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## REQUEST FOR PROPOSALS

**OAA Podcast Production Consultant**

**December 13, 2021**



**Ontario Association  
of Architects**

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## Request for Proposal

### ***OAA Podcast Production Consultant: Ontario Association of Architects***

#### **I. Background Information**

The [Ontario Association of Architects \(OAA\)](#) is planning to create and produce a podcast as an additional mode of communication to reach an audience comprising its members (the province's architecture profession and those on the path to licensure), architecture enthusiasts, and the general public.

The OAA is the licensing body and professional association for Ontario's architects. Established under the *Architects Act*, its principal object is to regulate the practice of architecture "... in order that the public interest may be served and protected."

In keeping with the OAA's procurement policy, an RFP process is being conducted in order to select and engage an appropriate consultant to assist the OAA in producing a podcast. The OAA champions a [Qualifications-Based Selection](#) process when selecting outside consultants.

This is the first podcast produced by the OAA and is supported by the OAA's governing Council.

In response to the COVID-19 pandemic, OAA operations are currently being conducted remotely. Any meetings, discussion, or collaboration take place remotely through Zoom or a similar platform.

#### **II. Project Description and Objective**

The OAA is accepting applications from qualified consultants (whether an individual or a company) to work closely with OAA Communications Staff and/or the Communications Committee (led by the VP Communications) to facilitate the development and production of the inaugural season of the OAA's podcast series.

The planned podcast series would comprise both simultaneous audio and video recordings of six episodes in season one that will focus on topics pertaining to the profession of architecture that aim to promote and increase the knowledge, skill, and proficiency of its members; to inspire architectural professionals at all stages of their careers; and for the general public who may have interest in architecture.

The OAA is seeking a podcast consultant to assist with producing season one, in anticipation of producing more should the first season be successful. Season one of the OAA podcast will include the pre- and post-production of six podcast episodes, each approximately 30 minutes in length. At this time, these six topics are anticipated to include episodes related to the topics of:

- Climate change;
- Issues related to equity, diversity, and inclusion (EDI) as well as Truth and Reconciliation;
- Topics related to practising architecture, including the relationship between clients and the profession;



- The role of design in improving long-term care and other congregative projects post-COVID; and/or
- Work/life balance and wellness topics
- Pathways to entering the profession

The current thought is the OAA will identify a host (one host, to provide consistency), with varying guest(s) specializing in a topic listed, for each episode. At this time, the podcast will be recorded remotely via a video conference platform such as Zoom, though a live recording at an event like Conference may be feasible. The podcast will then need to be produced into an audio format for podcast platforms, as well as a concurrent video podcast published on a platform such as YouTube.

In addition to assisting with the technical production of the podcast, the Consultant will also collaborate with OAA Staff and Committee members on developing and launching this pilot podcast season.

The in-house OAA Communications team will be responsible for the branding and design elements required for the podcast.

#### **Project Outline:**

- Review the Communications plan to understand OAA's mandate and goals ahead of helping to produce a podcast.
- Facilitate strategic podcast planning sessions with OAA Staff and VP Communications to help in creating an effective podcast.
- Assist in pre-production and collaborate with OAA Staff in creating schedules/timelines; recommending professional recording equipment; selecting intro/outro music and licensing; scheduling; and finalizing consent agreements with guests/interviewees.
- Develop processes for recording podcast sessions.
- Record remote podcast sessions (both audio and video).
- Undertake post-production responsibilities such as editing; distribution through audio podcast channels; providing written transcript for each episode; SEO promotion; closed/open captioning for the video podcast.
- Help create success measurements/protocols to determine the efficacy of the OAA podcast season one as a Communications tool.

### **III. Final Deliverable**

The final deliverable will include:

1. Develop a timeline/plan based on the initial meeting(s) with OAA Staff and Communications Committee.
2. Pre- and post-production of six podcasts episodes, both audio and video recordings (approximately 30 minutes each) including distribution and promotion (via podcast channels).
3. Final report demonstrating success measurements and/or protocols to determine the efficacy of the podcast as a Communications tool.



#### IV. Schedule and Timeline

The proposed project timeline is February–December 2022\*

- December 13, 2021 RFP released
- January 31, 2022 Final deadline for submission of RFP
- February 2022 OAA review and shortlisting of applicants
- March 2022 Project commencement
- March-May 2022 Pre-production of podcast season one
- May 2022 Record Episodes 1 & 2
- June 2022 Record Episodes 3 & 4
- September 2022 Record Episodes 5 & 6
- December 2022 Final report due

*\*Timeline is subject to change. While timelines may change, the intention is for the first season of the podcast (all 6 episodes) to be released by December 2022.*

#### V. Assumptions

Acceptance of the selected proponent is contingent on the successful negotiation of the conditions of this agreement and scope of service.

The OAA reserves the right to accept or reject any or all responses to this RFP, as well as to reissue the RFP.

The OAA is not responsible for any costs incurred by the applicant in preparation of this proposal.

In case of disagreement in the interpretation of the provisions of this RFP, the final decision will rest with the OAA.

All proposal materials submitted for this RFP will remain property of the OAA.

All deliverables resulting from this RFP will remain property of the OAA, and their use thereafter is at the discretion of the OAA

All information concerning the OAA gathered by potential bidders during the RFP process is confidential and remains the property of the OAA.

#### VI. Submission Deadlines and Requirements

The proposal should include:

1. Consultant Profile
2. Qualifications and Experience
3. Service Process Overview
4. References

The deadline for submissions is **January 31, 2022**.



Please send submissions, or questions for additional information or clarification, to:

Ontario Association of Architects  
c/o Erik Missio, Communications Manager  
[ErikM@oaa.on.ca](mailto:ErikM@oaa.on.ca)  
Subject: OAA Podcast Production Consultant

## **VII. Basis for Award of Contract**

The Qualifications-Based Selection (QBS) method will be used to select the successful applicant. As recommended by the OAA, QBS is a fair and objective process that facilitates the selection of an applicant on the basis of value-based criteria and competence, including consideration of professional qualifications, creativity, and availability, in relation to the scope of work and needs of the client. Following the selection of the applicant on this basis, the scope of service and professional fees are determined. Once agreed upon by the applicant and the client, the contract is awarded.

Applicants will be short-listed based on the recommendations of the OAA's Selection Committee who will apply the QBS method when considering each application.

The preferred applicant will be identified following an interview with each of those short-listed. At this point, the OAA's Selection Committee will engage in a scope and fee negotiation. If the negotiations fail to achieve agreement in regard to the fee and scope of work, the process will proceed to the next short-listed proponent in order to negotiate the acceptable fee and scope of work. If not successful, the process will continue to repeat until an agreeable contract can be negotiated.

The OAA also reserves the right to accept or reject any or all responses to this RFP, as well as to reissue the RFP.

### **Ontario Association of Architects (OAA)**

*Founded in 1889, the OAA is a self-regulating, not-for-profit organization that is governed by the Architects Act, a statute of the Government of Ontario. Established under the Act, its principal object is to regulate the practice of architecture "... in order that the public interest may be served and protected." The Association is dedicated to promoting and increasing the knowledge, skill, and proficiency of its members, and administering the Architects Act.*