



April 22, 2013

FINRA INVESTOR EDUCATION FOUNDATION

REQUEST FOR PROPOSALS TO PRODUCE SOCIAL ISSUE DOCUMENTARY

Background

The FINRA Investor Education Foundation provides underserved Americans with the knowledge, skills and tools necessary for financial success throughout life. We are committed to helping investors make informed, unbiased financial decisions, and spot and avoid investment fraud. To support these goals, we engage in research and outreach through a combination of grantmaking and Foundation-managed projects. More information is available online at www.finrafoundation.org and www.SaveAndInvest.org.

Project

The FINRA Foundation is seeking a vendor to supply complete production services to produce one, one-hour, broadcast-quality documentary, along with 0:60 and 0:30 promotional trailers.

The social issue documentary will focus on pitfalls in consumer financial decision-making and showcase work of leading social scientists. Connecting science with practice, the documentary will deliver content about behavioral economics and the implications of that knowledge for individual investors. The program will have a strong focus on investor protection, empowering viewers to overcome identified pitfalls so that they are better equipped to make informed financial choices.

The production will be part tutorial, part documentary, part news feature, and all very accessible to the audience. The final program will be approximately 60 minutes in length but edited such that that individual segments, or chapters, will be able to stand on their own as separate stories. It must be suitable for television broadcast, as well as DVD and Web distribution.

The exact content to be produced is part of a creative process and will change based on material as yet uncovered, the willingness of interview subjects, and mutually agreed upon modifications in the production.

This new documentary complements an earlier FINRA Foundation production, *Trick\$ of the Trade: Outsmarting Investment Fraud* (www.SaveAndInvest.org/TricksoftheTrade), which is currently distributed to public television stations by American Public Television and WQED Pittsburgh.

Target Audience

The program should be relevant to a broad audience of individual consumers, particularly adults age 45 and over.

Key Takeaway

The program must provide a bridge from behavioral economics and social science to action that may be taken by individual consumers to improve their financial decision-making. The primary goal of this production will be to educate consumers, and all production elements will support and advance that objective.

Production Values & Appeal

All elements must be of the highest quality to meet professional, television broadcast standards. PBS production guidelines are available at www.pbs.org/producers/guidelines; American Public Television syndication information is available at <http://www.aptonline.org/apweb.nsf/vProducers/Producers-Syndication>.

Intellectual Property

All work product and deliverables will belong exclusively to the FINRA Foundation, except to the extent any portions of the work product cannot be assigned to the FINRA Foundation; in those cases, the vendor we select must secure a royalty-free, perpetual, world-wide license for the FINRA Foundation to use and sublicense any such portions.

Responsibilities of Vendor Selected

1. Consult on planning and conceptualizing the video production
2. Develop a timeline for the project to be approved by the FINRA Foundation
3. Present a synopsis explaining the story theme and significance to the individual consumer
4. Create treatment detailing messaging, scenes and interviews, and the audience experience
5. Write scripts in consultation with the FINRA Foundation
6. Identify interview subjects in consultation with the FINRA Foundation
7. Secure and direct amateur talent
8. Secure a license for the FINRA Foundation for all video footage obtained and to be incorporated into the production
9. Provide video photography and sound recording
10. Develop video graphics and animation in keeping with the brand and style of FINRA and the FINRA Foundation
11. Provide all clearances for stock footage, stock photos, music rights, transcripts and talent
12. Edit and produce narration, music and other audio recordings
13. Edit into multiple rounds of rough cuts for evaluation and approval
14. Edit into final post-production form, following any final changes resulting from evaluation and approval of video rough cuts
15. Provide the documentary in broadcast and standard media formats (DVD and others, as requested), as well as in formats suitable for web download and viewing
16. Provide 0:60 and 0:30 promotional trailers in broadcast and web-viewable format

17. Contribute to dissemination plan and facilitate access to television distributors
16. Promotional support to include, as relevant, an electronic press kit, flyers, publicity and other such services

Required Skills and Resources

- Demonstrated experience with broadcast quality productions, preferably documentaries
- Demonstrated experience with script writing and editing
- Ability to shoot in High-Definition (or comparable scale) and perform post production in digital environment
- Access to equipment and experience creating high end graphics
- Demonstrated success in placing programs with television broadcasting networks
- Experience with financial topics, in particular personal finance and/or behavioral finance preferred

Proposal Preparation and Submission

1. Document experience providing the services required (2 page maximum)
2. Write at least one concept or thematic approach relevant to the proposed project (3 page maximum)
3. Provide work examples and at least three references from recent projects
4. Include itemized budget and justification, including travel, consultants, staff time, and overhead
5. Maximum budget under \$400,000
6. Submit proposal electronically to investoreducation@finra.org **on or before May 10, 2013**. If necessary, supporting materials and work samples may be submitted in hard copy to:

Christine N. Kieffer
FINRA Investor Education Foundation
1735 K Street NW
Washington, DC 20006

Neither proposals nor any other submitted materials, including samples, will be returned.

Proposal Review Process

- All proposals will be reviewed by FINRA Foundation staff and others, as appropriate.
- The FINRA Foundation may follow up with a request for an in-person meeting.
- A decision is expected by May 31, 2013.
- Production should begin by July 1, 2013 and conclude before the end of the year.

Questions?

- Visit www.finrafoundation.org and www.SaveAndInvest.org.
- Contact Christine Kieffer, christine.kieffer@finra.org, 202-728-6970.