

MEMORANDUM

TO: Interested Parties
FROM: Workforce Development Council of Seattle-King County
DATE: September 3, 2010
SUBJECT: RFQ #10-12: REQUEST FOR QUALIFICATIONS FOR PHOTOGRAPHERS/VIDEOGRAPHERS

BACKGROUND

The Workforce Development Council of Seattle-King County (WDC) is a nonprofit corporation whose mission is to support a strong economy and ensure the ability of each person to share in our region's prosperity. Established in 2000 by the King County Executive and the Mayor of Seattle, the WDC is led by a board of directors with a private-sector majority. The WDC oversees a wide range of employment and training programs, serving thousands of King County adults, youth, and businesses each year.

PURPOSE AND TARGET POPULATIONS

The purpose of this RFQ is to identify photographers and videographers who can work between now and July 2012 to capture images of a variety of subjects for use in WDC communications such as our website, our annual report, and other print and online materials that explain and promote our mission. Examples can be found at the WDC website at www.seekingwdc.org.

SCOPE OF WORK

Photographers and videographers selected through this RFQ may be hired to capture such subjects as:

- Individuals and groups served by WDC-funded programs in settings such as their workplaces, training programs, homes, or events such as graduations;
- Staff of WDC-funded programs leading trainings or working with customers;
- WDC board members and partners;
- Events such as meetings, press conferences, graduations, or other gatherings;
- Informational or training videos;
- Other needs that may arise.

Several qualified individuals or companies will be selected through this procurement and may be called on between now and July 2012 to provide photography or videography for specific projects. The WDC makes no commitment to contract with providers procured through this RFQ.

Selection criteria include experience showing the following:

- High-quality photography or videography appropriate to the needs of the WDC;
- Versatility in capturing a variety of different subjects and flexibility in scheduling;
- Professional and friendly manner that is sensitive to the needs and personalities of the people and groups being photographed/filmed and can draw out their best while putting them at ease;
- A high degree of organization and reliability;
- Reasonable and appropriate costs.

TO RESPOND:

- Send resumé, copies of or links to previous work, and brief cover letter (no more than two pages) explaining your qualifications and previous experience. You may provide references or testimonials for qualities not evident in your work itself, such as reliability and professionalism.
- Indicate your rates for photography and/or videography, specifying your time frame (i.e. hourly, half-day, full-day or other parameters) and any minimum time or other requirements affecting cost.
- Email to Margret Graham, mgraham@seekingwdc.org, by **5 p.m. September 10, 2010**.

