



National Park Foundation
Request for Proposals (RFP)

Oral Historian Consultant
Martin Luther King, Jr. National Historical Park

January 13, 2020

Proposal Deadline: 5:00 pm EST, Friday, February 7, 2020

[The National Park Foundation \(NPF\)](#) is the official charitable non-profit partner to the National Park Service (NPS). NPF, in partnership with NPS, is pleased to announce that it is accepting proposals for an Oral Historian Consultant to support the [Martin Luther King, Jr. National Historical Park \(MALU\)](#), a unit of the National Park System. MALU includes the Rev. Martin Luther King, Jr. Birth home and neighboring properties on Auburn Avenue, Historic Ebenezer Baptist Church, the Park Visitor Center, Fire Station No. 6, and the recently acquired Life Home on Sunset Avenue in Atlanta, Georgia. NPF is seeking an Oral Historian to conduct sensitive oral histories to support NPS's work to design exhibitions, prepare interpretation, and preserve these critical resources and stories. NPF seeks proposals from individuals with diverse backgrounds and experiences. The consultant will be an independent consultant and not an employee of NPF.

RFP Contents:

- A. Project Overview**
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A. PROJECT OVERVIEW

The Martin Luther King, Jr. National Historic Site (MALU) was established on October 10, 1980. The park's mission is to protect and interpret for the benefit, inspiration, and education of present and future generations the places where Martin Luther King, Jr., was born, where he lived, worked, worshipped, and where he is buried. On January 8, 2018, Public Law 115-108 expanded the Site's boundary to include more of the Auburn Historic District and redesignated the Site as a National Historical Park. The National Park Service acquired the Life Home of the King Family, located at 234 Sunset Avenue, Atlanta, Georgia, on January 8, 2019, through a generous donation from the National Park Foundation.

With this new acquisition, the National Park Service is requesting extensive oral histories with family, friends, and community members who played important roles with the Civil Rights movement and the King Family. Collecting and preserving oral histories about the King Family and the Life Home are essential and timely. Many of the staff, family, and caregivers who helped with the King Family are elderly.

Extensive renovations of the Life Home are ongoing. The oral histories will assist in this project as well as interpretation when the renovation work is complete.

The period of significance is 1964 to 1972.

B. SCOPE OF WORK

NPS and NPF will jointly recruit the Oral Historian Consultant. The Consultant will coordinate with the MALU assigned NPS project manager. The ideal consultant will be a methodical, innovative, and collaborative professional with a passion and knowledge of gathering, preserving

and interpreting the voices and memories of people, communities, and participants of the Civil Rights Movement as it relates to Martin Luther King, Jr., Coretta Scott King, their children, and their Life Home.

The Consultant will conceptualize and develop a plan to conduct 45 to 55 oral history interviews in collaboration with the Park's mission. The consultant will manage the day-to-day operations of the oral history project, schedule and conduct oral histories, monitor schedules for completion of oral histories, collect biographical research of the interviewee, develop biographies, and manage the transcription process of the oral histories with another service provider.

The Consultant will coordinate with the MALU assigned project manager. The project has a budget of \$150,000 to compensate the Consultant. The Consultant will be an independent contractor and not an employee of NPF.

- The Consultant's principal duties will include collaborating day-to-day aspects of MALU's responsibilities for the oral history interviewees, facilitating park involvement in reviews and project meetings and communication, and leading the development of internal, partner, and public project updates.
- The Consultant must have the ability to work from a home-based office and travel to the interviewees' locations. Many potential oral history candidates reside in the Greater Atlanta area.
- The project will include in-depth, audio, and video interviews. The interviewer will follow the Oral History Association Principles and Best Practices. See: <https://www.oralhistory.org/principles-and-best-practices-revised-2018/>. The Oral History Association is the professional organization NPS follows for archival standards and guidance.
- The Consultant shall work with NPS to design the project-work plan with enough detail to show the relationship between the objectives, tasks, and milestones. The work plan must be clear, suitable, and feasible.
- The goal of the project includes interviewing 45 to 55 individuals with relevant stories about the King Family at 234 Sunset Avenue. The Consultant will contact the interviewees and schedule interviews. The interviews will be recorded using high-quality video and audio equipment to ensure museum-archival quality results.
- National Park Service staff, management, and interns will assist in conducting preliminary research on interviewees as well as relevant events as necessary. The interviews will be recorded on SD (Solid State) cards.
- The final deliverable for this project will be 45 to 55 professionally researched, conducted, transcribed, videotaped, and edited oral history interviews focusing on the residents of the King Life Home. The oral histories will be conducted with state-of-the-art equipment, including audio and visual recording devices, and will be of appropriate quality to be used by the Martin Luther King Jr. National Historical Park for interpretation and educational purposes.
- The Consultant shall not be responsible for transcribing the interviews. The NPF plans to contract with another entity for this task. The Consultant shall work with the transcription provider to complete the transcriptions.
- The Consultant shall provide proof of general liability insurance coverage at an amount to be agreed upon by the NPF and the Consultant

ESSENTIAL FUNCTIONS/DUTIES/TASKS:

- Develop and maintain effective working relationships with NPS staff and key stakeholders within the King Family;
- Participate in project meetings with NPS, contractors, consultants, and partners;
- Communicate required actions, deadlines and track progress with the schedule;
- Prepare interview guides;
- Coordinate with the interviewees to obtain NPS release form;
- Complete biographies on the subjects and written summary of the oral history;
- Conduct 45 to 55 audiovisual oral histories with video suitable for online presence and long-term stability and access;
- Coordinate the transcription process of all interviews with NPS;
- Coordinate with designated representatives of the King Family and The King Center;
- Confer with park management on issues, approaches, and options that arise in developing and carrying out assignments;
- Prepare monthly written updates to NPS, NPF, stakeholders, and the public.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Broad working knowledge of the organization and functioning of the National Park Service and experience conducting interviews consistent with the Oral History Association Principles and Best Practices
<https://www.oralhistory.org/principles-and-best-practices-revised-2018/>. The Oral History Association is the professional organization NPS follows for archival standards and guidance
- Experience managing oral history projects
- Background knowledge of African American history and culture
- Background knowledge of the African American Civil Rights Movement
- Ability to work sensitively with subjects who have been interviewed multiple times
- Ability to work with a family that has endured a life of public awareness
- Knowledge of contemporary, high-quality videography techniques and archival standards for recorded information
- Has necessary audio and video equipment able to complete high-quality work, including but not limited to wireless microphones, extension cords, headphones, memory cards, tripods, audio recorders, and video recorders
- Experience managing audio and video equipment able to complete high-quality work, including but not limited to wireless microphones, extension cords, headphones, memory cards, tripods, audio recorders, and video recorders
- Skill in managing, leading, communicating, and collaborating with a wide range of internal and external stakeholders to accomplish project goals
- Skill in using software to plan, monitor, and organize projects
- Excellent written and oral communication skills
- Strong interpersonal skills

- Working knowledge of the Rehabilitation Act of 1973 regarding website accessibility for finished products
- Working knowledge of the Copyright Act of 1976, Trademark Act of 1946, and law as it applies to intellectual property to recording and conducting oral histories

CONSULTANT FEE

The selected Consultant shall be paid a compensation of \$150,000 for the duration of the project and will be subject to quarterly performance reviews. The compensation shall include the consultant's travel costs throughout the Greater Atlanta, GA metro area. For interviews located outside of the Atlanta area, NPF will reimburse Consultant for any additional travel expenses directly and reasonably incurred in connection with the services under this scope of work if such expenses are pre-authorized in writing by NPF.

C. TIMELINE

DATE: Deadline for proposal due to NPF by February 7, 2020 at 5:00 PM EST
DATE: Contract award decision: March 13, 2020
DATE: Contract Execution: March 2020

D. EVALUATION CRITERIA

All applications will be reviewed by a selection committee comprised of representatives from the National Park Service and the National Park Foundation. Selection will be based on the applicant's ability to meet and exceed program requirements and required outcomes. The selected contractor will enter into an agreement with the National Park Foundation, which will serve as the contracting party and funder of this position.

E. SUBMISSION PROCESS

Each applicant must submit their proposal on or before 5:00 pm EST, Friday, February 7, 2020.

Proposal Packet Must Include:

Cover letter, resume and/or CV, qualifications, examples of similar past projects (preferably with the National Park Service), the dollar amount of general liability insurance coverage, or evidence of insurability.

Proposals must be submitted via email to:

Angel Thompson
Project Manager, Cultural Resources
National Park Foundation
(202) 796-3144
AThompson@nationalparks.org