

Request for Proposal

SFMOMA Podcast – *Raw Material*

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The San Francisco Museum of Modern Art is excited to produce the newest season of our award-winning arts and culture podcast, *Raw Material*. Each season, SFMOMA partners with a different podcaster-in-residence to explore contemporary art in an expanded field.

Investigating the myriad intersections within the sphere of arts and culture, *Raw Material* is not bound to works in SFMOMA's collection or the walls that house them. This season, we are interested in proposals related to themes of interconnectivity, access, and kinship in the Black community. Proposal submissions will be considered from **March 8th – May 1st 2021**.

Through this Request for Proposal (RFP), SFMOMA seeks a production partner for Season 7 of *Raw Material*, which will consist of 6 episodes to be released weekly or bi-weekly starting October 2021. The term of the contract is from **May 2021 to January 2022**.

Content

SFMOMA aims to partner with producers who have a shared interest in telling engaging stories that are thoughtful and informed. Through compelling narratives, we will provide rich aural experiences that expand the world of art to listeners of all audiences. Foregrounding human-centered stories over scholarly authority, and highlighting the value of the audience, *Raw Material* engages with art in a way that is accessible. Interconnectedness is a theme that aligns with these goals and is a concept we encourage submissions to explore. Here are a few podcasts we're listening to for Season 7 inspiration:

[The Nod: How To Make Free People](#)

[You Had Me At Black - At the House: Radical Imagination](#)

[Power Not Pity – The Ancestors Woke Me Up](#)

[Disability Visibility Project – Ep.92 Disabled Afro-Latina Artists](#)

[1619: Episode 3: The Birth of American Music](#)

Scope

The scope of work includes the production of 6podcast episodes, each approximately 30 minutes in length. The term for this work will run from **May 2021 to January 2022** and entail:

- Scripting, audio editing and sound design for all episodes
- Recording all audio from contributors and host, including handling logistics
- Participation in content development and review meetings with SFMOMA
- Contributor outreach and other coordination in collaboration with SFMOMA

SFMOMA Podcast History

Since the 1980s, SFMOMA has been a pioneer in the arts and technology. In 2005, SFMOMA became one of the first fine art museums to create a podcast. The "[SFMOMA Artcast](#)" was a bimonthly digest of goings-on at the museum, published for over a decade, making it one of the longest-running arts and culture podcasts to-date. It was described to audiences as "bringing you closer to the voices of artists, writers, curators, musicians, and visitors as they respond to artworks on view at SFMOMA." When the museum re-launched in 2016, so did its podcast, newly titled *Raw Material* and newly focused outside the walls of the museum. Each season focuses on "Art and..." an intersecting theme such as sexuality, social justice, the land, the occult. Moving forward, our continued mission will be to explore the ways in which this podcast can push through the boundaries of the institution and expand access to the arts through audio storytelling.

Copyright/Museum Ownership

SFMOMA shall own and control in perpetuity all rights, in and to, all content produced for the Museum, including the copyrights and other intellectual property rights. Vendor must provide content in final edited audio files via ftp and CD or DVD in both uncompressed WAV and MP3 file formats. If delivered via ftp, a final CD or DVD backup is required. Vendor must provide full, unedited transcripts and audio recordings of actualities. Vendor must provide both standard and large-print digital copies of finalized scripts. In addition, Vendor must provide signed release copies for all talent not employed by SFMOMA.

RFP Proposal Content and Format:

To facilitate an expedient and objective evaluation of all submitted responses, it is essential that all Vendors adhere to the desired response format articulated below. The Museum may modify or clarify the RFP by written notice to or in correspondence with prospective Vendors. Additional information beyond what is requested below and deemed relevant by the Vendor will be accepted, but responses not satisfying this minimum standard will not be considered.

Section 1. Executive Summary: Please provide a statement that describes why SFMOMA should choose you as its partner in podcast content production. Describe your vision, proposed Season 7 thematic overview, outline for at least one sample episode, and high-level summary of project management approach, delivery model, and a statement of differentiation that would set you aside from your competition.

Section 2. Professional Information: In order to assess your compatibility, we would like to have information on your professional history, background, experience, and qualifications. Please provide resumés of key personnel.

Section 3. Creative Work Samples: Describe your experience and knowledge working with media outlets, cultural institutions and/or art museums, to develop innovative and creative audio content. Please provide examples of recent podcast episodes. Examples should demonstrate compelling scriptwriting, recording, editing, and sound design. Please provide details on the typical workflow for content creation, production scheduling, and approval processing.

Section 4. Scope of Services and Project Organization Describe the categories of skills you will bring to the project, highlighting your expertise with specific elements of our solution scope, and the organization structure you propose to complete the work, including both client (SFMOMA) and Vendor (your company) roles and responsibilities.

Section 5. References: Please provide three to five reference accounts including company name, principal contact, and email or phone number.

Proposal Timeline:

- Release of RFP to vendors: **March 8th, 2021**
- Proposals due: **May 1st, 2021**
- Vendor selection and contract award: **May 21st, 2021**
- Start of services: **June 2021**
- Target release date: **October, 2021**

Please submit application materials and related questions to:

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