

The Neighborhood Network Alliance

Request for Proposal

RFP: Podcast Producer	Proposal Due By: July 15	The Neighborhood Network Alliance
Project Overview: <p><i>We are looking for an individual to create, develop, manage and produce a once weekly podcast for the NNA entitled "Hey Neighbor!", featuring our Executive Director Val Free and weekly guests.</i></p> <p>Using the NNA's mission and work in the community, we want to create a podcast to be aired on a mainstream podcast platform and posted on YouTube, highlighting the NNA's work and Val Free's background as a community builder. We will be building a higher, more visible platform for the NNA.</p>		
Project Goals: <ul style="list-style-type: none">● Increase community awareness of the NNA's mission.● Increase participation in NNA sponsored activities.● Increase support for the NNA.● Expand the NNA's reach beyond the South Shore Community and City of Chicago● Foster strong relationships between the NNA and community leaders across the country● Spotlight the NNA as an important community partner in Chicago and serve as a model for communities across the country● Position the NNA and Val Free to be a recognized and respected voice on the subject of Community Building: relationships, organizing, engagement and political influence.		
Scope of Work: <p>Via the podcast and related marketing, it's our goal that the NNA becomes active in the broadcast media space, and that awareness of our mission, programs and goals is communicated both in the South Shore community and beyond. Our podcast should reflect our mission, goals, and activities while being interesting, engaging, informative and positively reflecting our organization and community, while positioning our Executive Director for increased opportunities to be called upon as an expert in the field of community building. Marketing to support these efforts must be part of the contract, including but not limited to: preparation of social media posts, seeking out opportunities for us to promote the podcast via other media outlets, related press releases and photo shoots.</p>		
Evaluation Metrics and Criteria <ul style="list-style-type: none">● Weekly podcast airing, on an agreed upon schedule● Increased engagement on all platforms, including our social media pages● Continual increase of podcast and YouTube followers● Realization of new opportunities to showcase the NNA, its mission and its founder.		
Submission Requirements <ul style="list-style-type: none">● Documentation detailing relevant experience, proving expertise in podcast creation and production● Proposed production schedule● Three relevant references● Proposed monthly fee for services		
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