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REQUEST FOR PROPOSALS

Video and Multimedia Project Proposal

Request for Proposal: Independent Contractor – Video and multimedia project proposal for IRCOM’s 30th Anniversary Celebration

Issued: November 23, 2021

Submission Deadline: Tuesday December 7th, 2021, 12:00 noon (CST)

Submit to: Shereen Denetto, Executive Director, shereend@ircom.ca. Questions should be directed to Shereen no later than Thursday December 2nd, 2021

Project Overview

With funding provided by the Centennial Institute Grant¹ through The Winnipeg Foundation, IRCOM Inc. is seeking proposals from qualified individuals to plan and carry out a video/multi-media project with the theme of “Making Manitoba Home” as a part of IRCOM’s 30th anniversary celebrations planned for May 2022.

Project Timelines: The project would begin in early December 2021, and should be completed with all deliverables met by Friday April 29, 2022.

The successful applicant will be required to design and carry out a video and multimedia project which includes gathering 30 stories, and producing an array of multimedia content based on those stories. The sharing, dissemination, presentation or display of materials is the responsibility of IRCOM. Our plan, which can be modified through discussion, includes the following:

STORY GATHERING AND INTERVIEWS:

- Gather 30 stories, each requiring an interview (and the outreach, explanation, confirmation to conduct the interviews)
- Ideally each is done in person, but it will depend on the pandemic. If due to public health restrictions in-person is not possible at the time, we would consider Zoom/on-line interviews if the production value is high enough
- Most will be former tenants of IRCOM from diverse communities, who lived at IRCOM during the past 30 years. Of these, a spread over the 30 years is ideal
- A few may be former leaders, board members, etc. who were integral to the development of IRCOM

MEDIA PRODUCTION:

- Of the 30 stories, we anticipate that all will start as video interviews and then be produced as:
 - Approximately 10 video clips 3-6 minute each
 - Approximately 20 products, alternate format (e.g., 5-6 large posters, graphic designed,

¹ The funding by the Centennial Institute is aimed at enhancing appreciation “for Winnipeg, Manitoba or Indigenous history” and for projects that are “most likely to bring new perspectives to our heritage.”

with vibrant photos/compelling quotes; 14-15 other – blog posts, website pages, Constant Contact newsletters, social media posts, etc.)

- 2-3 additional mini-video projects may be required, for example, a short video clip of a dozen IRCOM tenants individually saying “Happy 30th anniversary IRCOM!” in different languages. Or, a video about the creation of an art project related to the 30th anniversary. Or a short “Tour of IRCOM” video. Staff support will be provided for these small projects
- Project/products must have a social media lens

CONSULTATION AND COORDINATION

Beyond the video/multi-media production work, we anticipate this project will include activities such as:

- Regular meetings with the IRCOM project team,
- Effective liaison with CBC Manitoba (meetings, sessions together if needed),
- Time to review our list of contacts and talk to IRCOM staff to flesh out the list and come up with more names, (e.g., using the ‘snowball’ technique to ask interviewees to recommend others),
- Allowing for time for IRCOM to provide meaningful feedback and edits, time to work with graphic designers on visual products, etc.

MENTORSHIP – optional

- The inclusion of opportunities for meaningful input and exchange, mentorship, and learning, for IRCOM’s participants and/or staff, will be regarded positively

REQUIRED QUALIFICATIONS:

- Be experienced in cross-cultural communication and the nuances of storytelling across cultural and linguistic groups
- Be a self-starter, able to take initiative
- Skilled in community outreach and community conversations
- Be a collaborative composer and a creative presenter of stories and images (CBC Manitoba is interested in a partnership on this project, and we anticipate the successful candidate will liaise and work with them, for the duration of the project)
- Be open to feedback and input from IRCOM, from those they are interviewing and from CBC Manitoba (as advisors)
- Be an attentive listener, and understand what makes a story compelling and how to convey that through multimedia platforms
- Exceptional project management and communication skills, able to develop a realistic workplan with timelines, follow through, communicate in a timely manner around challenges, problem-solve effectively and achieve deliverables on time.

Submission Requirements

Potential candidates with demonstrated experience and success are asked to submit a Proposal by email, approximately 3 pages in length plus attachments, that outlines the following:

- Qualifications, expertise and experience producing multimedia storytelling specific to the content areas, products and activities in this proposal
- Explanation of fit with a cross-cultural storytelling project and with IRCOM’s mission
- Technical training, accreditation and qualifications



Immigrant and Refugee
Community Organization of Manitoba

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- Necessary equipment and software/hardware
- A succinct description of COVID-19 prevention measures for in-person services, and an alternate plan if public health orders restrict in-person services (IRCOM is fine with a requirement of proof of immunization)
- A simple project budget²
- Proposed work plan and approach including an outline of timelines and associated milestones
- 3 references from similar types of projects
- 2 samples of work produced from similar types of projects
- Invoicing and payment schedule

Ideally the Proposal is one continuous document versus several separate files.

The specific terms of this engagement will be determined through discussion between IRCOM and the candidate.

In keeping with IRCOM's Anti-Racism Statement (<https://www.ircom.ca/>) and our commitment to supporting, empowering and being representative of the communities we serve, IRCOM encourages local businesses and immigrant, refugee and/or BIPOC-owned businesses and contractors to submit proposals.

- End -

• ² Note: we anticipate that this project may involve subcontracting with a graphic designer. If it does, please include these costs, but please make sure we can see graphic design costs (or any other subcontractors) clearly delineated, so we have a basis for comparison