



Request for Proposal

Event Program Development for the Investigative Reporting Program's Annual Symposium and Workshops

Issue date: August 21, 2018

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1. About the Program

The Investigative Reporting Program (IRP) was established in 2006 to promote and protect the practice of investigative journalism. IRP has evolved from a single seminar to encompass a nonprofit newsroom, a seminar for undergraduate reporters, a post-graduate fellowship program and an annual symposium and workshop series.

Through its various projects, students have opportunities to gain mentorship and practical experience in breaking major stories for some of the nation's foremost print and broadcast outlets. The IRP also works closely with students to develop and publish their own investigative pieces.

The IRP has produced and contributed to dozens of groundbreaking stories for broadcast, print, and online outlets. The stories have ranged from a probe into the money behind college sports, the holes in homeland security, and the dysfunctional patchwork of death investigation in America. Award-winning stories include exposés of poor worker safety in the metal industry, the hidden history of credit cards, corruption in Mexico, and the California energy crisis. The IRP's work has appeared on PBS Frontline, Frontline/WORLD, NPR, and PBS NewsHour, and in publications such as *Mother Jones*, *The New York Times*, *Los Angeles Times*, *Time* magazine, and the *San Francisco Chronicle*, among others.

Since 2007, the IRP has hosted the Annual Reva & David Logan Investigative Reporting Symposium. The only symposium of its kind in the country, it routinely brings together a veritable "who's who" of top journalists, law enforcement, and government officials to address the critical issues confronting this specialized field. The symposium also unites media executives involved in both non-profit and commercial outlets, as well as media attorneys, academics, major foundation leaders, and philanthropists who support journalism in the public interest.

The IRP also hosts two annual professional workshops for filmmakers. The goal of the workshops is to elevate the journalistic standards of independent filmmakers, increase the impact of their stories, and help them break new ground.

2. Project overview

The IRP is seeking a contractor to oversee and administer the program and content for two major events:

The annual Reva & David Logan Symposium on Investigative Reporting, a high-profile two-day conference that brings together 300+ journalists and others at UC Berkeley each April. The contractor will:

- Research and develop the symposium's theme and compelling panel topics; invite and pre-interview speakers, and coordinate all aspects of their participation. Run the program during the symposium.
- Publicize the event to the journalism community through emails, social media, mailings, and direct communication with industry leaders.
- Manage web coverage during and after the symposium to ensure the larger journalism community benefits.
- Manage the invitation list, ensuring that donors and other IRP supporters are invited and receive regular updates, and that attendees represent a broad cross-section of the industry.
- Supervise the event coordinator, along with Operations Director.
- Conduct event evaluations and report on outcomes.

In conjunction with the IRP's operations director, the contractor may also assist with the following:

- Preparing the event budget.
- Selecting, contracting with, and overseeing vendors and independent contractors.
- Fundraising for the event, including soliciting sponsorships, grants, gifts, and in-kind donations, as well as ensuring that donors are properly acknowledged.
- Evaluating venues, furniture/equipment rentals, permits, catering, registration, printed materials, security, hotels, and parking.

The bi-annual IRP Professional Workshop for Independent Filmmakers, a three-day workshop that takes place each February and October. This contractor will:

- Publicize the event to the documentary film community through emails, social media, mailings, and direct communication with industry leaders.
- Review applications, conduct interviews, and select qualified filmmakers to attend the workshop, and assist them with travel plans, if necessary.
- Find and invite appropriate instructors to teach the workshop; negotiate compensation, if any; and work with them to develop the curriculum.
- Coordinate phone and in-person consultations between filmmaker participants and veteran journalists for up to a year after each workshop.
- Write regular blog posts about what is being learned at the workshops, culminating in a best-practices manual that is shared widely with the documentary film community.
- Prepare bios, program, and schedule to be shared with participants and on website
- Assist in preparing grant reports for supporting foundations and any other reports

It is expected that the contractor will have a background in journalism or documentary filmmaking, and should have experience developing programs for conferences, symposia, or workshops.

3. Goals & Objectives

The contractor needs to lead program and content development to meet the following objectives:

- Developing a topical and engaging symposium theme;
- Recruiting industry leaders as panelists, speakers, and instructors;
- Developing the symposium program and schedule to meet the needs of a high-end industry audience;
- Promoting and communicating the symposium and workshops to potential attendees;
- Inviting and managing attendee lists;
- In partnership with the operations director and event coordinator, planning for and managing the logistics and budgets for the events;
- Working with the operations director to identify and contact donors and sponsors for the events;
- Collecting and presenting feedback from event speakers and participants.

4. Requirements

The time demands for this work are variable. The months of February, March and April leading up to the symposium will require a significant time commitment to prepare for the event in mid-April. The workshops are held in October and February, and may require a significant time commitment for the weeks of the workshops themselves.

The contractor must have experience developing programs, recruiting speakers, and creating content for events, such as conferences, symposia, or workshops. A background in journalism or filmmaking is strongly preferred.

The contractor must be a self-starter and able to work independently without a lot of direction while still coordinating plans with the IRP's director and operations director. The contractor also should be available for occasional meetings at the IRP's offices on the UC Berkeley campus, as well as for the workshops and symposium.

The contractor must be available to commit to these projects from fall 2017 through the end of April 2018.

5. Timeframe and budget

Pricing should include a bid for the entire project as well as pricing breakouts for each event (one workshop and the symposium), and whether any of the work would be sub-contracted.

Our goal is to have the contractor hired and able to attend our October workshop as an observer. The second workshop will be held in February 2018. The Symposium is schedule for April 13-14, 2018.

The proposal timeframe is:

- RFP issue date: August 21, 2017
- Proposal due date: September 15, 2017
- Vender selection date: October 6, 2017
- Project initiation: October 18, 2017
- Project wrap-up: April 30, 2018

6. Proposal completion checklist

Please direct responses to this proposal and any questions to:

Chris Bush

Operations Director, Investigative Reporting Program

cbush@berkeley.edu

(510) 643-1286

Please let us know within three business days of receiving this RFP if you plan to submit a proposal.

Responses should include:

- Information on your experience developing programs and content for events
- An outline of how you would approach the symposium and workshop
- Your availability to work on this project in 2017-18
- Resumé and references
- A bid