

## CALL FOR PROPOSALS

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### JOURNALISTIC PODCAST PRODUCER

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#### 1. INTRODUCTION

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1.1. The Evangelical Fellowship of Canada, on behalf of the research partnership formed around the research project [Women in the Canadian Evangelical Church](#) (WCEC), is welcoming proposals for the development of a journalistic podcast that will accomplish the following objectives:

- Disseminate the WCEC research findings,
- Discuss the implications of the research for evangelicals in Canada,
- Suggest new language, demonstrate charitable dialogue, and identify irenic pathways for response.

Similar podcasts: [The Witch Trials of JK Rowling](#), [The Rise and Fall of Mars Hill](#)

- 1.2. The WCEC is a research initiative on which the EFC sits as an equitable member, and to which the EFC's Centre for Research on Church and Faith is accountable to execute the following [research plan](#).
- 1.3. The CRCF conducts Canadian-specific ministry research for the EFC's affiliates. Written and oral communications are first for affiliate frontline ministry leaders and then for other constituencies such as the Canadian church community more generally, the academic community, and the media.
- 1.4. Whenever possible, CRCF research is done in partnership with our affiliates in response to their ministry questions. The relational aspect of the research is an important part of the CRCF's philosophy of ministry research.
- 1.5. The WCEC partnership has formed around the research question, "How do women understand their roles and participate in the local church?" The partnership is a two-year research endeavour consisting of four phases of data collection. The partnership anticipates the final phase of data collection in Spring 2025, culminating with a final report in January 2026.
- 1.6. Typically, CRCF research project reports are about 200-pages in length (for example [Parenting Faith](#), [Significant Church](#)). The WCEC partnership is interested in complementing its report with a 3- to 5-part audio-journalistic series that will profile the research findings in a more digestible way for our affiliates.
- 1.7. The research is currently ongoing. The successful proposal must account for the next nine months of the research process, understanding that podcast content will be drawn not only from currently gathered data, but also from forthcoming data. Applicants should also account for Francophone listeners in their proposal.
- 1.8. The applicant will offer creative and communications expertise, helping the WCEC Partnership tell their research story. The podcast producer will work closely in consultation with the Partnership Lead Team who will represent the interests of the WCEC Partnership and the integrity of the research in the development of the podcast.

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## 2. REQUIREMENTS OF THE WORK

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### 2.1 Project requirements and scope of work

Develop, storyboard, and write a 3- to 5-part podcast series to support the objectives stated in section 1.1 for the research findings. The podcast should:

- Communicate a compelling and sensitive narrative of the landscape of evangelical women in Canada,
- Centre on the research findings coming out of the WCEC research study,
- Feature the voices of the research partners, perspectives from experts, practitioners, and laypeople to comment on the findings,
- Present different, sometimes opposing, views fairly and even-handedly,

### 2.2 Applicant responsibilities

Individuals who submit proposals must demonstrate the following core competencies to be effective for this project:

- An understanding of the Canadian evangelical landscape, especially as it pertains to women,
- Ability to work closely and collaboratively with other leaders,
- Communicate research in a creative and digestible manner for ministry practitioners and laypeople,
- Have working knowledge of basic recording equipment and audio software (e.g., QuickTime)
- Work well with minimum supervision and be able to work with confidential information.

The duties of the podcast producer include but are not limited to:

- Consult all available research findings and reports,
- Work closely with the Lead Researcher and Partnership Lead Team,
- Attend some lead team and partnership meetings or access recordings,
- Write episode scripts, intros and outros, and craft dialogue or narrative that guide the flow of the series,
- Conduct interviews with research partners, experts, practitioners, and laypeople to comment on the implications of the findings (partners may act as, or help identify potential informants; select partners may also provide French language translation or commentary),
- Record and identify clips for editing (the successful applicant will have access to an audio engineer on staff at the EFC),
- Work with audio engineer to develop episodes within an agreed upon timeline,
- Act as a communications coach and consultant for podcast participants,
- Offer guidance and direction on how to ensure maximum views for the podcast, including directives on SEO, placement, etc.
- The producer may be asked to host the podcast as a neutral third party. If candidates have a strong opinion on this, please include this in the proposal,
- The candidate may be asked to attend one in-person gathering in Ottawa, October 23–25. Travel and accommodation costs will be covered by the partnership.

2.3 Sound production and other communications needs will be provided by the EFC or the WCEC partnership.

2.4 The person in this position must agree to and sign the [EFC’s statement of faith](#), agree with the EFC’s Objects, and sign and abide by a code of conduct and expectations of EFC employees. The person in this position is expected to uphold the ends of the WCEC research partnership as stated in their [partnership agreement and guiding principles](#).

2.5 The Hiring Team (see 5.4) initially envisioned a woman in this role; however, they are willing to receive proposals from men who make a good case for why they can help tell this research story.

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### 3. ANTICIPATED TIMELINE

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Date	Action
January 31	Call for proposals disseminated
February 28	Deadline for submissions
March 3 – 14	Interviews (not all bidders will receive an invitation to interview)
March 17	Contract awarded
October 23	First episode release
January 2026	Remainder episodes release alongside report

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### 4. STRUCTURE OF PROPOSAL

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4.1 Proposals should be submitted in PDF format (maximum 5 pages) and should include:

- A cover letter describing why they are a good fit to tell this research story, including any theological, experiential, and professional details (without making a resume redundant),
- A resume detailing relevant experience and qualifications,
- A one-page description of the process by which the applicant will approach the project, including ideas or strategies for a product that can be accessible in French,
- A brief outline and timetable of work that will be undertaken to fulfill this project (fitting with the above timeline), including pricing per deliverable and a total project cost, not an hourly wage or salary.
- Links to 3–5 examples of work, including at least one podcast episode, that demonstrate the capabilities of the applicant.

4.2 Research documents are confidential until a contract is awarded. For this reason, we expect proposals will address process and approach more than content. However, demonstrating some familiarity and/or interaction with the subject matter can strengthen any application.

4.3 Potential applicants are invited to email the lead researcher if they have any questions related to the research regarding their proposal: [lindsay.callaway@theefc.ca](mailto:lindsay.callaway@theefc.ca)

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## 5. CONTRACT ARRANGEMENTS

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- 5.1 The contract will be overseen by Karen Fishwick, VP, Administration and Finance at the EFC.  
Email: [karen.fishwick@theefc.ca](mailto:karen.fishwick@theefc.ca) Phone: 613-302-9096
- 5.2 The successful applicant will report to Karen Fishwick for administration and financial matters. They will report to the Lead Researcher, Lindsay Callaway, and confer with the Research Lead Team for all other project-related details.
- 5.3 The successful applicant will meet with Karen Fishwick and the Research Lead Team for an initial meeting where timeframes, objectives, deliverables, and the frequency of review meetings will be agreed.
- 5.4 The Research Lead Team represents the interests of the research partnership and the project objectives. The Hiring Team represents a combination of the Research Lead Team, members of the CRCF who conduct the research, and the EFC who will broker the contract:
- Karen Fishwick, VP, Administration and Finance, EFC
  - Lindsay Callaway, WCEC Lead Researcher, CRCF (Research Lead Team)
  - Ruth McGillivray, WCEC Partnership Chair (Research Lead Team)
  - Marie-Josée Fortin, WCEC Partnership Vice-chair (Research Lead Team)
  - Rick Hiemstra, Director of Research, CRCF

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## 6. SUBMITTING A PROPOSAL

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- 6.1 The deadline for submission is 11:59 p.m. EST on February 28, 2025. The proposal should be in PDF format and should be sent to [karen.fishwick@theefc.ca](mailto:karen.fishwick@theefc.ca)
- 6.2 Applicants must obtain for themselves (at their own responsibility) all information necessary for the preparation of proposals. Any work undertaken by the applicant prior to the award of contract is a matter solely for their own judgement.
- 6.3 The proposal must be based upon the conditions and specifications set out in this document and must contain all the information requested. Otherwise, it may be rejected for being unsuitable and non-compliant.
- 6.4 The Hiring Team will evaluate the submitted proposals and will request an interview with the applicant and reserves the right to consider the interview as part of the evaluation process.
- 6.5 The Hiring Team reserves the right to conduct post-proposal negotiation with applicants.
- 6.6 The Hiring Team is not under any obligation to accept the lowest price proposal or any proposal.
- 6.7 Nothing in the documentation provided by the EFC or WCEC to an applicant during this procurement process or any communication between the applicant and the EFC or WCEC representatives shall be taken as constituting an offer to contract. No applicant will be deemed to have been formally accepted until the successful proposal has received a formal written contract from the EFC.
- 6.8 Any queries regarding this call for proposals should be sent by email to [karen.fishwick@theefc.ca](mailto:karen.fishwick@theefc.ca).