

Date: May 17, 2012

RE: University of Oregon, Center on Teaching Learning
Media Services Contract

Dear Potential Respondent:

The University of Oregon (University), is seeking Media Services for use at the University of Oregon's Center on Teaching and Learning Department.

This letter does not constitute a solicitation for bids or an offer of a contract. Responses will not bind you to the University (or the University to you) contractually or monetarily, or in any other way. Please do not respond exclusively by telephone or merely by sending marketing brochures. Please feel free to make suggestions, in addition to responding to the questions. Please submit your responses to Julie Watts, jwatts2@uoregon.edu by no later than May 23, 2012. Responses submitted after this date may be considered if the University, in its sole discretion, deems appropriate or desirable.

Once the University receives all information it wishes to obtain, it will evaluate the information and determine whether to negotiate with you. The University may negotiate with no vendors, one vendor, or more than one vendor. It is the University's intent to purchase the components and services it deems, in its sole discretion, to provide the best value to the University, though the University may choose to purchase no components or services. Price will be one of many factors considered in any purchase. The factors considered are not limited to those addressed in this letter, the responses to this letter, or any other inquiries the University might make and responses it might receive. The University reserves the right to request software demonstrations, if in its sole discretion, the University determines that software demonstrations are in its best interest. The University is under no obligation to share additional information with you beyond that contained in this letter but may do so if the University, in its sole discretion, deems it advantageous.

It is hoped that the result of this process will be a binding contract between the University and a vendor which will include terms and conditions substantially set forth in the draft contract enclosed with this letter. If you have questions, concerns or proposed revisions to any of the terms and conditions contained in the attached contract, you must address those in your response. If you do not address your questions, concerns or proposed revisions in your response, the following terms and conditions in the attached agreement will be non-negotiable and will not be subject to revision: Sections: 6 and 7.

A. Objectives:

The Center on Teaching and Learning (CTL) at the University of Oregon is searching for an educational media services group (MS) to develop a series of instructional videos. The videos are to be hosted on the CTL website and are targeted towards teachers and educators in elementary schools. CTL would like to partner with a media services group that has extensive experience creating professional development tools for educators. The media services group should have a history of creating videos beginning from an outline through to the final stages where an internet ready HD video is provided to end

users via a content/learning management system. The education media services group (MS) that CTL partners with will be able to collaborate with CTL in such a way that the final product will be given to CTL programmers to place on the CTL website.

The steps that are included in this video series development will require the MS to complete activities for all aspects of pre-production, production, post-production. Activities include script development and revision, preproduction, graphics, filming in High Definition video, editing in HD format, and outputting to an Internet-ready format. Other services and responsibilities include but are not limited to:

- MS will communicate with CTL programmers to ensure that the CTL website is compatible with the vendor provided video
- MS will deliver internet ready video in 2 formats, HD and another format for computers with smaller bandwidth.
- Each final video will be in between 5 minutes and 15 seconds long.
- There will be a total of 42 videos; 15 videos will be in the range of 1-3 minutes each.
- There will be approximately 90 videos that will be approximately 20 seconds each.
- The videos will consist of educators working with elementary age students one-on-one and in small groups.
- Videos should be shot on location at a school or on a set that is designed to resemble a school.

B. In response to this letter, please provide the following submittals

1. Written response fully addressing all the services required as listed under Section A above.
2. Reference information to include; name, address, telephone number, email address for at least three educational institutions for which vendor provided services of similar size and scope to the services required under this alternative procurement.
3. Scheduling/Availability: Describe availability to provide media services as described in Section A above, including availability to begin immediately for a summer video shoot.
4. Media services pricing: Provide detailed pricing for all elements of the media services project. Include a total project cost.
5. Any other information, documents, or materials you wish.

Responses to this letter will be retained by the University for a required retention period and made a part of a file or record that will be open to public inspection. If a response contains any information that is considered a “trade secret” under ORS 192.501(2), you must mark each page containing such information with the following legend: “TRADE SECRET”.

The Oregon public records law exempts from disclosure only bona fide trade secrets, and the exemption from disclosure applies “unless the public interest requires disclosure in the particular instance.” Non-disclosure of documents or any portion thereof or information contained therein may depend on official or judicial determinations made pursuant to law. An entire response to this letter marked as “trade secret” is unacceptable, and the response will be returned to you for modification.

Questions about this procurement should be directed to Erin Chaparro (541-346 1103) echaparr@uoregon.edu, or Julie Watts (541-346-8182), jwatts2@uoregon.edu)

Thank you for your prompt attention to this letter and your interest in the University of Oregon.

Sincerely,

Erin Chaparro
Research Associate
Center on Teaching and Learning
University of Oregon