

CARL SANDBURG COLLEGE

SPECIFICATIONS

Immersive Storytelling Magazine and Podcast Service

Minimum specifications for an immersive storytelling magazine and podcast service are listed below and each bidder must state to the right or below the listed specifications the compliance details that pertain to the unit bid indication size, quality, and range of information as necessary to determine unit quality. Bidder's specifications must meet or exceed minimum specifications and must be listed in detail to be considered to be a qualified bidder. All specifications shall meet or exceed the following specifications.

The final selection will be made on factors including price, availability, service, etc., which we feel to be in the best interest of the college. Questions regarding these specifications should be directed to **Ellen Burns, Dean of Career & Technical Education, phone: 309-341-5274 or email eburns@sandburg.edu.**

Carl Sandburg College is seeking proposals from qualified vendors to provide an immersive storytelling experience through a high-quality printed magazine and a digital multimedia platform that includes multilingual podcasts. The selected vendor must meet or exceed the following specifications. Please note, these services are being purchased through the Illinois Community College Board Taking Back the Trades Grant. All services rendered and delivery of all publications must be completed prior to June 30, 2025.

The vendor must meet or exceed the following specifications:

Magazine Specifications

- Format: 24-page magazine minimum
- Paper: 80-pound velveteen text, full-color process printing
- Quantity: 50,000 copies
- Distribution:
 - Direct mail to all district addresses
 - Additional copies provided to each district high school and middle school

Content Development

- On-site interviews with each story subject
- Emotive and highly engaging storytelling style
- Stories must be written from a personal experience perspective
- Incorporation of local labor market information

Digital Integration

- Online mobile-responsive e-zine counterpart
- QR codes linking specific stories to the online platform
- All stories must be available in multilingual audio format

Podcast Production

- Bi-weekly multilingual podcast episodes
- Each episode must align with a specific trade segment
- QR code linking to the podcast included in the magazine

Vendor Requirements

- Experience in magazine production and storytelling
- Capability to produce multilingual content (written and audio)
- Proven track record in coordinating community engagement efforts

- Ability to meet all distribution and digital requirements

Submission Requirements

- Detailed project timeline and methodology
- Pricing breakdown including production, distribution, and digital services
- Samples of previous relevant work
- Proposed multilingual content strategy
- Approach for coordinating with local businesses and schools

Delivery & Timeline

- Project completion and delivery schedule to be proposed by vendor
- Final delivery deadline to be determined based on agreed contract terms