REQUEST FOR PROPOSAL

DOCUMENTARY ON DICK PURTAN

Detroit Educational Television Foundation (d.b.a. Detroit Public Television or DPTV) is issuing this request for proposal (RFP) to develop a one hour program to be broadcast by Detroit Public Television.

- Production of 1x one hour documentary (56:46) on Dick Purtan
- Production of a trailer, 3-5 mins
- Production of a promo, :30

The contact person regarding this RFP is Laura Brandt, VP, Operations, and can be reached at lbrandt@dptv.org.

DESCRIPTION OF PROJECT

Fans of Detroit radio can celebrate the life and extraordinary career of Dick Purtan in a televised remembrance of his legendary journey as a radio personality and community philanthropist, to premiere on Detroit’s PBS station in 2022. Detroit Public Television will honor the broadcaster through a special documentary and broadcast event, highlighting Purtan’s life on and off the air, told through audio and video clips, archival film and photos and interviews with Purtan, his family, friends and colleagues.

The 60 minute documentary film will feature some of the most memorable moments from Purtan’s top rated morning show, including his infamous “Put On Calls”, where he entertained generations of Detroiter with a whimsical mix of radio satire, one liners and dead pans delivered to his audience each day along with his “Purtan’s People” ensemble cast and crew.

The film will track Purtan’s arrival in Detroit at the legendary WKNR in the mid 1960s and chart his inevitable rise through various Detroit radio stations, including WOMC, where he reigned as a ratings juggernaut until his retirement in 2010. While Purtan was recognized as Detroit’s top radio funnyman on the air, it was off the air that Purtan created his most special bond with Detroit.

Despite the pressure of ratings and celebrity, Dick Purtan was first and foremost a family man a devoted husband to his wife Gail of 60 years, and an adoring father to their six daughters all of whom his audience got to know through his radio show. Plus, Dick’s commitment to charitable works and service to the community were legendary.

In addition to his successful radio career, the film will look back on Purtan’s support of the community and his tireless efforts on behalf of the Salvation Army, Karmanos Cancer Institute, and Children’s Hospital; including his many years of radiothons and telethons and the ways in which he used his position of influence behind the microphone to help the less fortunate.
PRODUCTION

Proposers may offer to produce the documentary under two models. This RFP may either support the production using a combination of DPTV and Proposer resources or fully by the Contractor.

Option 1: Proposer uses a combination of DPTV and Proposer resources. Proposer is responsible for delivery of final video while using resources such as editor and videographer from DPTV, sharing scripts, rough cuts and other key project materials along the way.

Option 2: Proposers uses all its own resources to complete and deliver the final video, sharing scripts, rough cuts and other key project materials along the way.

Proposer will work closely with DPTV filmmaker, Bill Kubota, to ensure quality of treatment and field shoots.

Terms for created video: Materials created under this RFP shall be owned by Detroit Public TV.

PRODUCTION GUIDELINES

Proposer is responsible for ensuring all materials comply with PBS Production Guidelines. PBS and DPTV have strict rules against product placement or other promotional consideration appearing on the station, as well as rules around funder acknowledgement. Our team is happy to work with you to ensure compliance.

DESCRIPTION OF THE ORGANIZATION

Detroit Educational Television Foundation is a Michigan not-for-profit corporation organized for the purposes of:

- Operating for educational, charitable, and benevolent purposes non-profit and noncommercial public television, radio and other telecommunications services for metropolitan Detroit and southeastern Michigan.
- Originating, creating, producing, broadcasting, transmitting, communicating, emitting, distributing, receiving, retaining use or displaying signs, signals, writings, images and sounds, information, knowledge or intelligence of any nature by wire, radio, television, film, cable, optical or other electric or electromagnetic systems.
- Promoting the cultural, educational, and civic welfare of the residents of the communities served by the Corporation.

DETF is exempt from federal income tax under Section 501 (c) (3) of the IRS code.

Proposing firms are also encouraged to visit our website at: www.dptv.org for a thorough review of our Company’s:

- History, vision, mission, values.
- Leadership and Board of Trustees
• Financial results (see Legal Notices) and Annual Reports to the Community

TIMING

We are requesting a rough cut by August 1, 2022, with final video delivered by September 1, 2022.

BUDGET

DPTV has identified $30,000 in funding for the project. Proposers are requested to scale their budgets accordingly. Any video production or resources that DPTV provides will come from the same budget.

FORMAT OF THE RFP RESPONSE

We are flexible on the format, but we would ask that the RFP response include each of the following areas:

1. A brief understanding of the services to be performed
   a. Basic outline of treatment including interviews, archival and other production needs
   b. Processes for delivering services that are customized, responsive and aligned with DETF's specific business needs, and in the specified time frames
   c. Processes that your firm will use to address matters related to client satisfaction

2. Profile and summary of the firm's qualifications including:
   a. Description and size of firm indicating whether it is local, regional, national, or international in operations
   b. Depth of the firm's practice in serving clients of the scale and scope of Detroit Educational Television Foundation with examples of recent productions
   c. Industry experience and client base
   d. Ability of the firm to complete work within specified deadlines

3. Experience, dedication, and references of the service team
   a. Training of personnel in filmmaking
   b. Names of the firm's core service team, location, and qualifications with relevant experience and resumes
   c. Client references

4. Fees
   a. Competitive fee quote of the service being offered

5. Equal Opportunity
   a. Detroit Public Television is committed to the principles of diversity, equity, and inclusion. A component of our strategy is to work with partners and vendors who embrace similar values. Include in your response your organization’s position on this important issue.
6. Additional data — provide any additional data the respondent feels may be helpful in the selection process.

METHOD OF EVALUATING PROPOSALS

Proposals will be evaluated with a strict emphasis on quality. Furthermore, the public is expecting quality stewardship of all available resources. Our evaluation process will focus on the areas of the proposal, as noted above.

Once all proposals have been evaluated, the firm that is most qualified and reasonable in cost will be selected.

OTHER

1. The response due date for this RFP is March 15, 2022. Any proposals received after this date will not be considered.

2. The proposals should be addressed to:

   Laura Brandt, VP, Operations
   lbrandt@dptv.org

3. We anticipate the successful bidder will be notified by March 31, 2022.

4. Confidentiality — By accepting to take part in this RFP you agree to keep in confidence all information imparted to you in relation with the proposal process; not to disclose it to third parties; and not to use it for any other purpose than for proposal.

5. Right to reject — Detroit Educational Television Foundation reserves the right to reject any and all proposals submitted and to request additional information from all proposers. Any contract awarded will be made to the firm who, based on evaluation of all responses and applying all criteria and interviews, if necessary, is determined to be the best qualified to do the work.