



Scriptwriter Request for Proposal

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The CELL
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Section 1: About the CELL

Company Background:

Since 2008, the Counterterrorism Education Learning Lab (CELL), a non-profit, non-partisan institute in Denver, CO, has provided a comprehensive look at the threats of terrorism and violent extremism and how individuals can play a role in helping to keep our communities safe. Through its acclaimed exhibit, distinguished speaker series, and training programs, the CELL provides an important service in enhancing the safety and security of our nation. Many of the CELL's initiatives complement the critical efforts set forth by the U.S. Department of Homeland Security (DHS) and have been nationally recognized.

The Community Awareness Program (CAP) is the CELL's proprietary community awareness training program that was created in partnership with the U.S. Department of Homeland Security (DHS) and the FBI's Joint Terrorism Task Force. It was designed in accordance with, and in support of, the national *"If You See Something, Say Something™"* campaign and the National Suspicious Activity Reporting (SAR) Initiative (NSI). The CAP has been deployed at Super Bowl LII and LVII, the MLB All-Star game, Indianapolis 500, NCAA Final Four, FIS Alpine World Ski Championships, the Winter X Games, and numerous other sporting events and venues across the country. The CAP has also been deployed in municipalities across several states including Colorado, Utah, Arizona, Minnesota, and Ohio.

The CAP has been vetted and approved by the U.S. Department of Homeland Security's Office of Civil Rights and Civil Liberties and the FEMA Office of Protection and National Preparedness. It has been featured nationally as a Fusion Center best practice by the U.S. Department of Homeland Security and the U.S. Department of Justice through the Lessons Learned Information Sharing Program, and it has been recognized by FEMA in its Individual and Community Preparedness Awards for Innovative Training and Education Programs.

Ideal Customer:

Given the CELL's network throughout Colorado, the target audience for the Community Awareness Program (CAP) is the public constituency across the State of Colorado and the jurisdictions and individuals beyond Colorado (and potentially across the country) who can access the program virtually.

Locally, the CELL will leverage existing relationships with city and county governments throughout Colorado and the public safety and health agencies and school administrators within those jurisdictions, and community organizations to target new, broader audiences to receive the updated CAP training. While it may be deployed to sector-specific audiences, the CAP content is largely designed for those ages 14 and up with limited background knowledge regarding the content.

Section 2: Project Objectives

Project Objectives:

Below, you will find a summary of the objectives for the request for proposal.

- Current Challenge:
The CELL has been awarded the Federal Byrne Discretionary Grant, administered by the Department of Justice’s Bureau of Justice Affairs, to produce a CAP curriculum to raise awareness and educate a minimum of 100,000 community members regarding current threats posed by violent extremism, risk factors and indicators of radicalization, radicalization and the recruitment process, and timely reporting to local and federal resources. This curriculum will include a 6–8-minute educational video, written curriculum, and an online training via LMS platform with gamification and interactive elements. The full CAP training will ideally be 30 to 45 minutes with overall program completion time being no longer than an hour.

- Agency Services to Support Objective
The objectives of this project are:
 1. Script writing for the training video
 2. Writing support for the development of the online training

Scope of Work:

Requirement	Detail
Clear Communication of Content Requirements	Script to include accurate, clear, and compelling communication of key training elements, inclusive of suspicious activity indicators, risk factors of radicalization, and others as defined by US Federal Agencies. See Appendix A for more information.
Educational Video Script	Written script for two narrators for a 6–8-minute educational video. See Appendix A for more information.
Writing for Online Training	Writing support for the development of an educationally-sound online training with gamification and interactive elements to make it engaging for participants. Support to include scripting of gamification content based on video scenarios, such as quizzes and other elements highlighting the content requirements. Also, writing introductory content and key take aways in alignment with the educational video.

Additional Details:

- The CELL is in the process of hiring an outside agency to help develop the online platform and its gamification and interactive elements and to help select an LMS platform. More details about that part of the scope will be discussed over the summer.

Relevant Examples:

The educational video will build on the style and successes of past CAP training videos. Here are some recent ones for reference:

- Arizona Super Bowl LVII *Champions for Safety Playmakers*
<https://event.webinarjam.com/go/replay/985/y15pphqrat598tr03tr>
Password: CAP2023
- *Champions for Safety in Arizona*
<https://vimeo.com/625488937>
Password: CAP2021Video
- *Champions for Safety at Super Bowl LII in Minneapolis*
<https://www.youtube.com/watch?v=ReZltyzwcGg&t=6s>

Project Schedule:

Below is the schedule of our current timelines. It is subject to change.

Project Milestones	Deadline
RFP Delivered	May 1, 2023
RFP Close Date (RFP due no later than 4 PM MDT)	May 12, 2023
Project Awarded	May 17, 2023
Draft One of Video Script	June 9, 2023
Draft Two of Video Script	June 23, 2023
Draft Three of Video Script	July 10, 2023
Video Filming Start	Week of July 10, 2023
Draft of Gamification Script	End of September 2023

Section 3: Criteria for Response

Evaluation Criteria:

All proposals will be evaluated against the following criteria. In your response, please be specific about how you meet or do not meet the line item below.

- Experience working with non-profit organizations and/or museums
- Subject matter expertise on material relevant to the Community Awareness Program
- Experience gamifying pre-developed content to be engaging to a varied audience
- Experience writing scripts for short educational films
- Experience scriptwriting for DHS SAFETY Act certified content and curriculum

Presentation Proposal Requirements:

With the goal of helping, you focus your presentation, we ask that you include the following items in the proposal:

Agency Information

Help us get to know you better.

- **Corporate Overview:** Including the number of full-time employees, number of contract employees, office location(s), and date founded.
 - Services you offer as an agency
 - Services that you currently sub-contract
 - Awards won over the past 3 years

Proposed Solution

- Detailed explanation of the proposed solution
- Make sure to cover all items in the scope of work
- Identify areas of unique expertise
- Share 3 creative examples from prior work to help explain

References

- Minimum of 3 reference customers

Estimated Budget & Project Plan

- Provide a line-item breakdown of costs associated with the full program. Costs should include fixed pricing, variable pricing ranges, any billable hours, travel expenses, etc.
 - The CELL prefers to pay by deliverable rather than on a schedule.
- All proposals must include a project workback schedule that includes:
 - Timelines
 - Key Milestones
 - Delivery Dates
- The CELL estimates the budget for this project to range between 5,000 – 7,000 dollars.

Section 4: Terms and Conditions

This is an invitation for proposal only.

The CELL shall not be obligated to any vendor until a written agreement has been executed.

The CELL shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility for the end-to-end process. Vendors must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

The CELL may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not the CELL has issued any addenda.

Appendix A: Additional Video Information

The video script should utilize **two narrators** to tell the story of the video – though the video will be acted out, no voice acting will be utilized.

The video script should include **three scenarios** of criminal or terrorist activity to communicate out the suspicious activity and radicalization risk factors. For instance, each scenario may highlight approximately 3-6 of the separate indicators and/or risk factors. The scenarios will be determined in partnership with the CELL upon award of the RFP.

The video script should communicate the following key training content:

Suspicious Activity Indicators:

Script must identify at least 7 suspicious activity indicators throughout the video that will be provided by the CELL. These indicators have been defined by the Department of Homeland Security (DHS) and should be highlighted throughout the video and descriptions can be found here:

https://www.dhs.gov/sites/default/files/publications/16_0208_NSI_SAR-Indicators-Behaviors-Tools-Analysts-Investigators.pdf

The CELL would specifically like to address the following suspicious activity indicators:

1. Expressed or Implied Threats and Online Indicators
2. Information Gathering and Acquisition of Knowledge
3. Surveillance
4. Acquiring Supplies
5. Misrepresentation
6. Test of Security and Rehearsal
7. Sabotage/Tampering/Vandalism

Risk Factors of Radicalization:

According to the Federal Bureau of Investigation, radicalization is “the process by which individuals come to believe their engagement in or facilitation of non-state violence to achieve social and political change is necessary and justified”. The below 8 highlighted indicators of radicalization, that address the most recent mobilization indicators laid out by the National Counterterrorism Center (NCTC) and should all be addressed throughout the video:

1. Preparing and disseminating a manifesto, last will, or martyrdom statement/video.
2. Planning or attempting to travel to a conflict zone to support a violent extremist group
3. Seeking religious or political justification for violent acts
4. Attempting to mobilize others, especially family or friends

5. Participating in sites or groups that promote violent extremism
6. Dehumanizing people not in the identity group
7. Consuming or sharing radical propaganda
8. Approving or praising of past attacks and/or attackers