour. Different rates may be given for different services and/or different team roles.
- A portfolio of past work
- If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. NDI will not refuse a proposal based upon the use of subcontractors, however, NDI retains the right to refuse the subcontractors selected by a vendor.

All final proposals should be submitted via email to contact information (same as above) at the National Democratic Institute by **5:00 pm ET on 05/31/2022**.

Early submissions are welcome and appreciated. NDI will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed tool requirements. NDI may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. NDI also reserves the right to consider bids for modification at any time before an award is made. NDI will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award. Please note that selected vendor(s) would be expected to use NDI's standard contract template, a copy of which is available upon request.