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SAN LUIS OBISPO COUNTY INTEGRATED WASTE MANAGEMENT AUTHORITY

11/01/2024

Prepared For :

Ashley Kuder

COREPARK LLC

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OUR ASSESSMENT OF WHAT IS NEEDED

- Help dispel misconceptions about waste management, encouraging more community members to participate in proper waste practices
- Ensure the community understands the crucial role they play in proper waste disposal
- Motivate and engage more community members in proper waste management practices
- Helping the community understand the benefits of proper waste management & what goes where

OUR PROPOSAL

There needs to be a two-part campaign around waste management. Part one should focus on motivating the community to properly dispose of their waste. Part two should teach the community, in an easy-to-understand manner, how to properly dispose of their waste. We created a campaign called "**One** Day".

THE "ONE DAY" CAMPAIGN

The "One Day" campaign will help motivate the community to recycle/compost by pointing out the benefits that they may receive one day from proper waste management practices now. It features a series of videos that are funny, engaging, memorable, and shareable. The tagline for the campaign is "recycle/compost it because one day you might need it." Below are some highlights of the "One Day" campaign.

- "One Day" will feature a series of catchy animated videos that are funny and relatable
- The campaign is easy to understand, memorable, and is suitable for people of all ages. It can easily be integrated into schools, homes, and businesses
- The videos can be used to get the IWMA on national news outlets to help promote the "One Day" campaign. The IWMA can also partner with local businesses and get them to share the videos
- The IWMA can advertise the videos on Google through target locations to make sure they are seen by members of the community. They can also partner with local/national influencers to help share and promote the videos. The influencers can also help with in-person events through the "One Day" campaign



OVERVIEW OF "VIDEO 1"

Video Type: 3d Animation Video

Video follows the prompt: SLO County's anaerobic digestion facility turns food and yard waste into organic compost but also electricity. This video will also include some "Myths of Recycling".

Video Summary: A man is sitting on the couch getting ready to watch the superbowl and his daughter wants him to play with her while at the same time his wife is nagging and questioning him about his composting habits. He dismisses his daughter and his wife and he reminds them the most important thing in his life right now is the game. His wife reminds him how important composting is but he voices his conspiracies about composting as a way to get her off his back so he doesn't have to get up and he can continue to watch the game. Right as the superbowl is about to go into overtime the electricity cuts off. The video then cuts to the man looking depressed as he can no longer watch the game because the electricity is off and grudgingly he can now spend time with his daughter. The final scene is the man sitting there looking absolutely miserable while his daughter decides she wants to put makeup on daddy. The words across the bottom of the screen reads "Did you know composting can turn your food into electricity". "COMPOST BECAUSE ONE DAY YOU MIGHT NEED IT".

What the community should get from this video: They will learn one of the benefits of composting their food scraps which is it can be turned into electricity. Members of the community will be able to relate to the man's reluctance and hesitancy regarding his role in composting. This video should make more members of the community want to compost their food scraps.

*Video summary is a rough draft

OVERVIEW OF "VIDEO 2"

Video Type: 3d Animation Video

Video follows the prompt: Demonstrate the story of a blue bin recycled item compared to that same item being landfilled.

Video Summary: A man just arrived home after attending a world series game with his son. The man is holding a jersey from one of the players and he is bragging to his son about how in every world series for the past 20 years he has been able to attend a game and get a signed autographed jersey from one of the players. The jersey he is holding is going to go into his collection that one day he will pass onto him. As the two are walking in the house the man's wife looks nervous and tells him that she has something to tell him. She tells him that the baby got into the pot of peas, ate them all, and had an accident. The man laughs at his wife's nervousness and brushes her off as he is walking to put his new jersey in with his others in his collection. As he is walking the wife explains that they ran out of toilet paper, and the stores have also run out of toilet paper because they don't have any more trees to cut down. They are now reliant on recycled paper to make the pulp for the toilet paper. She explains that since no one has been recycling paper it will be a few weeks until they can make more. As the man is opening up the closet to put his new jersey away he asks her "So what did you use to wipe the baby with since we ran out of toilet paper?" The man then sees that all of his jerseys are gone and he answers his own question. The final scene cuts to the man standing outside looking sad with a water hose trying to clean his jerseys soaked with green stains. He is also spraying down his baby too as he hangs from one of the clothes lines. The words across the bottom of the screen reads "Did you know they can make toilet paper from recycled paper". "RECYCLE PAPER BECAUSE ONE DAY YOU MIGHT NEED IT".

What the community should get from this video: They will learn one of the uses of recycled paper is that it can be made into pulp and be turned into toilet paper. This will enforce the knowledge that recycling paper is very useful and how everyone can directly benefit from it. The community should be motivated to recycle.

*Video summary is a rough draft

OVERVIEW OF "VIDEO 3"

Video Type: 3d Animation Video

Video follows the prompt: Demonstrate the story of a composted item compared to that same item being landfilled.

Video Summary: A group of birds are in New York hanging out, laughing, and talking about how they can't wait to fly south and get to the beach. A lady walks outside and throws away her trash. An apple core drops on the ground. One of the birds picks it up and puts it in the trash bin. A younger bird explains to him that the apple core should go in the compost because if it goes to the landfill it can make methane, methane then traps heat, which leads to climate change, which can then lead to more powerful and extreme weather. The older bird scoffs at the younger bird and explains his lack of concern for compost and landfills. The group of birds then fly south and are now sitting on a beach in Florida relaxing. The skies start to turn and everyone on the beach leaves. The group of birds are told that a Category 5 hurricane is headed their way and everyone including them must relocate. The older bird mad and upset questions where they will go now. The final scene cuts to the birds back in New York in the snow, shivering, and cold huddling together. As they are standing outside freezing, a half eaten apple rolls by them and the younger bird asks if he wanted to put that in the trash too so next time they can end up in the North Pole!! The older bird grunts and scrunches up his face. The final scene reads "Did you know food waste that ends up in the trash can make methane which can contribute to climate change". "COMPOST BECAUSE ONE DAY YOU MIGHT NEED IT"

What the community should get from this video: They will learn how important it is to compost food and some of the things that can happen by not doing so. This video is going to be relatable because people today are experiencing more powerful storms in places like Florida. The community should be motivated to compost food.

*Video summary is a rough draft

OVERVIEW OF "VIDEO 4"

Video Type: 3d Animation Video

Video follows the prompt: Demonstrate the story of a composted item compared to that same item being landfilled.

Video Summary: A man is in Vegas partying with his friends. They are standing in line at an ATM talking about how great their weekend has been. They are joking with the man that he was able to get away from his wife and kids even though he missed his anniversary and one of his kid's dance recitals in order to come out to Vegas with them. As he is about to use the ATM he sees that it just ran out of cash due to a shortage of dollar bills in the country. Once more recycled paper comes in they can add more bills in the machine. The man is panicking because he lied to his wife that he had to go visit his sick aunt and to help cover the lie he has been using cash while in Vegas. Now that he nor none of his friends has cash he is forced to use his credit card to pay for the car rental. He explains to his friends that the credit card bill comes at the end of the month and he will get off early that day to get the mail before his wife comes home. The end of the month comes and he falls asleep at work and doesn't make it home in time to get the mail. The final scene cuts to the man walking outside to his dog's house with his blanket and pillow while his family watches him from inside the kitchen. The final scene reads "Did you know cash can be made from recycled paper". "RECYCLE BECAUSE ONE DAY YOU MIGHT NEED IT".

What the community should get from this video: Don't lie to your wife and it highlights another use of recycled paper. A lot of people use cash and will be able to relate to the video. The story should make more people want to recycle paper as they will be able to see how they can benefit from it.

*Video summary is a rough draft

"WHAT GOES WHERE"

"What Goes Where" is the second part of the campaign and it focuses on teaching the community simply what waste goes where. Through research it seems like a lot of people that want to recycle are confused as to what waste goes in what bin. This part of the campaign will help with that.

This is the second part of the "One Day" campaign and it focuses on showing members of the community what waste goes in what bin. We will produce 12 videos (6 animated & 6 live action) that are up to 10 seconds a video. These videos will serve as our b-roll footage since our 4 main videos are all animated.

An overview of one video: A typical video will consist of a person getting ready to throw out a piece of waste and they dispose of it in the right bin. Text will go across the bottom screen that identifies the item and where to put it. The final scene will display what the item can one day be used for if recycled now. For example a man is throwing away a plastic container and he puts it in the recycle bin. The text on the screen would read "plastic container goes in the blue recycle bin" "One Day you could be wearing a fleece jacket made from plastic containers".

Video Highlights: These videos will help to educate the community on proper placement of waste material while also still reinforcing how the community can directly benefit from proper disposal of waste materials and give more reasons as to why waste should be kept out of landfills.

Long-term: More videos can be made in the future that can follow this format. Videos can be animated or live action. The IWMA could even create a quick online directory or search on their website where members of the community can go to easily find the videos.

OUR "ONE DAY" VISION

The "One Day" Campaign has the possibility of extending far beyond just 4 videos. Below is a sample of our vision of what the "One Day" campaign can be.

- "One Day" can be turned into a national campaign with partnerships with other waste management agencies across the country
- The campaign can start off with four videos but with more videos added on a regular basis to keep the campaign going and the engagement high. The format has already been created for the style of videos for the campaign so more animated and live action videos can easily be added.
- In the future partnerships can be formed. For example, host a "One Day" "One Bag" event and partner with a grocery store. For every one bag of recycled/compost waste that a member of the community brings to the grocery store they will receive a discount off of one full bag of groceries. When they are at the grocery store the IWMA staff can show members of the community how to properly dispose of their waste in the right bin and give composting tips.
- Since this campaign is easy to understand it can be introduced in schools. Schools can have "One Day" contests where students have the opportunity to describe what their "One Day" will be. That is what will they benefit from one day by the things they recycle/compost now.

LIST OF DELIVERABLES

1. Four 3D Animated Videos
2. Twelve short-form videos. Each video is up to 10 seconds long. These videos will be a mix of animated and live action videos.
3. 100 Still Images taken at various locations to include places such as the facilities, landfills, etc.

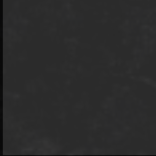
Estimated Timeline:

- January 2025/ Start Project
- January 2025- February 2025/ Pre-Production
- February 2025-May 2025/ Production
- May 2025-June 2025/ Post-Production
- June 2025-July 2025/ Still Images
- July 2025/ Full Project Delivered



WHAT WE NEED FROM IWMA STAFF



1. Access to and tours of the various facilities such as Kompogas anaerobic digester, Materials Recovery Facility (MRF), and local landfills for still images.
 2. Education on waste management and the benefits of the waste so we can produce the "What Goes Where" videos.
 3. Access to the complete Gigantic Idea Studio survey and information of what waste items most people are having a problem with figuring out what bin they go in.
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BUDGET

PRE-PRODUCTION

Full Concept Dev
Script Writing (Rewrites)
Character Dev
Script Reads
Voiceover

Total: \$30,000

ANIMATION PRODUCTION

Scene Development
3D Asset Dev
B-roll videos

Total: \$95,000

POST-PRODUCTION

Editing
Sound Effects
Mix & Master Music
Still Images

Total: \$10,000

Total Cost Proposal: \$135,000

* For the b-roll videos at least 6 out of the 12 b-roll videos that we will deliver will be animated. They won't contain any scripted material or voiceover work. Each video will be up to 10 seconds long.

*The Post-Production budget includes capturing the still images. This will include the cost of hiring of a photographer to take the images, any editing/color adjusting, formatting, and printing that will need to be done. This will also include travel/room & board costs to go to San Luis Obispo County from Indiana. I set a estimated cost for the photographer at \$2,000.

ABOUT COREPARK LLC

Corepark is a 3D animation studio specializing in creating and producing animated comedy television shows and movies. We believe in the power of storytelling and comedy. We are the creators behind the show "Therapy's Most Wanted" now airing on Comcast Xfinity in Philadelphia & New Jersey. At CorePark, we bring animations to life using cutting-edge animation software, an iPhone 10 for precise facial motion capture, an advanced motion tracking system for body motion capture, and a state-of-the-art graphics computer to ensure top-notch rendering quality. Want to see our animations head over to corepark.tv and watch the pilot for Therapy's Most Wanted and our short films "Let's Debate. Yeah Right..." and "Wonder Goes All Super Bowl". As a client, you will have direct access to the founder Justice Hinchon throughout the entirety of the project, 7 days a week, all day, via email or phone.

THE FOUNDER

Justice Ali Hinchon is the driving force behind CorePark, where creativity meets humor in every project. With a background in criminal justice, Justice took the LSAT and was accepted to three law schools. However, bitten by the entrepreneurship bug, Justice eventually transitioned into the world of TV and film. As a comedy writer, Justice pens all the scripts for the TV show "Therapy's Most Wanted" and CorePark's short films, bringing laughter and insight to every episode.

Justice's vision extends beyond the small screen with an ambition to take over theatrical films and become the highest-grossing movie director. With a passion for storytelling and a knack for finding humor in everyday moments, Justice continues to push the boundaries of comedy and entertainment.

OUR LATEST WORK

Therapy's Most Wanted

An Animated Series Produced by Corepark

Therapy's Most Wanted is an animated comedy TV series that follows Justice, a college dropout, aspiring comedian, and newly hired babysitter as they navigate the ebbs and flows of life. Watch the pilot episode of Therapy's Most Wanted on corepark.tv TV-14 | Comedy



Full Episodes of Therapy's Most Wanted now airing on Comcast Xfinity Channel 190. Tune in every last Sunday @10:30pm in select zones in Philadelphia & New Jersey.

STATEMENT OF QUALIFICATIONS

CorePark is uniquely positioned to meet and exceed the qualifications defined by the IWMA. Here's how:

- **Understanding of IWMA's Mission and Goals:** CorePark has a comprehensive understanding of the IWMA's mission to promote responsible resource management. Our work aligns with these goals by creating compelling and educational content that encourages community participation in waste management initiatives.
- **Creative Voice and Storytelling Skills:** Our firm is known for its strong and deliberate creative voice. We specialize in crafting engaging and memorable narratives, evident in our projects such as the TV show "Therapy's Most Wanted", two short films, and several short animated videos. This storytelling expertise ensures we can convey complex messages in a relatable and impactful manner.
- **Unified Messaging for Diverse Audiences:** CorePark excels at creating content that resonates with diverse and polarized groups. Our experience in the entertainment industry has honed our ability to deliver unified messages that are understood and appreciated by a wide audience.
- **Experience in Video Content Production:** We have extensive experience in producing high-quality video content with similar scopes. Our portfolio includes the TV show "Therapy's Most Wanted", two short films, and several short animated videos. We have successfully managed all aspects of production, from initial concept to final delivery.
- **Technical Proficiency:** CorePark uses state-of-the-art equipment, including cutting-edge animation software, an iPhone 10 for precise facial motion capture, and an advanced motion tracking system for body motion capture. Our technical expertise ensures the production of high-quality videos that meet industry standards.
- **Familiarity with San Luis Obispo County:** While we are not based in San Luis Obispo County, our research and understanding of the local audience's needs and preferences enable us to tailor content specifically for the community. We are committed to producing content that resonates with the local population.

COREPARK LLC

Date Founded: 2023

- Black Owned
- Woman Owned
- Business Certification: Certified LGBT Business Enterprise (LGBTBE) recognized by the National LGBT Chamber of Commerce (NGLCC)
- Insurance: Commercial General Liability

Naics Codes:

541810: Advertising Agencies

512110: Motion Picture and Video Production

COREPARK LLC

justice@corepark.tv
115 S Court St Suite E
Crown Point, IN, 46307

Phone: 213-709-0164

PROPOSAL SUBMITTAL FOR

**SAN LUIS OBISPO COUNTY
INTEGRATED WASTE
MANAGEMENT AUTHORITY**
for Video Content Production



SUBMITTED FRIDAY, NOVEMBER 1, 2024 BY:

Erin LaCombe

Erin LaCombe
President, CEO & Founder, CV Strategies
erin@cvstrat.com | 760.641.0739

CV STRATEGIES

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CVSTRATEGIES.COM

November 1, 2024

SLO County IWMA
Ashley Kuder
870 Osos Street
San Luis Obispo, CA 93401

Dear Ms. Kuder,

CV Strategies is pleased to present the attached proposal to San Luis Obispo County Integrated Waste Management Authority (IWMA) to produce a series of videos promoting responsible waste reduction and disposal in San Luis Obispo (SLO) County.

Our team has nearly two decades of expertise in managing communications, maintaining public trust and ensuring transparency for the general public for more than 150 agencies, municipalities and special districts across California.

We recognize the power of communication and the development and strategic deployment of messaging is one of the key services we offer as it helps organizations transform and enhance the ways they convey information to the public and develop long-lasting trust. Thoughtful and targeted video outreach campaigns are essential in increasing public awareness of responsible waste reduction and disposal in SLO County. CV Strategies is prepared to aid the IWMA in developing a robust video series to increase residential participation and understanding in blue and green bin recycling. Our deep knowledge of the region will allow us to create a nexus between your messages and community benefit effectively.

Our staff of 22 includes an in-house team of former journalists, marketing veterans, brand managers, content developers, graphic designers, photographers, videographers and translators who are available to you 24 hours a day, 7 days a week. Should you need additional information, please do not hesitate to contact our Chief Strategy Officer, Tara Mullaly, directly at 510-300-5843 or tara@cvstrat.com. This project will be conducted from our home office at 73700 Dinah Shore Drive, Suite 402, Palm Desert.

We look forward to partnering with you on this project and are happy to present this proposal, which is firm and binding for up to 90 days from the date of receipt.

Sincerely,



Erin La Combe
President, CEO & Founder
CV Strategies

73700 Dinah Shore Drive
Palm Desert, CA 92211
erin@cvstrat.com | 760.641.0739

QUALIFICATIONS



COMPANY BACKGROUND

& EXPERIENCE



Proven Track Record with Creative Solutions



Precision in Perceptionsm

CV Strategies is a communications and community engagement firm that leverages expertise, influence and instincts to enhance the way public agencies tell their stories.

Founded in 2007 by former television news director Erin LaCombe, CV Strategies helps clients blend media, messaging and audiences to connect with communities and drive support on the issues that matter.

CV Strategies' staff of 22 is made up of former journalists, news executives, marketing experts, designers, developers, project managers, and event coordinators who use their storytelling skills to provide value to clients.

Our firm is currently involved in active, ongoing communications initiatives with more than 150 public agencies, schools and nonprofits across the Southwest. Our strategists provide support on issues as diverse as brand creation initiatives, website design, strategic planning, crisis communications, public education campaign architecture, and tactical outreach implementation. Our extensive experience makes us adept at crafting effective messaging for organizations with varying stories to tell.

CV Strategies has developed conservation, education and engagement campaigns for clients across California. With offices in California, Arizona and Utah, our team members leverage their diverse expertise, contacts and skill sets to support educational, water, energy and government clients. Our firm is deadline-oriented and driven to deliver updates and results that identify measurable targets and achieve progress throughout a project's scope.

We provide our clients with a diverse set of tactics to help them meet their outreach objectives with a wide variety of audiences. Through careful research, planning and strategic implementation, our specialists work closely with staff to create effective and innovative solutions to communication challenges. CV Strategies unites these elements to fulfill the organization's vision and ensure achievement of communication goals.



OUR MISSION

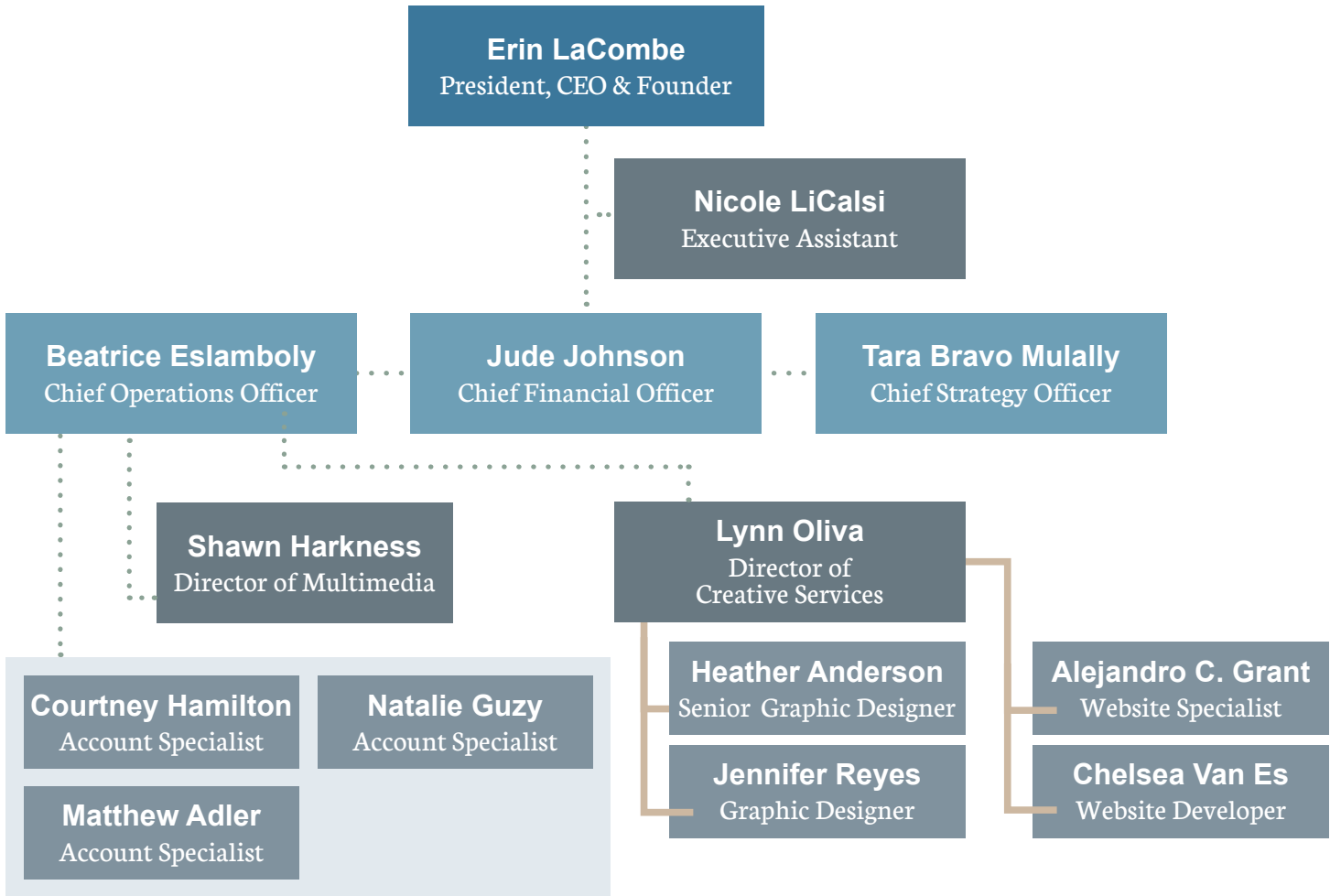
Tell your story. Guarantee that it's heard.



OUR VISION

Be the authority on communications for every client without compromise.

PROJECT STAFFING



QUALITY ASSURANCE & KEY PERSONNEL

CV Strategies balances the demands of all client work to ensure objectives are completed in a timely manner and to the satisfaction of the client. A hallmark of our work is the ongoing close collaboration that we maintain with clients through regular meetings (video/calls/in-person), in-house coordination with staff via our project management system Monday.com, and other procedures honed over years of working with a large list of active clients.

CV Strategies will ensure staff quality through regular review of work performed. All deliverables undergo a series of management reviews and edits prior to final approval by a Project Director. In addition to the project team identified, the talent and experience of our staff allows for backup if necessary, so deadlines are always met. The team for this project will include:

- ▣ **Project Director:** Erin LaCombe
 - ▣ **Project Manager:** Tara Bravo Mulally
 - ▣ **Director of Multimedia:** Shawn Harkness
 - ▣ **Director of Creative Services:** Lynn Oliva
 - ▣ **Senior Graphic Designer:** Heather Anderson
- Key Contact:**
 Chief Strategy Officer
 Tara Bravo Mulally
 Ph: 510.300.5843
 Email: tara@cvstrat.com

Information on Subcontractors: CV Strategies will handle all work on this project; no subcontractors will be used. Any change of key personnel will be approved by SLO County in advance.

ERIN LACOMBE

PRESIDENT, CEO & FOUNDER

EDUCATION

University of Southern California
Los Angeles, California
Bachelor of Arts Degree //
Broadcast Journalism

AFFILIATIONS

The California Club //
Board Member

FIND Food Bank //
Board Member

California Utility Executive Management Association //
Board Member

Jim Murray Memorial Foundation //
Board Member

SELECT AWARDS

Pacific Southwest Chapter Emmy // June 2003
Best Newscast Winner

Pacific Southwest Chapter Emmy // June 2004
Best Newscast Winner

Communicator Award Winner // January 2006
Breaking News

Bill Stout Memorial Award of Excellence Winner // March 2006

Best Spot News Coverage Winner // March 2006

An Emmy Award-winning journalist with over 25 years in the communications industry, Erin LaCombe is the President and Founder of CV Strategies, a strategic communications and public engagement firm serving corporate, government and non-profit clients. Erin is an experienced media veteran, having led newsroom operations at network television affiliates KESQ, KMIR and KUNA in the Coachella Valley and KFWB news radio in Los Angeles, as well as KROQ-FM. Her news background and insights offer a highly valuable service that is difficult to match. Erin has led the communications and public affairs support team and overseen graphics development for myriad cities, water districts, and nonprofit organizations across the state for nearly two decades. A talented mediator, she has provided guidance to numerous government agencies through the strategic planning process, leading workshops and providing key messaging strategies to gain positive public perception. Her insights into the minds of reporters and editors are often one step ahead of the story of the day, offering a highly valuable service that is difficult to match.

PROJECT EXPERIENCE

Turlock Irrigation District - Created a successful campaign to engage media, the community and ultimately the State Water Resources Control Board to support a science-based approach for relicensing Don Pedro Dam. The project involved a media-focused website, videos, factsheets and press relations.

Byron-Bethany Irrigation District - Spearheaded a campaign that resulted in the protection of water rights for farming communities in the San Joaquin Valley. Work included video production, media relations, website creation and event organization to influence state decision-makers.

Coachella Valley Water District - Led campaign to educate customers about new state Chromium-6 reporting threshold for drinking water. Campaign components included direct mail pieces, quarterly updates and factsheets. Facilitated community meetings, prepared public presentations and directed videos.

Basin Technical Advisory Committee/San Bernardino Valley Municipal Water District - Led the 19-agency, \$466,000 iEfficient conservation campaign that spanned two counties and was a model for regional cooperation among water agencies. The award-winning campaign included advertising, events and sponsorships. In addition to a fourfold increase in social media followers, surveys throughout the 4-year campaign showed significant increases in awareness of the importance of conservation.

Solano Irrigation District - Managed crisis communications following the electrocution deaths of two teenagers in a district-owned canal. The situation required internal strategy discussions, immediate communications with staff, media relations, rumor control, on-camera and newspaper interviews and a press release once a settlement on a civil lawsuit in the case was reached.

Hi-Desert Water District - Guided the Hi-Desert Water District Water Reclamation Facility and sewer system outreach effort, securing a voter turnout of more than 50% and overwhelming total assessment voter approval of more than 70%. Tactics included designed ads and billboards, media ad buys, legislative document development, microsite creation and video production.

Cucamonga Valley Water District - Crafted a custom Communications Master Plan that included tactics to increase brand awareness and stakeholder engagement through communication initiatives and a communications manual and style guide to provide staff with the resources needed to ensure and enforce consistent communications.

TARA BRAVO MULALLY

CHIEF STRATEGY OFFICER

EDUCATION

**California State University,
East Bay**
Hayward, California

Bachelor of Science // Business
Administration
Graduated Cum Laude

**Cogswell Polytechnical
College**
Sunnyvale, California
Computer Arts Focus

AFFILIATIONS

**Association of California
Water Agencies //**
Communications Committee
**California Association of
Local Agency Formation
Commissions //**
Legislative Committee
**Friends of the Desert
Mountains //**
Board Member

SELECT AWARDS

ABA Stevie Award //
iEfficient
Water Conservation Website

PRSA Capella Award //
Elsinore Valley Municipal
Water District
Notice of Public Hearing

PRSA Capella Award //
iEfficient
Water Conservation Campaign

CAPIO Award of Distinction //
East Valley Water District
Transitioning to Budget Based Rates

CAPIO Award of Merit //
Rowland Water District
Strategic Plan

CAPIO Award of Distinction //
Elsinore Valley Municipal
Water District
Variable Sewer Outreach Plan

Tara guides the development and execution of communications and outreach campaigns for public agencies, nonprofits and corporations. She has served as the architect of multiple, complex outreach efforts that include enhanced website design, branding, strategic planning, water and wastewater rates outreach, video direction and communications training.

Tara's background in graphic design gives her a unique skill set and the ability to convey highly technical information in a visual format that provides added value to her work with clients. Since joining CV Strategies in 2010, Tara has proven herself as a skilled leader who helps clients successfully overcome their communications challenges.

PROJECT EXPERIENCE

United Water Conservation District - Organized and facilitated a regional sustainability summit to foster collaboration in Ventura County. Speakers included Dorene D'Adamo, State Water Resources Control Board; Vic Nguyen, California Department of Water Resources; Assemblymember Jacqui Irwin (D-Thousand Oaks) and Catherine Freeman, Chief Consultant to the California State Assembly Water, Parks and Wildlife Committee. CV Strategies designed the event materials and presentations, as well as produced the historical and event recap videos.

Burrtec Waste Inc. - Managed the production of several videos highlighting recycling and environmental benefits, including a 15-second promo of coverage by NBC, a partnership video showcasing how the company would be a good fit in the community, and highlights of the West Valley recycling facility.

City of Oxnard - Developed and oversaw implementation of a campaign to educate residents about the need for solid waste, water and wastewater rate increases. Outreach included newsletters, eblasts, presentations, and social media; supported and facilitated a series of community meetings.

Beaumont-Cherry Valley Water District - Developed an annual outreach plan, budget and timeline for strategic communication activities, including newsletters, rates support, training sessions and materials for customer-facing employees and a comprehensive fire communications plan to keep the community informed during and after the 2020 fire season. Lead the Board's Ad-hoc Communications Committee in discussion and planning around outreach efforts and provides guidance and support on unplanned communication needs as they arise.

California Special Districts Association - Directed a series of videos titled "What are Special Districts?" The educational segments were based on scripts and video shoots highlighting the work of special districts in the community.

SCV Water - Developed and facilitated community outreach regarding a potential merger and eventual dissolution of four agencies, creating a new larger agency in the process. Tactics included a microsite, townhall meetings with individualized workstations, branded campaign and surveys. This led to a complete branding process, including a new logo, website, letterhead, etc.

SHAWN HARKNESS

DIRECTOR OF MULTIMEDIA

EDUCATION

Mansfield University
Mansfield, Pennsylvania

Bachelor of Arts //
Communication

*With an emphasis in
broadcasting and a
minor in music*

Rhode Island College
Providence, Rhode Island

Received college credits

SELECT ACCOMPLISHMENTS

**2017 Southern California
RTNA Golden Mike Award //**
Best Newscast

**American Red Cross of
Montana //**
Board of Directors 2004

**Poynter Institute, St.
Petersburg, FL //**
*"Leadership for TV & Radio
News Directors" March 2003*

RTNDA Communicator //
*"Tough Calls" opinion piece
published June 2001*

**West Virginia Associated
Press Broadcasters Award //**
"Best News Operation" 2000

AFFILIATIONS

**American Groundwater
Trust //**
Board Member

Shawn Harkness draws upon more than 25 years of experience in the communications industry to develop relatable and easy-to-understand messages. As a veteran television producer and manager with multiple top-rated broadcast stations, he offers a deep understanding of how to translate messages to achieve the greatest impact while utilizing video, print, web, social media and in-person communications.

Possessing an acute sense of narrative style and focused, targeted messaging that is adaptable to multiple industries, Shawn's high level of professionalism is reflected in his work. He is an expert storyteller, giving clients an edge in communications development and outreach. Shawn is a results-oriented, natural leader who thrives in fast-paced environments and is committed to personal and organizational success.

PROJECT EXPERIENCE

American Groundwater Trust - Led the redesign and content creation of the organization's new website including Board level facilitation and user experience objective identification. Presented "Makes Sense to Me. Why Don't You Understand?", a case study of PFAS outreach, at the 2023 Utah Groundwater Conference.

Pico Water District - Led PFAS outreach campaign to educate customers about water safety following changes to state water quality standards regarding PFOA and PFOS levels. Outreach included development of news releases, website updates, social media posts and direct mailings to residents to correct misinformation and provide accurate facts from credible outside sources.

Rowland Water District - Produced a series of videos on the history and current state of Colorado River, identifying its value and complex challenges. Supported legislative efforts with a ongoing videos covering PFAS and water use efficiency bills.

Santa Clarita Valley Groundwater Sustainability Agency - Created a series of public education videos translating the technical content of a Groundwater Sustainability Plan and its components for the general public, including groundwater/surface water interconnection and regional geology.

City of Park City & Snyderville Basin Water Reclamation District - Developed a video series highlighting the impacts and challenges of identifying and treating for PFAS using a proactive approach to an emerging constituent.

Helix Water District - Managed the production and editing process for a series of videos aimed at educating customers on the importance of the District and its role in providing water to customers, as well as the value of water to the community.

Zone 7 Water Agency - Produced a series of educational videos to promote the services provided by this wholesale water district. This included field producing a multi-day video shoot and writing scripts that resulted in visually compelling presentations.

Mission Springs Water District - Facilitated strategic communications planning process from Board workshops through detailed implementation plan, leveraging survey data, internal focus groups and one-on-one staff and stakeholder interviews.

LYNN OLIVA

DIRECTOR OF CREATIVE SERVICES

EDUCATION

Art Institute of California
Inland Empire, California
Bachelor of Science //
Graphic Design

TECHNOLOGY

Adobe Creative Suite //	Microsoft Office //
<i>After Effects</i>	<i>Access</i>
<i>Audition</i>	<i>Excel</i>
<i>Flash</i>	<i>PowerPoint</i>
<i>Illustrator</i>	<i>Word</i>
<i>InDesign</i>	
<i>Photoshop</i>	
<i>Premier Pro</i>	
Website Design //	
<i>HTML/CCS</i>	
<i>Wix/Squarespace</i>	

SELECT ACCOMPLISHMENTS

PRSA Capella Award //
Elsinore Valley Municipal Water District
Notice of Public Hearing

PRSA Polaris Award //
Elsinore Valley Municipal Water District
Water Quality Report

CAPIO Award of Excellence //
Elsinore Valley Municipal Water District
Water Quality Report

CAPIO Best in Show //
Rowland Water District
Newsletter

With a deep understanding of the graphic design industry, Lynn combines professionalism and creativity to tap into her clients' visions and help them realize their goals. Working closely with various public agencies has helped Lynn develop an understanding of the intricacies of diverse communications techniques. With attention to detail and deadlines, Lynn's expertise flourishes in a communications environment.

A graduate of the Art Institute of California, Lynn is skilled in Photoshop, Illustrator, InDesign and After Effects, among others. Lynn understands the aesthetic value and care that must be put into print and web design to maximize business and customer satisfaction.

PROJECT EXPERIENCE



City of Banning – Designed city logo and branded outreach materials for the “Inspire Banning” city beautification campaign; crafted look for the Strategic Communications Plan, created new logo for revamp of city transit system; designed outreach materials for several ballot measures that included presentations, ads, flyers, and lobby posters and designed signage and collateral for the City’s organics campaign.



Coachella Water Authority & Sanitary District – Led visual rebranding effort for newly combined agencies, including new logo, collateral and stylesheet, calendars that doubled as a consumer confidence report, and annual report concepts and design; also provided Spanish translation.



College of the Desert – Advanced the 2018 and 2019 annual reports, creating a themed design thread to pull the audience through the piece. Crafted a marketing campaign look behind “Create Tomorrow” to bridge the reflective Annual Report with the forward focused State of the College event collateral and invites, harmonizing a look that allows the audience to look to the past while envisioning the future.



Elsinore Valley Municipal Water District – Creates graphics and overall look for numerous ongoing projects, including redesign of the district’s Integrated Resources Plan, supporting collateral and graphics, conservation website graphics, quarterly newsletters and bill inserts. Provides Spanish translation as needed.



Jurupa Community Services District – Created a series of strategic planning collateral to create a framework for conversation, leveraging the JCSD brand. Built a workbook that led the team through a complex series of questions easily through targeted icons and white space indicators. Using that overall look, the Strategic Plan was developed tying the creation process to the final product.



Website Design – Designs web pages in close collaboration with project teams, creates infographics and iconography, provides photo editing services, and assists with layouts and assets for websites, such as wcd.org, UnitedWater.org, and northcountytransportationcoalition.org

HEATHER ANDERSON

SENIOR GRAPHIC DESIGNER

EDUCATION

Northeastern Illinois University
Chicago, Illinois

Bachelor of Arts // *Graphic Design*

Ball State University
Muncie, Indiana

Bachelor of Science // *Fashion Merchandising/Marketing*

TECHNOLOGY

Adobe Creative Suite //
Illustrator
InDesign
Photoshop

Website Design //
HTML/CCS

MailChimp

Microsoft Office //
Excel
PowerPoint
Word

With over 15 years of experience and a wealth of print, digital and social media skills, Heather is a vital member of the CV Strategies team. This Chicago native took her talents abroad, returning to the States after several years of living and learning in the United Kingdom. Heather's experience, which includes an extensive background in fashion and household consumer product development, along with her multidisciplinary approach and abilities, makes her a unique and valuable addition to the CV Strat crew.

She upholds each client's vision by generating creative ideas and refining design elements until an exceptional product is achieved. Having worked with a variety of brand types in both B2B and B2C verticals, Heather understands how to visually communicate each message tastefully and effectively with specific attention to the client's needs and brand identity.

PROJECT EXPERIENCE



City of Indio - Created branded ads for numerous City campaigns and events, including Second Saturdays, Farmers Market and Day of the Dead, as well as City Hall directional and door signs, pop up canopies and Coming Soon banners for downtown.



Civil Rights Institute of Inland Southern California - Designed all outreach materials for the grand opening event, including the save-the-date, invitation, social media frames, flyers, digital ads, billboards, rack cards, board cards and eblasts. Successful outreach drew more than 1,000 people to the celebration.



California Club - Updated communications for this historic and exclusive social club in downtown Los Angeles. The challenge included modernizing the look of all materials for members and prospective members while maintaining a sense of sophistication and tradition. Branded materials ranged from a membership guide and wedding events brochure to social media frames and a coffee table book about the club.



College of the Desert - Advanced the 2020 annual report, creating a themed design thread to pull the audience through the piece. Crafted a marketing campaign look behind "Create Tomorrow" to bridge the reflective Annual Report with the forward focused State of the College event collateral and invites, harmonizing a look that allows the audience to look to the past while envisioning the future. Designed a number of flyers, banners, catalogs, signage, maps, reports, billboards and other collateral based on institutional brand guidelines.



Cal Domestic Water Company - Created the layout, curated photography and designed the company's 2021 Annual Report, as well as an in-depth salary survey report presented to the Board of Directors. Other work for this client includes design of shareholder outreach materials and the strategic plan.

TECHNICAL EQUIPMENT

One of the things that differentiates CV Strategies from our competitors is that we maintain a fully staffed and equipped video department, which allows us to produce TV-quality videos for our clients. We offer all aspects of video services, including concepting, script writing, interviews, field producing, drone shots, animation, voiceovers and editing. This in-house approach allows us to closely control project quality and costs.



EQUIPMENT AVAILABLE:

Sony A7s III camera 1 w/ FE 4/24-104 G OSS lens (hard case)

Hollyland wireless mics (hard case)

PowerDewise Lav Mic (hard case)

Sony MDR-7506 headphones (hard case)

Gaffers tape (hard case)

SD Cards (2 per camera)

Sony NP-FZ100 Batteries (6 total)

Magnus Rex tripods (2 total)

Sony A7s III camera 2 w/ FE 4/24-104 G OSS lens (soft case)

Rode Wireless Mic (soft case)

Small reflector

Large reflector

Astra 6X LED Lights (2)

Litepanel batteries for Astra Lights (4 total)

Litepanel mounts for Astra Lights (2 total)

C- Stand

Metal Light Stands (2)

K&F Concept Tripod (small one)

GVM Portable Light panel (2)

Portable Light Stand (2)

DJI Mavic 2 (drone)

DJI Mavic 2 batteries

DJI Mavic 2 Controller

Charger for 4 DJI Batteries Adapter

SD Cards for drone

Brinno time lapse cameras and attachments (3)

Batteries (for time lapse camera)

Micro SD cards (for time lapse camera)

Newer Teleprompter

iPad

Sandbags (4)

Extension cords

Popup shelter



PROJECT UNDERSTANDING

We understand IWMA is seeking the services of a well-qualified firm to produce a series of videos promoting responsible waste reduction and disposal in SLO County.

Our approach to developing and implementing an outreach and educational campaign that is both consistent and impactful is based on a proven, four-phase process that involves research, planning, implementation, and evaluation. The steps will guide CV Strategies' overall approach to public education and outreach, and each plays an important role in moving the dial on public awareness and perception of the County as a trusted source of information. The process focuses on awareness, agility, and measurable gains, creating goodwill among stakeholders by creating messaging that is firmly rooted in research and best management practices. The message is then delivered and evaluated for effectiveness, allowing us to pivot as necessary. By using this process, CV Strategies constructs communication that has impact across a wide range of stakeholder groups.

RESEARCH



CV Strategies will review current County resources, outreach and survey results for the research portion of our work. We will utilize our in-depth knowledge of the area, your customers and stakeholders to provide important background and contextual information for each outreach task. We will also gauge public impact and media perception by assessing website and social media analytics, media coverage and internal feedback. Utilizing this data will provide insight that allows us to better reach and engage stakeholders and increase the return on your outreach investment.

IMPLEMENTATION



CV Strategies' unique, collaborative approach to crafting outreach materials yields results. Our award-winning creative team includes strategists and writers, graphic designers, web specialists and videographers who can take each assignment and turn it into an effective messaging vehicle. We hold our own brainstorming sessions to develop the right phrase, the right visuals and the right product, whether we are creating a billboard, an ad, a legally required document or a newsletter. Each piece we produce includes the full measure of our skills to ensure effectiveness.

PLANNING



Timing is everything if outreach is to be successful, which is why our team prioritizes scheduling and deadlines. Each assignment will begin with a kick-off call or meeting to define the project's goals, objectives and audience, and set deadlines for deliverables and staff review. From there, CV Strategies will create a detailed timeline managed through the collaborative, online Monday.com platform. This allows for deliverable-specific comment, content and design tracking, an important resource for agency feedback and keeping everyone on the same page. Throughout the process, we will keep agency staff informed through regular phone calls, emails and progress meetings as needed.

EVALUATION



Evaluation is a valuable tool that enables us to assess the impact of outreach efforts and will inform the work on future projects. Each assignment will be evaluated for whether it achieved the stated goals and objectives. For example: How many people showed up to the meeting or event that was advertised? What kind of feedback was received in response to outreach? Did a social media post generate a positive discussion and/or comments? What did the analytics show? These are the measures we will use to direct projects going forward, so we are able to land on the sweet spot of what content, visuals and tone are most effective. This process allows us to identify what worked and fix what didn't. The result will be a holistic approach to outreach that provides measurable success every step of the way.

OUR VALUE PROPOSITION



WE UNDERSTAND PUBLIC AGENCIES.

With more than 150 current public agency clients across the state, CV Strategies consultants have an intimate knowledge of municipalities and special districts, and are well versed in the tactics that enhance customer engagement and messaging success.



WE KNOW THE REGION.

We understand the unique relationships, communities, and issues of the region, as well as the messages that resonate with stakeholders. Additionally, our extensive portfolio of strategic communication initiatives for public sector clients has fostered a deep understanding of the issues that impact communities in California.



WE ARE SKILLED STORYTELLERS.

Our backgrounds in journalism, advertising, design, film production and social media marketing have honed keen storytelling instincts that help create dynamic visuals and compelling copy.



WE THINK HOLISTICALLY.

Our professionals are experienced in gathering and analyzing information in pursuit of a comprehensive and holistic strategic approach. The guidance and counsel we provide are engineered out of an in-depth understanding of client nuance and need.



WE DO ALL OUR WORK IN-HOUSE.

CV Strategies offers a full suite of in-house creative services - concepting, copywriting, design, web production, photography, videography, social and digital media. This combined-services approach improves control of costs and deadlines, while close interaction between designers, copywriters and account coordinators results in deliverables that are cohesive, targeted and harmonious.

CREATIVE OUTLINE



TASK 1 | NEEDS ASSESSMENT AND VIDEO PLANNING

RESEARCH, OUTREACH ASSESSMENT & CRAFT A STRUCTURED VIDEO PLAN

At the launch of the project, CV Strategies will meet with IWMA staff to identify goals, audience and key messaging to initiate the development of a video plan, as well as establish priorities, workplan and schedule for deliverables.

We will conduct an initial assessment of existing communications outreach strategies, printed materials, digital messaging tools and website content that includes past advertising campaigns, branded style guide and audience demographics. Gathering this insight will help us better understand the needs of the County's residents and will allow us to determine strengths, weaknesses and areas for improvement where current outreach efforts are lacking. CV Strategies' specialists will collaborate with staff to craft key messaging themes that will serve as the foundation for all video outreach and create a messaging framework.

CV Strategies will adapt the knowledge accumulated in the initial phases and assessment to create a detailed video plan that aligns with the IWMA's long-term goals and provides actionable elements for a successful video campaign. Our focus will be on required steps that offer the best cost to benefit ratio based on potential impacts and required resources. Items in the plan will cover concepting, proposed video shoot and production schedules and messaging strategies that are tailored for specific demographic groups and preferences.

As part of the initial planning efforts, an overall look and feel will be established. The design team will develop up to three unique nameplate looks for staff to provide direction on, using an iterative process to narrow down the campaign aesthetic and theme. Our firm will work continuously with IWMA staff to revise and finalize the video plan using virtual and in-person progress meetings, phone calls and email. Our team will happily make presentations on our progress and final product to staff and the Board of Directors. These presentations will connect directly to the established objectives and highlight deliverable performance. Our firm is flexible and prepared to refine the plan as needed with feedback from staff and any changing circumstances throughout the process of this project.

DELIVERABLES:

Kick-off Meeting

Materials and Digital Landscape Assessment

Audience Identification

Key Messaging

Workplan & Schedule

Video Plan Presentation

Regular Project Update Meetings & Presentations

Campaign Theme & Nameplate Creation

Plan Refinement



GOALS:

- ❑ Gain internal and external insight
- ❑ Evaluate current outreach materials, strategies and branded elements
- ❑ Identify target audiences and set communications goals
- ❑ Develop and design a nameplate to serve as the centralized theme throughout the outreach campaign
- ❑ Craft video plan in collaboration with IWMA staff to specifically promote County-wide responsible waste reduction and disposal practices
- ❑ Develop engaging story telling messaging themes for respective audiences
- ❑ Meet with staff on a weekly or bi-weekly basis, creating an open channel of collaborative communication and updates and on-going progress
- ❑ Report to Staff and Board regularly, aligning outreach strategies with Board goals

TASK 2 | ASSET CAPTURE AND VIDEO EDITING

STORY DEVELOPMENT AND VIDEO SERIES PRODUCTION, WITH EXPERT EDITS & AERIAL VIEWS

To truly engage with audiences, videos and photography must offer a blend of appealing images and gripping stories.

Timing is everything! CV Strategies effectively produces videos ranging from quick clips to full-length features. Producing the perfect video requires more than simply putting images and words together. It requires an understanding of both the message and the audience. Utilizing the knowledge, creativity, and experience of our video team, we will incorporate animation, drone video, time lapse photography, graphics, and other powerful production elements to craft engaging video content for capturing and documenting IWMA services and impact on campaigns.

Utilizing the knowledge gathered in task 1, our team will create an original storyline that promotes resource recovery, source reduction, or landfill diversion. In addition, CV Strategies will identify and develop elements that highlights the County's value and promise for the region. Photography can make or break any outreach campaign. Our in-house team will provide updated, high-quality visuals to elevate the IWMA's brand and effectively communicate current programs and services while clearly providing accurate and important information to the public.

The first step is a meeting to discuss expectations and the timeline. From there, CV Strategies will produce talking points, a script and locate actors, if necessary. Our video team will provide all equipment necessary for a professional and effective shoot. Production includes editing all footage and audio as well as adding closed captioning and graphics. One of the things that differentiates CV Strategies from our competitors is that we maintain a fully staffed and equipped video department, which allows us to produce TV-quality videos for our clients. We offer all aspects of video services, including concepting, script writing, interviews, field producing, drone shots, animation, voiceovers and editing. This approach allows us to closely control project quality and costs.

GOALS:

- ❑ Draft master video plan and episode/segment plans with interview questions
- ❑ Create a compelling narrative that engages and resonates with County residents
- ❑ Improve brand awareness, recognition, recall and activate calls for action
- ❑ Film, store and organize footage
- ❑ Develop intro and outro tag animations with additional lower third and graphic template package
- ❑ Edit footage and create engaging, dynamic footage for videos

DELIVERABLES:

- Post-production Planning Services
- On-location Drone Capture
- Videography Sessions
- Photography Session
- Video Editing & Production Services
- Voiceovers (Optional)
- Intro and Outro Tag Animations
- Create Highlight Reels
- Pick-up Sessions
- Provide Compatible High-quality Videos For All Platforms



TASK 3 | VIDEO SERIES DEPLOYMENT

(OPTIONAL TASK)

SELECT APPROPRIATE DISTRIBUTION CHANNELS AND DEVELOP PROMOTIONAL STRATEGY

CV Strategies will help guide IWMA in the multi-phased rollout and deployment of each video within the County as needed, which will be geared toward maximizing awareness among all residents, conveying accurate information and, ultimately, effecting an increase in community participation.

Our team will provide the graphic elements, photo-editing services, video highlights and copy needed to create social media posts, ads, video segments and newsletter articles, among other collateral. We are prepared to assist with ad buy plans in the promotion and engagement for this 4-part video series. Our firm will also provide a collateral toolkit with branded templates for standard messaging vehicles such as press releases and social media posts. Our team will draft and distribute press releases, media alerts and social media posts for events, workshops, and meetings as needed to increase community meeting attendance and awareness of this campaign if needed. We will tap into their social identity, creating material that speaks to their special interests.

Following the initial outreach, we will re-evaluate based on key performance indicators and advance the campaign with an updated look and narrative, adding enforcement into the mix of messages.

DELIVERABLES:

Identify Goals, Audience and Marketing Budget

Choose Distribution Platforms

Develop Promotional Strategy

Create Engaging Social Media and Web Content

Define Video Release Calendar

Press Materials, Releases & Newsletter Articles

Monitor and Amend Strategies If Needed



*Optional services or any variability in services rendered by CV Strategies will be billed to the client based on the hourly rate for communications services and will be agreed to by providing a signed written notice.

COST PROPOSAL



COST PROPOSAL

RATES & CONDITIONS

DESCRIPTION	PROPOSED COST
Pre-Production	\$15,000
Production (4-part series)	\$60,000
Post-Production	\$60,000
ESTIMATE	\$135,000.00
TOTAL NOT TO EXCEED	\$150,000.00

RATES FOR COMMUNICATIONS SERVICES

» President - \$275/hour	» Specialist/Design/Video/Photography - \$175/hour
» Executives - \$250/hour	» Translator - \$125/hour
» Directors - \$200/hour	» Support Staff - \$100/hour

CONTRACT TERMS & CONDITIONS

CV Strategies complies with all required services as described in the Request for Proposals. All data, documents, and other products used or developed in the creation of this proposal will be and remain the property of CV Strategies and may be subject to copyright. Our team is prepared to begin work on this project immediately. Either party may end this agreement by providing written notice to the other party. In the event of termination, CV Strategies shall be paid for all hours and expenses accrued up to the date of termination. CV Strategies will notify the client as we are approaching the estimated cost above.

Our firm owns and maintains all of its own equipment and supplies are included in the cost so there would be no additional charge to the client. Optional services or any variability in services rendered by CV Strategies will be billed to the client based on the hourly rate for communications services and will be agreed to by providing a signed written notice. Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250 per item). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate. Travel time is billed at half time.

All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.

A coastal scene featuring a long wooden pier extending into the ocean. Waves are crashing against the pier's pilings, creating white foam. In the background, there are several houses and buildings, some with gabled roofs, situated on a hillside. The hills are covered in green grass. The sky is clear and blue. The foreground shows a sandy beach with some driftwood and green foliage in the bottom left corner. The word "REFERENCES" is overlaid in large, bold, black letters across the top of the image, with a decorative graphic of three lines (red, green, and grey) intersecting at a central point above the text.

REFERENCES

REFERENCES

CITY OF BANNING

99 E. Ramsey Street, Banning, CA 92220

CONTACT

Art Vela, P.E., Public Works Director/City Engineer
 Avela@banningca.gov | 951.922.3130

The City of Banning has utilized the creative services of CV Strategies on numerous high-profile projects and initiatives since 2016. Most recently, we worked closely with staff to develop an outreach plan to communicate organics recycling requirements under SB 1383 to residents and businesses and developed the logo, slogans and infographics about existing and new regulations and their impact on solid waste rates. We have also updated the City seal, developed a tree care campaign, rebranded the bus system, assisted with outreach on water, wastewater and street projects, and created a strategic communications plan for the city.



REFERENCES

CHINO BASIN WATER CONSERVATION DISTRICT

4594 San Bernardino Street Montclair, CA 91763

CONTACT Elizabeth Willis, General Manager
ewillis@cbwcd.org | 909-267-3220

To celebrate the District's 75th anniversary, we partnered to deliver a comprehensive outreach campaign that highlighted this significant milestone and deepened community connection. Our firm refreshed the District's brand identity and increased awareness through engaging tours and events, including a captivating video on the District's history. Our efforts honored the District's rich history and legacy of achievements, fostering pride and awareness within the community.



REFERENCES

CITY OF COACHELLA

53462 Enterprise Way, Coachella, CA 92236

CONTACT Maritza Martinez, Public Works Director
mmartinez@coachella.org | 760.398.3502 ext. 201

Defined and differentiated the City's events through a comprehensive branding effort for community cleanups that included Community Cleanups; Tacos, Tequilas and Chavelas; El Grito; and the Mariachi Festival. We created logos and looks for each event to reflect residents' rich Mexican heritage and developed targeted outreach campaigns with billboards, banners, posters, social media and more. We also negotiate directly as needed with outside vendors for billboard, print, radio, and television advertising and conduct outreach to local television, radio and newspaper operations for earned media coverage.

JOIN US FOR OUR FREE ANNUAL CLEANING EVENTS!

Healthy Coachella
Coachella Saludable

The City of Coachella would like to help free your life of unwanted electrical waste, tires, green waste and bulky items. Items will be accepted at the corresponding locations for free and secure disposal.

COMMUNITY CLEANUP + SHRED EVENT
Saturday, November 16, 2019
Rancho Las Flores Park

COMMUNITY CLEANUP + SHRED EVENT
Saturday, January 26, 2020
Bagdouma Park

HOUSEHOLD HAZARDOUS

Health & Safety

Covered California provides benefits for those who have had their employer-provided medical insurance terminated.

For testing and other assistance:

(COVID-19) information, call the Imperial County coronavirus information hotline at 761. This hotline uses TTY for people with hearing loss. Instead, contact with your doctor for specific healthcare guidance or call 911 for medical emergencies.

Utilities

The City of Coachella recognizes that many residents are struggling financially as a result of coronavirus (COVID-19). Because of that, the Coachella Water Authority and Sanitary District has temporarily suspended service shutoffs and late fees. Once the State of Emergency is over, residents can arrange a payment program to settle any unpaid bills.

Help2Others

Desert Healthcare District also offers a results of health information on their website.

United Way of the Desert's "Help2Others" program is available to assist those struggling to pay their rental bill. The program offers Coachella residents a \$50 credit up to three times per year, based on income requirements. For more information about the program and how to apply call United Way of the Desert at (760) 323-2721, ext. 105.

Imperial Irrigation District has temporarily suspended service disconnections due to non-payment. For more information about payment plans, contact IID at (800) 303-7766.

Southern California Gas has suspended disconnections. For information about payment plans and the income-based CARE program, call (800) 427-2250.

Essential Services

- Healthcare (including pharmacies and charitable dispensaries)
- Law enforcement
- Public works and government agencies
- Food and agriculture industries (including grocery stores, restaurants for takeout and delivery only and farm workers)
- Utilities
- Gas stations
- Airports
- Hardware stores
- Liquor stores
- Delivery services
- Communications companies (including the media, information technology, cable companies and mobile and landline phone companies)
- Construction companies
- Financial services
- Waste disposal

Employee Resources

The State of California Employment Development Department is offering employee assistance programs related to COVID-19.

PROGRAM	WHY	WHAT	BENEFITS	HOW TO FILE
Health Insurance	Employees who are unable to work due to COVID-19 may be eligible for health insurance continuation.	Employees who are unable to work due to COVID-19 may be eligible for health insurance continuation.	70 percent of employer's contribution and employee's contribution (up to \$2,200) for up to 18 weeks.	Employees: 800-480-3337 Employers: 800-858-8886
Paid Family Leave	Employees are eligible to take leave to care for themselves or a family member who has COVID-19.	Employees are eligible to take leave to care for themselves or a family member who has COVID-19.	Approximately 60-70 percent of employee's regular wage (up to \$1,000) for up to 8 weeks.	Employees: 877-238-4372 Employers: 877-238-3888
Unemployment Insurance	Employees who have lost their job due to COVID-19 may be eligible for unemployment insurance.	Employees who have lost their job due to COVID-19 may be eligible for unemployment insurance.	Weekly benefit up to \$400 per week for up to 18 weeks.	Employees: 800-300-5888 Employers: 800-300-8827
Paid Sick Leave	Employees who are unable to work due to COVID-19 may be eligible for paid sick leave.	Employees who are unable to work due to COVID-19 may be eligible for paid sick leave.	Regular rate of pay or an amount based on the employee's rate of pay for up to 5 days.	Contact your employer.
Health Care Expenses	Employees who are unable to work due to COVID-19 may be eligible for health care expenses.	Employees who are unable to work due to COVID-19 may be eligible for health care expenses.	Temporary disability (TD) payments from unemployment insurance up to \$500 per week for up to 18 weeks.	Employees: 800-303-4334 (English or Spanish) 800-303-4334

FREE HOUSEHOLD HAZARDOUS WASTE COLLECTION

Saturday, February 29

8 a.m. - Noon | Bagdouma Park

City of COACHELLA

WWW.COACHELLA.ORG

Healthy Coachella
Coachella Saludable

Join us for our FREE COMMUNITY CLEANUP & SHRED EVENT

Saturday, February 9, 2019

8 a.m. - Noon

BAGDOUMA PARK

CLICK FOR MORE INFORMATION

City of COACHELLA

Enjoy evenings of family fun under the stars!

MOVIES IN THE PARK

FRIDAYS MAY 3 - JULY 14

7:30 p.m. | Veterans Memorial Park

FREE FILMS

Celebrate the last days of spring with us!

AT VETERANS MEMORIAL PARK - 1515 6TH STREET

Calling All Car Collectors!
Coachella car clubs are welcome.

Suavecito SUNDAYS

Join us at these FREE events for live Latin music, car shows and fun for the whole family! Enjoy lawn games, food vendors, bounce houses, art exhibits, cruise night and more.

THE LINEUP

MAY 9 Orquesta Bonito
MAY 16 Mariachi Nuevo
MAY 23 Nacho Bustillos
MAY 29 Bohemio

Interested in participating as a vendor? Call 760-347-0678

THE CITY OF COACHELLA INVITES YOU TO CELEBRATE "FIESTAS PATRIAS" AT RANCHO LAS FLORES PARK

21, 2019 HERE

Fiestas Patrias

3:00 PM - 10:00 PM | SATURDAY, MAY 18
RANCHO LAS FLORES PARK | AVENUE 15

Join us for live music and local food vendors and more!

Live performing: La Original Banda Linón, Los Darcys, Los BK's (Ex-Bukas), Puerto Camaguey

Please no coilers or...

For more information visit WWW.FACEBOOK.COM/YOURCOACHELLA

TACOS, TEQUILA & CHAVELAS FESTIVAL

SATURDAY OCTOBER 19, 2019

4-8 p.m. | Veterans Memorial Park

PROGRAM SCHEDULE

- 4 p.m. DJ-A-Game (Main Stage)
- 4-6 p.m. Ballet Folklórico Sol Del Desierto (courtyard)
- 4:30 p.m. Avenida Music (Main Stage)
- 5:30 p.m. DJ-A-Game (Main Stage)
- 6 p.m. Orquesta Bonito (Main Stage)
- 7-8 p.m. DJ-A-Game (Main Stage)
- 7:20 p.m. DJ-A-Game (Main Stage)
- 7:30 p.m. Tasting Award (Main Stage)
- 7:30 p.m. People's Tasting Award (Main Stage)

www.CoachellaTTC.org

ART SCAPE

Cutting Ceremony

10 a.m. - 3 p.m.

Av. 5 de octubre

Av. 5 de octubre

WEDNESDAY FEBRUARY 13 10:30 A.M.

INTERSECTION OF SAN CHAVEZ STREET & SIXTH STREET

City of COACHELLA

EREA

City of COACHELLA

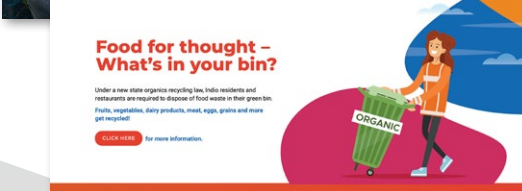
REFERENCES

CITY OF INДИО

100 Civic Center Mall, Indio, CA 92201

CONTACT Bryan Montgomery, City Manager
 bmontgomery@indio.org | 760.391.4015

CV Strategies leads communications and outreach for the City of Indio and its water supplier, the Indio Water Authority. Our staff has supported the city in its rollout of a new brand by creating templates, brochures and key messages for all departments, developing press releases, banners, eblasts, social media content, website updates, ads and other collateral, and helping assemble a photo library. For Indio Water Authority, we have written and designed solid waste and sustainability outreach resources, the annual Water Quality Report, conservation billboards, flyers and videos, as well as bill inserts and newsletters.



VIDEO WORK SAMPLES

Click below or scan
to view full videos



APPENDIX

CONFLICTS OF INTEREST & DISCLOSURE OF LITIGATION STATEMENT

CV Strategies does not have any pending litigation or potential conflicts of interest that would affect the firm's ability to perform work in a timely fashion over the duration of the contract.



ADDITIONAL INFORMATION

OPTIONAL SERVICES OFFERED



EXAMPLE: CV STRATEGIES
DRONE IMAGERY

Optional services or any variability in services rendered by CV Strategies will be billed to the client based on the hourly rate for communications services and will be agreed to by providing a signed written notice.



Strategic Counsel - CV Strategies provides valuable insight on operations, communications and government relations. This high-level support will help guide outreach and stakeholder-relations efforts.



Legislative Support - We know local and regional players. Working with staff to prepare legislative documents and research relevant policy will help create an atmosphere for successful policy development and implementation.



Media Relations - Staff members at CV Strategies have years of experience in newsrooms and with print media, as well as close relationships with local journalists. We understand how to develop press releases and media alerts that will stand above the rest and achieve results.



Collateral Development - CV Strategies sees the value in creating compelling, engaging pieces that connect with customers. Our expertise yields a professional product guided by the agency's communications strategy and vision.



Design Services - From web to advertisements to document design, CV Strategies' in-house design team turns copy into dramatic visual storytelling.



Community Meetings - CV Strategies provides event support to increase community engagement and customer attendance.



Photography, Audio and Video Services - Given the importance of visual communication, CV Strategies staffs photographers, videographers, drone technicians and audio engineers to create and enhance images, recordings and video content that complement compelling written content to tell a complete story.



Training - Focused sessions help staff and elected officials hone in on skills that are foundational for agency communication efforts. We build employee confidence and competence through training that includes role-play, practice, and guide materials for ongoing support.



Surveys and Analysis - CV Strategies' pollsters will design and conduct large-scale surveys designed to gauge the interest, knowledge and satisfaction among customers and stakeholders. The information is reviewed and analyzed to identify trends and develop outreach recommendations.



Translation - Our skilled translator on staff can quickly transform written content into Spanish, or assist with community meetings by providing on-the-fly translation services.

PARTIAL CLIENT LIST

WATER & WASTEWATER SERVICE PROVIDERS

- Beaumont-Cherry Valley Water District
- Bellflower-Somerset Mutual Water Company
- Byron-Bethany Irrigation District
- California Domestic Water Company
- Casitas Water District
- Castro Valley Sanitary District
- Chino Basin Water Conservation District
- Coachella Valley Water District
- Coachella Water Authority & Sanitary District
- Crescenta Valley Water District
- Cucamonga Valley Water District
- Desert Water Agency
- Diablo Water District
- Eastern Municipal Water District
- East Valley Water District
- Elsinore Valley Municipal Water District
- Glenn-Colusa Irrigation District
- Helix Water District
- Hidden Valley Lake Community Services District
- Hi-Desert Water District
- Indio Water Authority
- Jurupa Community Services District
- Lake Arrowhead Community Services District
- Mesa Water District
- Mission Springs Water District
- Moulton Niguel Water District
- Municipal Water District of Orange County
- Myoma Dunes Water Company
- Orange County Water District
- Palmdale Water District
- Palmdale Recycled Water Authority
- Pico Water District
- Puente Basin Water Agency
- Rancho California Water District
- Rowland Water District
- San Bernardino Municipal Water Department
- San Bernardino Valley Municipal Water District
- San Gabriel County Water District
- San Gabriel Valley Municipal Water District
- San Geronimo Pass Water Agency
- SCV Water
- Solano Irrigation District

- Turlock Irrigation District
- United Water Conservation District
- Valley County Water District
- Valley of the Moon Water District
- Valley Sanitary District
- Walnut Valley Water District
- West County Wastewater District
- Western Municipal Water District
- Zone 7 Water Agency/Alameda County

MUNICIPALITIES

- City of Banning
- City of Beaumont
- City of Chino
- City of Chino Hills
- City of Coachella
- City of Corona
- City of Desert Hot Springs
- City of Eastvale
- City of Eureka
- City of Glendale
- City of Indio
- City of La Quinta
- City of Menifee
- City of Ontario
- City of Oxnard
- City of Palm Desert
- City of Palm Springs
- City of Rancho Cucamonga
- City of Rialto
- City of San Carlos
- City of San Diego
- City of Santa Ana
- City of Tustin
- City of Vallejo

ASSOCIATIONS, GOVERNMENTAL AGENCIES & TRANSPORTATION

- Association of California Water Agencies
- ACWA/JPIA - Association of California Water Agencies Joint Powers Insurance Authority
- American Water Works Association CA-NV
- Banning Connect Transit System
- CALAFCO - California Association of Local Agency Formation Commissions
- California Date Commission
- CalMutuals - California Association of Mutual Water Companies
- Chino Basin Watermaster
- Coachella Valley Regional Water Management Group - CV Water Counts

- CSDA - California Special Districts Association
- CUEMA - California Utility Executive Management Association
- High Desert Corridor Joint Powers Agency
- Main San Gabriel Basin Watermaster
- North Los Angeles Transportation Coalition
- Orange County LAFCO
- Rivers and Lands Conservancy
- Riverside County Department of Public Social Services
- Salton Sea Action Committee
- San Gabriel Basin Water Quality Authority
- San Gabriel Valley Water Association
- Santa Ana Watershed Project Authority
- SCVGSAA - Santa Clarita Valley Groundwater Sustainability Agency

SPECIAL DISTRICTS

- Coachella Valley Public Cemetery District
- Desert Regional Medical Center
- Desert Healthcare District
- Desert Oasis Health Care
- Heritage Victor Valley Health Care
- Hi-Desert Medical Center
- Lakeside Fire Protection District

ATTRACTIONS/TOURISM/RETAIL

- Augustine Casino
- Big Rock Pub
- City of Indian Wells - The Vue
- El Paseo Jewelers
- El Paseo Shopping District
- Fashion Island
- Lake Piru Recreation Area
- Mitch's on El Paseo
- Palm Desert Aquatic Center
- Palm Springs Art Museum
- Spotlight 29 Casino
- The Living Desert
- Westin Mission Hills
- Westminster Mall

EDUCATION

- College of the Desert
- College of the Desert Alumni Association
- College of the Desert Foundation
- Inland Empire/Desert Regional Consortium
- Norco Community College
- San Bernardino County Superintendent of Schools
- San Diego Miramar College



Be Remarkable.

DropDrop is an award winning whole service production company with offices in Grand Rapids, Michigan. We help brands tell remarkable stories through film production, animation, immersive experiences, and more.

[Peek at our portfolio](#)

NATIONAL WINNER
AMERICAN
ADVERTISING
AWARDS
2023

DANGER  **COFFEE**

NATIONAL WINNER
AMERICAN
ADVERTISING
AWARDS
2023

NATIONAL WINNER
AMERICAN
ADVERTISING
AWARDS
2023

NATIONAL WINNER
AMERICAN
ADVERTISING
AWARDS
2023

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- 2-3 **Portfolio of Work**
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- 16 **Cost Proposal**
- 17 **Timeline**
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Cover Letter



Cassidy Bisher
Director & Producer

Dear IWMA Proposal Review Team,

I am pleased to submit this proposal in response to the IWMA's request for proposals to develop an educational video series to address public misconceptions about recycling and clarify the journey of materials placed in blue and green recycling bins.

At DropDrop, we recognize the importance of factual, transparent information in building community trust around responsible resource management, and we are excited about the opportunity to work alongside the IWMA to elevate public understanding in this essential area.

Our team brings extensive experience in producing impactful, educational media for government organizations, with a strong track record of creating content that addresses complex issues in accessible and engaging ways. We understand that the IWMA's goal is to promote responsible resource management through creative storytelling. By emphasizing a factual and balanced narrative, our goal is to demystify the recycling process, dispel the misconception that recyclables go straight to the landfill, and underscore the value of conscientious recycling practices.

We look forward to the opportunity to partner with IWMA in creating a video series that not only informs but also entertains viewers and inspires confidence in the recycling process. Thank you for considering our proposal. Please feel free to reach out if you have questions or need additional information.

Sincerely,

Cassidy Bisher



PORTFOLIO OF WORK

CIGGY'S BIG ADVENTURE

CLIENT: Downtown Grand Rapids, Inc.

When DGRI decided to help the city with cigarette butt litter, they put receptacles all around downtown. Their goal was to inspire the public to reduce debris... without offending smokers.

Our solution? Think about it from the butt's perspective!

In collaboration with the DGRI staff, we crafted a fun, mixed live-action and animation video telling the story of what Ciggy the cigarette butt has to go through when he's treated as litter.

This approach is very similar to what we propose for IWMA's series.

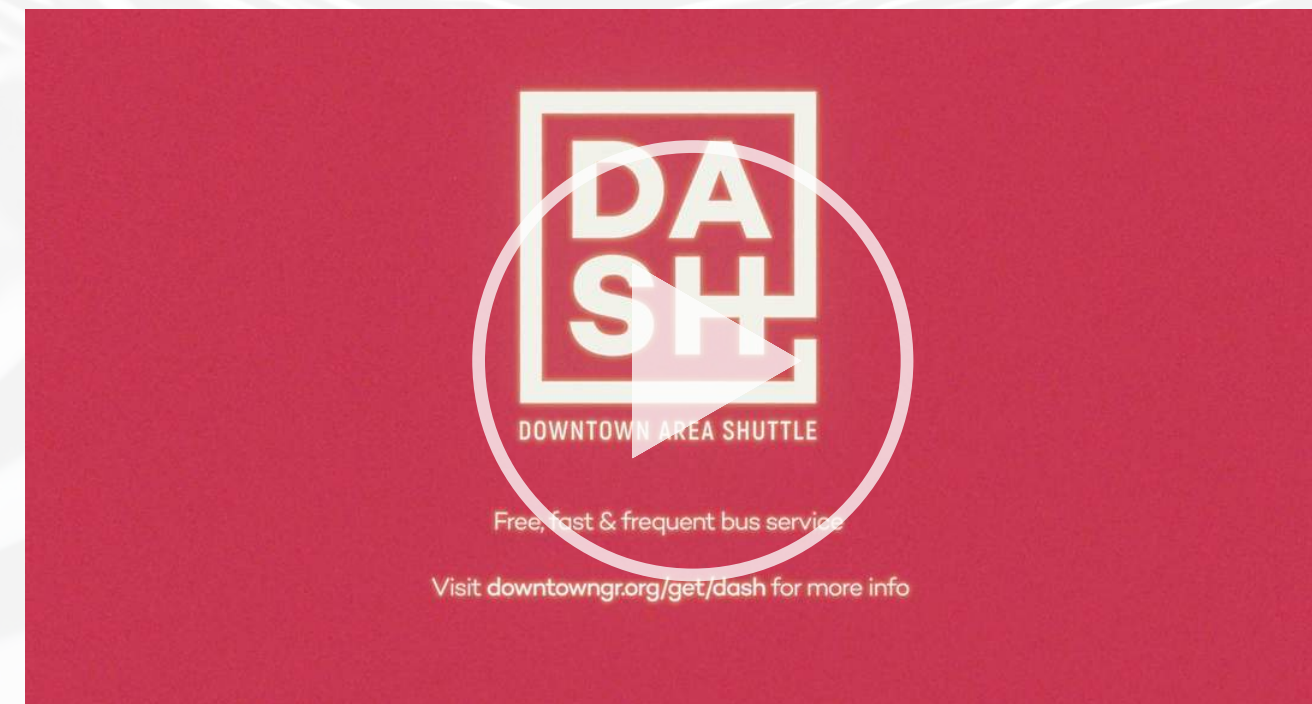


WHERE'S THE DASH?

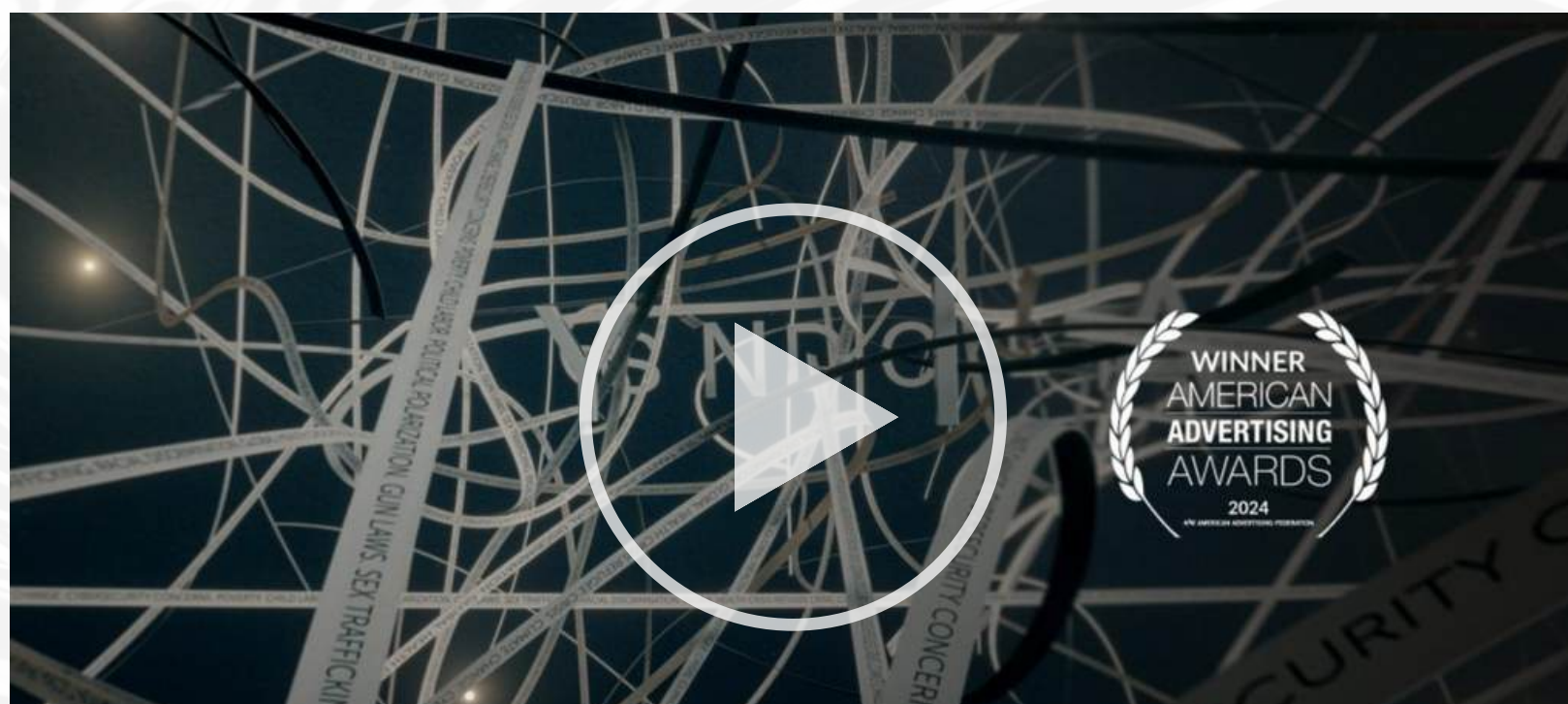
CLIENT: City of Grand Rapids, MI

The City of Grand Rapids offers a free transportation option around downtown and were seeking to engage their millennial audience with an impactful 30 second spot that catches the viewers attention.

In collaboration with the Transportation Department, we crafted a concept fashioned after "Where's Waldo" and made this short video an adventure... begging for a second viewing to spot all the DASH buses.



ADDITIONAL WORK SAMPLES



QUALIFICATIONS

STATEMENT

Since 2007, DropDrop has been a powerful catalyst in video content creation, making waves that set you apart. We serve diverse clients with an innovative process from concept to execution, empowering you to create transformational ripples in your community. From dynamic production and animation to immersive storytelling, we deliver lasting impressions. With DropDrop, it's more than a splash in the ocean—it's creating ripples that become waves of change. Having won [31 Addy Awards in 2024](#) alone, we are continuously improving, pushing boundaries, and sharpening our craft.

Our team will be comprised of trusted professionals we've worked with for more than 15 years. Cassidy Bisher and Zac Page will be the head creatives, their collaborations have won numerous awards over the past decade. Ryan Brady is our world class illustrator and animator who brings incredible production value to every animation he touches. Janeve Helmbold will oversee our production, keeping us on time and budget conscious. She is also a marketing wizard and will provide expert campaign advice for when these videos are ready to be launched!

EXPECTATIONS

PROJECT LEAD

To best collaborate with IWMA we will want to have at least one consistent point-of-contact (POC) over the entire project. This person will help us with locations, logistics, feedback sessions, and community connections.

COLLABORATION

- We'll kick off this project with virtual meetings, discussing each concept and acquiring key focus/messaging points from the IWMA team.
- Scripts & Storyboards will be provided for each video with up to 3 revisions. We love feedback!
- During pre-production we will work with our POC on shot lists, schedules, IWMA staff involvement, location scouts, and other logistics.
- During production we will need access to numerous facilities, and would like to have our POC on set each day, if possible.
- During post-production we will be in close contact with our POC on every step of the editing and animation process. We will provide completed edits for review with up to 3 revisions each.



OUR TEAM



Cassidy Bisher - Director & Producer
20+ Years Experience

Cassidy has over two decades of industry experience and started DropDrop in 2007 as a small motion graphics enterprise. Over the past fifteen years he has grown the company to serve a wide swath of brands in creating remarkable experiences through film, video, animation, installations, social media campaigns, and the list goes on. He is your one-stop-media-shop.



Zac Page - Writer & Producer
15+ Years Experience

Zac is an award-winning Writer, Director and Producer who's work has competed in hundreds of Film Festivals world-wide. He carries over fifteen years of experience in the media environment and has a deep passion for compelling stories.



Ryan Brady - Illustrator & Animator
10+ Years Experience

Ryan is DropDrop's Illustrator extraordinaire. Classically trained in both illustration and fine art painting, Ryan comes from a very colorful background. From designing iconic murals in local businesses to graphic novels, concept design to motion graphics, Ryan's wide ranging skillset makes him an invaluable member of the team.



Janeve Helmbold - Supervising Producer
15+ Years Experience

Janeve is a visionary who has started many successful small businesses and has helped 40+ companies grow over the past decade. Her ability to keep projects on time and within budget is uncanny. She thrives on clear communication that builds equity and trust.



CASSIDY BISHER | PRODUCER & DIRECTOR

150 Fuller Ave SE | Grand Rapids MI 49506 | cassidy.bisher@dropdrop.com | (616) 350-2315

Professional Summary

I am a high performing seasoned industry professional with over 18 years of experience in Video Production, Animation and Motion Graphic Design. Within that 18-year period, I've helped many brands focus on creating remarkable video content to promote and market products, services, expand engagement on digital and social channels, educate customers, and influence target audiences with awesome content. I strive to blaze new trails and enjoy the ride.

Skills

Creating long-term value for my company DropDrop.com and its customer base, markets, and relationships. Developing proposals, pitch decks, and spec work to break into markets we are eyeing to serve.

Pre-Production: Applied the project management software Teamwork to the production workflow helping to create and finalize project schedules using pre-built templates for various types of jobs (live action, interview, animation, and motion graphic design). Developed creative brief intake forms before agreeing to scope of work and budget with an eye on a 70/30 profitability margin. The timetables that were built helped to achieve that goal with a focus on over-delivering in value. Used AV script templates to build storyboards leading to the creation of shot-list documents, prepping for location and tech scouts. Verifying production costs (before filming) are at or below targeted costs as it relates to crew, art, crafty etc.

Production: Produced, directed, edited, graded, and sound designed high and medium tier budget commercial content for a wide range of markets. Produced content interview style with nonacting talent as director or co-director with agency side creative directors. Skilled with TelePrompter workflows and directing believable authentic deliveries with non-acting personnel. Ability to lead a crew on set from camera to grip while also being the liaison to client (communication, shot review, brand alignment checks).

Post-Production: This is where the magic happens. Piecing together the audio and visual narrative for the story with feedback and close collaboration using Vimeo review or Frame.io. Polishing the content by implementing a finalized edit, vibrant color grade, high end motion graphic design, and an immersive sound mix using Cubase or Fairlight.

Qualifications and Skills

- 19 years producing and directing content direct to client and with agencies
- Expert level in Adobe Premiere Pro & DaVinci Resolve
- Expert Level in Adobe After Effects with focus on high end motion graphic design
- Expert level working with Red, Arri, Canon, and Black Magic Cameras with advanced level lighting techniques.
- Ability to travel, arrange, and book crew as needed.
- Helped write, & design a [Post-Production Guidebook](#) for employees & freelancers using Adobe Premiere

Experience

DropDrop

Owner / Founder | 16 years

DropDrop started making ripples in 2007 as a leading Motion Graphics post-production house. Quickly expanding into video production, I've since worked with high-profile clients such as Verizon, Amway, Corewell Health, Steelcase and more. Since then, I've served organizations large and small as a video marketing agency. I love brands, run a tight ship, and help produce big ideas that stay with in scope and on budget.

TEAM RESUMES



Motivity Pictures

Owner / Director | 3 years

Created entity with partner David Eggerichs. Motivity is an all-inclusive video production company focused on passionate storytelling.

Red Giant Software (Now Maxon)

Visual Effect Preset Designer | 3 years

Designed presets for popular plugins aimed at Adobe After Effects with a focus on the Trapcode Suite.

Awards and Acknowledgements

2019 Bronze Telly Winner | Online Craft-Use of 2D Animation & Animation

Title: Imagine Kalamazoo | Credits: Director, and Producer | [Link to Awards](#) | [Link to Video](#)

2019 W3 Awards Gold in Branded Entertainment-Public Service & Activism for Video

Title: Imagine Kalamazoo | Credits: Director, and Producer | [Site Link](#)

American Advertising Awards 2019 National Winner for Video

Title: State of our downtown 2019 | Credits: Director, Producer, Cinematographer, Editor, Animator, Sound Design | [Video Link](#)

American Advertising Awards 2018 National Winner for Video

Title: Phoenix Society 'Greater Than' | Credits: Producer & Co-Animator | [Video Link](#)

2023 Gold Addy Award | Internet Commercial

Title: Danger Coffee | Credits: Director, Producer, Editor, Animator, Sound | [Link to Video](#)

2023 Gold Addy Award | Internet Commercial

Title: Danger Crosley Law | Credits: Producer, Editor, Sound | [Link to Video](#)

2023 Gold Addy Award | Internet Commercial

Title: Seasonal Light Experience | Credits: Director, Producer, Editor, Animation, Original Music & Sound Design | [Link to Video](#)

References

Jeff Gorter

R3 Continuum | Vice President, Crisis Response Clinical Services
(616) 304-4915 | jeff.gorter@r3c.com

Scout Tosi-Milhorn

Catholic Central | Director of Communications
(740) 644-7050 | scouttosi@rcatholiccentral.org

Tamara VanderArk-Potter

Spectrum Health | Director, Marketing and Community Engagement
(616) 834-1690 | tamara.vanderark-potter@spectrumhealth.org

RYAN BRADY | ILLUSTRATOR AND MOTION GRAPHIC ARTIST

1538 Sylvan Ave SE | Grand Rapids MI 49506 | ryan@dropdrop.com | (616) 406-7037

Professional Summary

Experienced Illustrator and Motion Graphic Artist with 6+ years of experience in multimedia and design. Specializing in digitally created 2D and 3D motion graphics, character design, storyboarding, compositing, animation, and modeling. Demonstrated ability to present creative concepts and execute them into the desired look in a timely manner while embracing a variety of production techniques. Highly skilled in utilizing specialized software such as Adobe After Effects, Cinema 4D, Adobe Photoshop, and Illustrator. Dedicated to staying up to date with the latest trends in art and technology & utilizing new tools to deliver quality work.

Skills

- Expertise in creating designs that captivate audiences through an intuitive and visually harmonious composition
- Ability to work collaboratively in a team-environment, leading and participating in creative brainstorming sessions
- Proven ability to prioritize tasks, meeting multiple deadlines while retaining a high level of accuracy
- Experienced in providing art direction for the design of various marketing materials such as logos, websites, social media campaigns, print media, and more
- Skilled at time management, providing efficient solutions to complex problems within allocated budgets

Education

Kendall College of Art and Design | Bachelor of Fine Arts (B.F.A), Illustration, Painting | 2005-2010.

Activities and Societies: High Honors graduate. Studio Excellence Award runner up. Education included intermediate level graphic design training as well as Adobe Creative Suite training.

Experience

DropDrop

Illustrator & Motion Graphic Artist | 6+ years



TEAM RESUMES

- Design and animate 2D/3D titles, logos, backgrounds, etc. to capture audience's attention with fresh visuals
- Develop custom motion design projects which showcase a product or service
- Utilize advanced animation techniques such as particle effects, lighting, shading to create realistic motion graphics
- Leverage compositing and video editing tools to add enhanced production value to motion graphic projects
- Collaborate closely with clients to create powerful visuals that successfully communicate the intended message

West Michigan Center for Arts and Technology

Associate Art Instructor | 2017

- Art Instructor and Supervisor along with partner George Eberhardt III. Responsible for overseeing the creation and execution of two indoor murals at Innovation Central High School

Awards and Acknowledgements

American Advertising Awards 2019 National Winner for Video

Title: State of our downtown 2019 | Credits: Animation | [Video Link](#)

2023 Gold Addy Award | Internet Commercial

Title: Danger Coffee | Credits: Animator | [Link to Video](#)

2023 Gold Addy Award | Internet Commercial

Title: Danger Crosley Law | Credits: Illustration & Animation | [Link to Video](#)

2023 Gold Addy Award | Internet Commercial

Title: Seasonal Light Experience | Credits: Animation | [Link to Video](#)



ZACHRY S. PAGE

Writer | Director | Producer

Passionate storyteller and media professional with fifteen years of experience serving clients and helping team cultures thrive. A gifted visionary, able to listen, interpret, and unify initiatives, while always finding the missing puzzle piece. He is an old-fashioned family man with an Award winning Filmmaker alias to boot.

EDUCATION

- Grand Valley State University
*Bachelor's Degree
Multimedia Communications*
Completed in 2010
- Express Employment Pros
Purpose Driven Leadership Course
Completed in 2018
- Avilia Institute
Certificate of Spiritual Formation
Completed in 2021

CONTACT

M: zac@crystalcranesmedia.com
P: 616.885.6313
A: Downtown Lansing, MI

VOLUNTEERISM

- 2018
KID'S FOOD BASKET
Marketing Committee Member
- 2015 – 2018
KID'S FOOD BASKET
Produced numerous promo videos with one campaign that broke a 14 year record in annual giving at KFB.

PROFESSIONAL EXPERIENCE

- CRYSTAL CRANES MEDIA | Director of Development
2022 – Present
Key responsibilities:
• Generate big picture ideas and revenue growth models
• Oversee Client Relations to increase Network partnerships
• Expand CCM footprint and inspire community engagement
• Expand services capabilities to engage rapid tech trends
• Writer/Director/Producer on various ads and video projects
- FHPA PARK ASSOCIATION | Director of Development
2020
Key responsibilities:
Identified key community engagement opportunities
Worked with FHPA Board of Directors to activate the FHPA park by adding numerous amenities and events
• Recruited volunteers and implemented marketing strategy
Helped assemble new Board for 501c3 Foundation Launch that raised \$1 million in pledges in 2022 for a new pool.

- DROPDROP | Creative Director/Partner
2013 – 2018
Key responsibilities:
• Guided content development and a full-company re-brand
Became Executive Partner in 2016 to implement new vision
Expanded network to double revenue that same year
• Writer/Director/Producer on hundreds of ads and videos

REFERENCES

- DOWNTOWN GRAND RAPIDS INC. ● FHPA
Andy Guy
Chief Outcomes Officer
aguy@downtowngr.org
616.308.6250
- Greg Feutz
Board President
sfhpapresident@gmail.com
616.957.8129

TEAM RESUMES



Janeve Helmbold

8

CONTACT

Phone
269-532-3860

Email
janeve@crystalcranesmedia.com

Address
1128 W Michigan Ave. Suite #1
Kalamazoo, Michigan 49006

EDUCATION

University of the Cumberlands
2020-Present - Master's Degree
Clinical Counseling

Foundr - Start & Scale
2021 - Digital Course
E-Commerce & Marketing

Western Michigan University
2005-2012 - Bachelor's Degree
General Studies

REFERENCES

Mike McCormick
CEO/President of Third River Partners
Phone: 724-469-1318
Email: mmccormick@3rd-river.com

Robert Cramer
General Manager of Detroit
Transportation Corporation
Phone: 313-224-2190
Email: rcramer@thepeoplemover.com

PROFILE INFO

Creative professional that bridges human connection & business success. Skilled in creating unique marketing messages and strategies that speak to the heart and get results. Serial entrepreneur and business partner for brands worldwide.

EXPERIENCE

2022 - Present
Crystal Cranes Media

Owner/Creative Director

- Lead a team of 4 creative professionals to develop and execute campaigns that drive brand awareness, engagement, and sales for clients across various industries
- Drive the conceptualization and implementation of innovative media and marketing campaigns, utilizing a mix of traditional and digital channels to maximize client impact.
- Cultivate and maintain strong relationships with key clients, ensuring their unique needs and objectives are met while consistently exceeding expectations.
- Manage budgets and timelines for multiple projects simultaneously, ensuring that all deliverables are of the highest quality and delivered on time and within budget
- Foster a collaborative and innovative team culture that encourages and supports creativity and teamwork
- Establish and maintain strong relationships with clients, stakeholders, and third-party vendors, ensuring that projects are executed smoothly and efficiently
- Stay up-to-date with the latest trends, tools, and technologies in the media industry to ensure that campaigns are innovative and effective

2020-2022
Helmbold House LLC

Marketing & Social Media Strategist

- Develop and execute social media strategies that align with business objectives, target audience insights, and market trends
- Collaborating with brand influencers to build awareness
- Execute on roadmaps that take audience from awareness to conversion
- Storyboard and create content that have high virality (multiple videos with over 1 mil views)

2016-2021
The Rock Kalamazoo

Director of Marketing & Communications

- Create distinct branding and messaging
- Increased email open rate percentage by 15% targeted subject lines
- Implement social media strategy that resulted in increased Facebook page likes by 300%
- Developing and implementing short-and long-term promotions campaigns and strategies based on quarterly goals

EQUIPMENT SPECIFICATIONS

CAMERA PACKAGE

- **Canon C300 Mark III & Cinematic Prime Lens Set**

- Superior Dual Gain Output Sensor: The DGO sensor enables stunning image quality with up to 16+ stops of dynamic range, producing rich detail and color accuracy across different lighting conditions.
- High-Resolution 4K Recording: Offers full 4K DCI resolution internally, providing a cinematic look without the need for external recorders. Capable of RAW output for those requiring maximum flexibility in post-production.
- Dual Native ISO: This feature enhances the camera's low-light performance, keeping noise low and detail sharp, even in challenging lighting.
- High Frame Rate Options: Shoots up to 120 fps in 4K and 180 fps in 2K, making it ideal for slow-motion capture without sacrificing quality.
- Flexible Codec Support: With options like Canon's Cinema RAW Light and XF-AVC, the C300 Mark III fits seamlessly into different workflows, from streamlined editing to detailed color grading.
- Compact and Lightweight: Weighing under 4 lbs, it's built for on-the-go filmmaking, especially useful in handheld, gimbal, or drone configurations.
- Robust, Weather-Resistant Design: The C300 Mark III is ruggedly built to handle extreme conditions, ideal for documentaries, run-and-gun filmmaking, or outdoor shoots.
- User-Friendly Autofocus and Control Options: Canon's reliable Dual Pixel Autofocus ensures smooth, precise focus, while touchscreen controls make for an intuitive user experience.
- Modular Design with Customization Options: Offers a range of accessories, from EVFs to handle grips and shoulder mounts, for a highly adaptable production experience.
- Professional Connectivity: Features like 12G-SDI, Genlock, and timecode in/out make it perfect for multi-cam setups and seamless integration into studio or live production environments.

STILLS & BTS

- **2nd Unit Camera Package to capture 100+ stills and behind the scenes photos.**

- Fuji GFX 100 II -- Best on the market
- Up to 9k Resolution Stills
- 4k Drone for Aerial Footage
- 4k Go-Pro Package for on-the-go BTS



**Myles Zalewa - Unit Stills Photographer & BTS
10 Years Experience**

Myles comes with over a decade of photography and video production experience. He is like a ninja on set, and you'll often wonder how he gets the amazing shots he captures with his keen eye. His high energy and great sense of humor are also infectious.



CREATIVE OUTLINE

Episodic Series

OVERVIEW

This video series will be mixed live-action and animation. Each episode will follow a common theme about spending a “day-in-the-life” with various recyclable cartoon / puppet characters on what their journey looks like in the resource-recovery journey. Think “Sesame Street” meets “Ask The Story Bots” with an appeal to all ages and demographics. Below are some initial concepts to consider...

EPISODE 1: THE MILKY WAY

- **Focus: A milk jug's experience of a landfill vs. the luxury of the MRF experience.**

It's an average morning in the Johnson's house. Mom pours a cup of coffee, then adds milk. Children fill their cereal bowls and add milk, finishing off the gallon of Mr. Milk Jug. One of the kids brings it outside and throws it in the trash. Oh no! We follow Mr. Jug to a landfill where he is tossed into a pile of gross trash and grime. Then! Mr. Jug wakes up, like from a bad dream, and is back in the kid's hand as he is correctly tossed into the blue bin. Whew! We follow his comfy ride to the MRF and being processed with delight. From there, he becomes a new milk jug, placed next to his friends at the local market.

EPISODE 2: ZERO TO HERO

- **Focus: How using the green bin allows compostable goods to waste-zero and become a hero.**

A woman shops in the produce section of her local market. She picks out vegetables and fruits, all of which come to life. As they ride in the cart together, they speculate over what she's cooking tonight. At home, she unloads all our nutritious friends onto the kitchen counter. A fast cutting sequence of chopping, peeling, and cooking begins, with all extra food parts dropping into a bag that she brings out to her green bin outside. Upon returning, she realizes a banana peel fell on the floor, so she just tosses it into the trash. We follow our green bin compostable friends on their journey to Kompogas Anaerobic Digester. They talk about how cool it is to be processed into nutrients that feed new versions of themselves, and even energy! Though, they all pause to notice that Banana Peel isn't with them... Poor Banana Peel has suffered the fate of a nasty landfill where birds peck at him day and night.

EPISODE 3: COMPOST-MAN

- **Focus: A tale of how a nightlight gets his superpowers of energy from organic waste recycling.**

The sun sets behind a suburban neighborhood home. Night falls, and all the lights go out in a the house. Inside we meet a super-hero style nightlight. He comes to life and begins to tell us of how he get's his super power 'electricity' through energy produced at the Kompogas Anaerobic Digester (KAD)! We go inside the wall socket, and a small cartoon version of our hero flies through cables charged with electricity until he emerges out of power lines running down the street. From there he flies over neighborhoods and even landfills, explaining what happens to organic waste that goes in the grey bins. As he arrives at KAD, he reveals that the organic waste everyone puts in their green bins provides him with the superpowers he needs in order to be, the one-and-only: Compost-Man!

EPISODE 4: MYTH DESTROYERS UNITE !

- **Focus: All of our characters come together like the “Avengers” to dispel myths about recycling!**

Execution

OVERVIEW & ASSUMPTIONS

- Live action Production
 - 4 Days of Production w/ 2 Scout Days
 - 6-8 Locations: 1-2 Houses, 1-2 Markets, MRF, KAD, Landfills and Transportation Vehicles
 - Detailed Storyboards and Visual FX Planning for Animation / Green Screen Studio Potential

EPISODE 1: THE MILKY WAY

- 1-2 Days of Production
- 4-5 Locations: House, Landfill, Recycle Truck, MRF and Market
- 3 Hired Actors: Mom and 2 kids
- 1 Voice Actor for Mr. Jug
- IWMA Staff Members to volunteer for necessary roles (i.e. Truck Drivers)
- Animation VFX will bring Mr. Milk Jug, the trash/recycle bins, the recycle truck, etc. to life

EPISODE 2: ZERO TO HERO

- 1-2 Days of Production
- 4-5 Locations: Produce Market, House, Transpo Vehicles and a Landfill
- 1 Hired Actor: Woman Cook
- 3-5 Voice Actors for Compostable Characters
- IWMA Staff Members to volunteer for necessary roles (i.e. Truck Drivers)
- Animation VFX will bring all Compostable Characters, green bins, trucks and birds to life

EPISODE 3: COMPOST-MAN

- 1-2 Days of Production
- 4-5 Locations: House, Neighborhood, Aerial Footage over Landfill, Transpo Vehicles and KAD
- 1 Voice Actor: Compost-Man
- IWMA Staff Members to volunteer for necessary roles (i.e. Truck Drivers)
- Mixed Animation / Puppeteering and Studio FX to bring Compost-Man to life

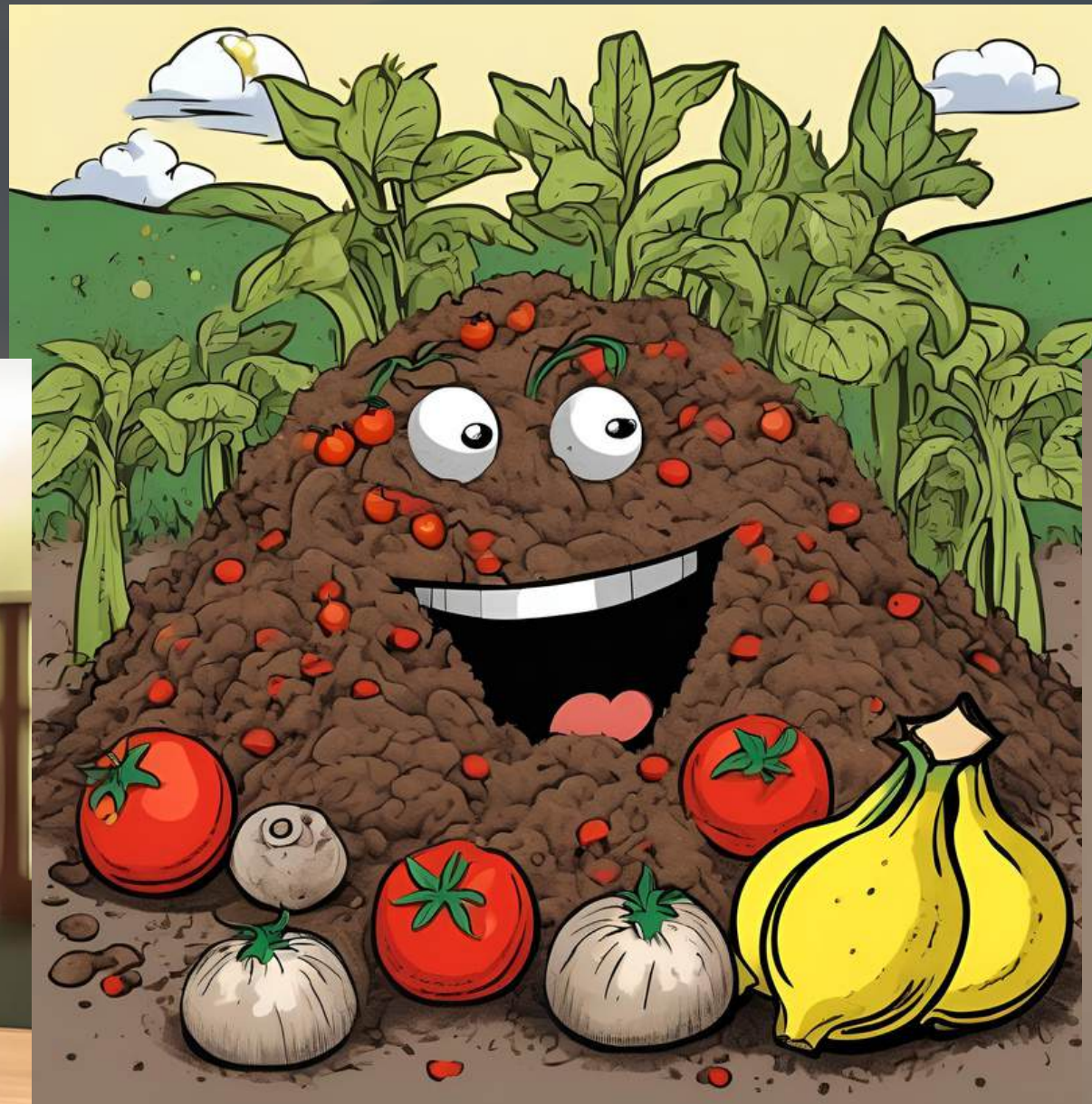
EPISODE 4: MYTH DESTROYERS UNITE !

- Mixed Animation & Live Action PSA
- Utilize B-roll of all locations to cover a wide range of “myth” topics
- 4-6 Voice Actors for Characters
- Mixed Animation / Puppeteering and Studio FX to bring Characters to life



CONCEPT ART & IMAGERY

Mixed live-action and animation to create whimsically engaging anecdotes.



Colorful characters that reveal the benefit of zero-waste habits in fun ways.

Unique points of view that educate through memorable storytelling.



The Milky Way



Zero To Hero!

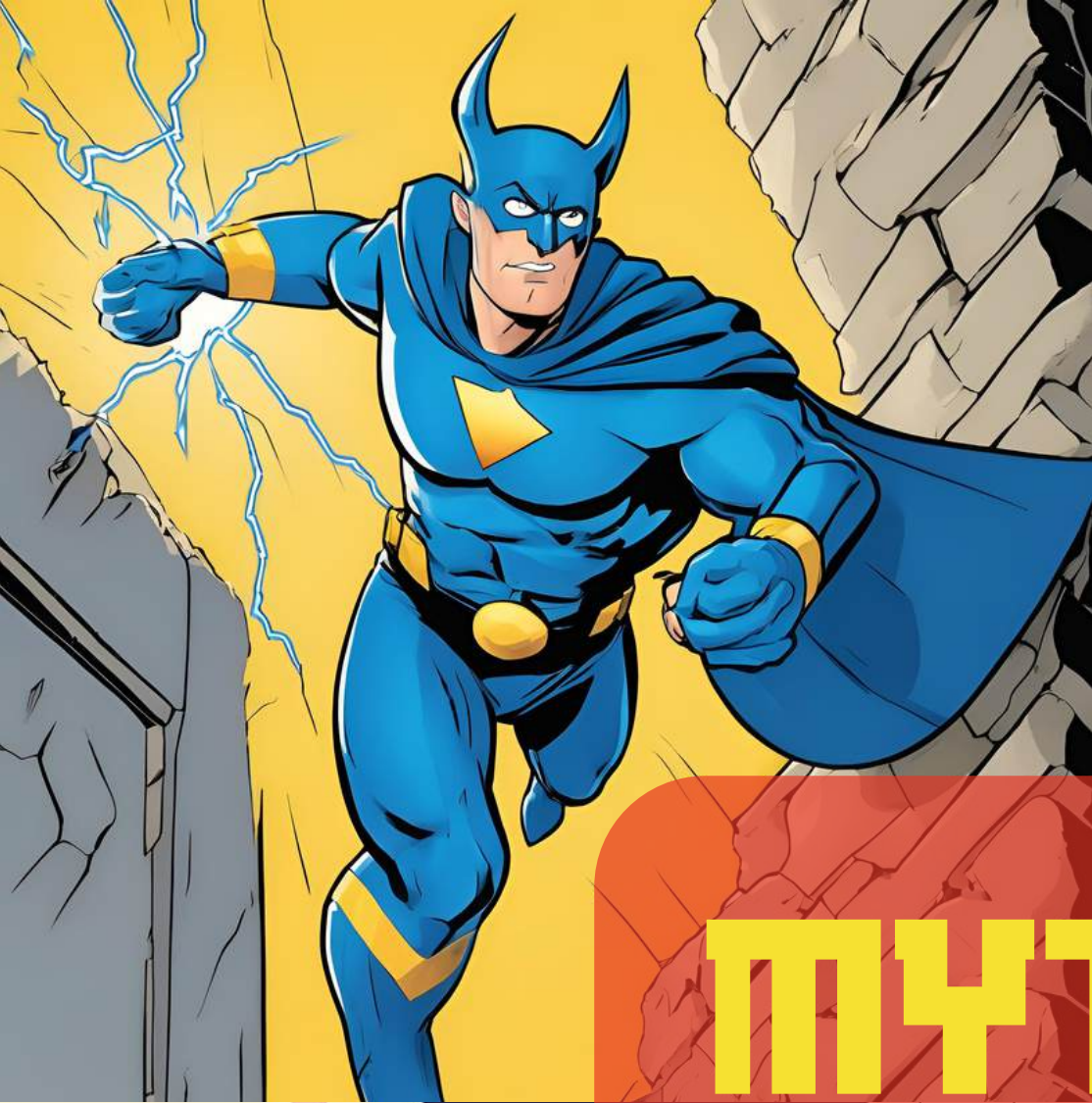


Compost-Man!



HIS PERSONALITY IS ELECTRIFYING!





MYTH DESTROYERS UNITE!



COST PROPOSAL

10 MONTH CONTRACT

PRE-PRO LABOR
\$34,200

Writer & Producer | 100+ hrs
Director & Producer | 40+ hrs
Supervising Producer | 20+ hrs
Line-Producer & Scout | 30+ hrs
Director of Photography | 40+ hrs
1 Prep Day each for:

- 1st AC
- Gaffer
- Art Director
- Stills Photographer

TASKS:

- Research & Development
- Script Writing & Storyboards
- Project Matrix & Logistics
- Scheduling & Call Sheets
- Hiring Crew & Talent
- Equipment Rentals
- Securing Locations
- Travel & Lodging Arrangements
- Set up Catering & Transpo
- Full Production Brief

PRODUCTION LABOR
\$46,400

Producer & 1st AD - 6 days
Line-Producer & 2nd AD - 6 days
Director & Producer - 6 days
Director of Photography - 6 days
Gaffer - 6 days
Art Director/Set Dec - 2 days
1st & 2nd AC - 4 days ea.
G&E Swing - 4 days
Hair & Makeup - 2 days
Production Assistant - 4 days ea.
4 Talent - 2 days ea.
2 Background Talent - 1 day
Unit Stills Phtographer - 6 days

ENTAILS:

- 2 Scout Days w/ Dept. Heads
- 4 Filming Days Total
- Multiple Locations

EQUIPMENT & RENTALS
\$12,100

Canon C300 Mark III w/ Prime Lenses
Fuji GFX 100 II for Stills
4k Drone Unit & Go-Pros

3 Ton G&E Truck Package
Misc. Camera Gear & Lighting
Walkies & Production Gear
Hair, Makeup & Art Supplies

EXPENSES
\$4,240

Crafty - Daily Snacks & Drinks
75 Lunches Catered
Insurance & Incidentals

TRAVEL & LODGING
\$11,830

Lodging for Dept. Heads - 7 nights
Lodging for LA Based Crew - 4 nights
Airfare - 3 from Grand Rapids, MI
Rental Car for DropDrop Leads
Mileage Reimbursement for:

- LA Based Crew
- G&E Truck
- Rental Vehicle
- Misc. Crew Members

POST-PRO LABOR + FEES
\$38,150

Editing | 120+ hrs
Sound Design | 60+ hrs
Color Grading | 40+ hrs
Animation | 120+ hrs
Edit Stills | 50+ hrs
B-Roll Archive Prep | 20+ hrs
Up to 7 Voice Actors
External Hard-drives
Music Liscensing

SUBTOTAL: \$146,920
CONTINGENCY: \$3,480

ALL-IN TOTAL

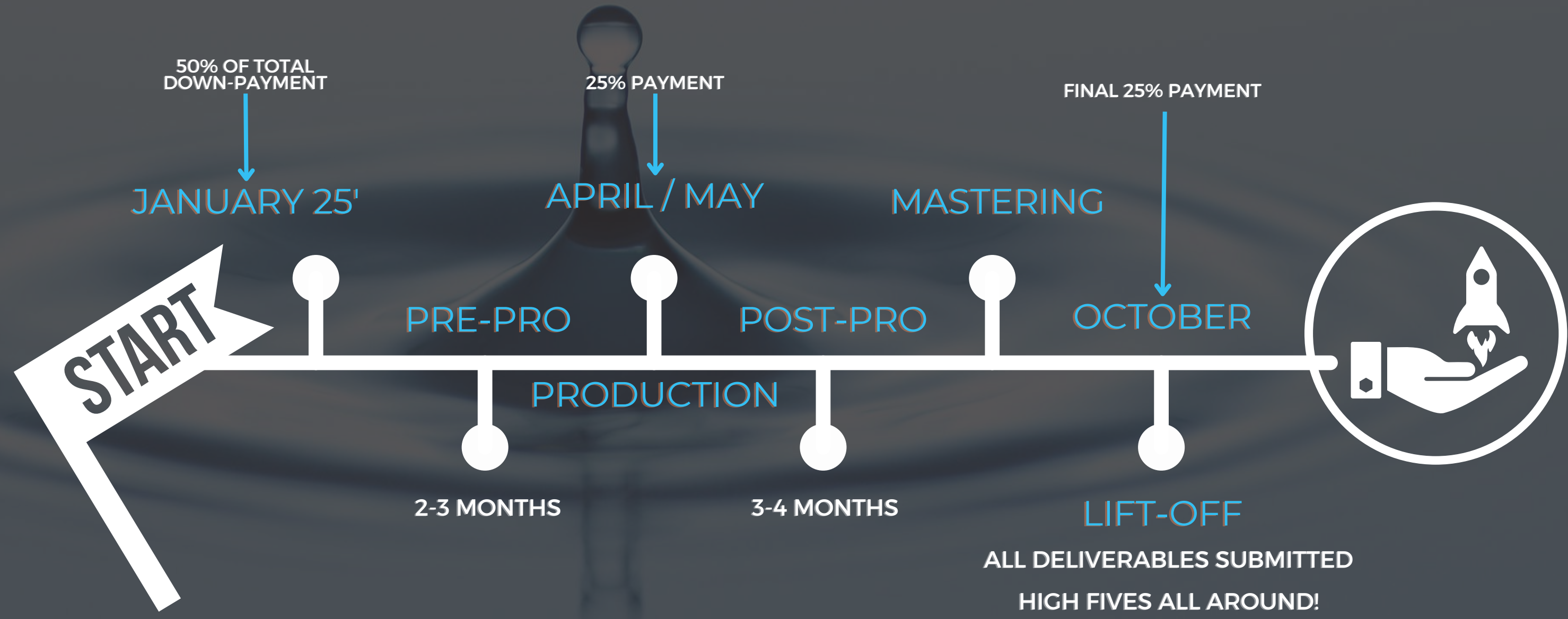
\$150K

DELIVERABLES

- 12 Total Videos (90, 30 and 10 lengths)
- 100+ Stills
- B-Roll Archive - all RAW footage
- *Bonus: Behind The Scenes Video (90-120 Sec)*

BUDGET WILL NOT EXCEED \$150,000

ESTIMATED TIMELINE & PREFERRED SCHEDULE RATE



*** WE UNDERSTAND THAT ACCOUNTS PAYABLE CAN DIFFER FOR CLIENTS AND WE ARE FLEXIBLE TO NEGOTIATE THE SCHEDULE RATE ***



Think Theory

Scott Heagle | Principal
Strategic Brand Agency
Grand Rapids, Michigan
616.295.0652 | scott@thinktheory.com

Mobile GR

Max Gilles | Communications and Outreach Analyst
Transportation Dept. | City of Grand Rapids
50 Ottawa Ave NW, Grand Rapids, MI 49503
616.635.0646 | mgilles@grcity.us

Crosley Law

Anthony Morton | Manager of Marketing & Intake
Law Firm
3303 Oakwell Ct, Suite 200, San Antonio, TX 78218
210.972.1741 | anthony@crosleylaw.com

Kalamazoo Foundation for Excellence

Steve Brown | Executive Director
Non-Profit Foundation
241 West South Street, Kalamazoo, MI 49007
269.303.4059 | brown@kalamazoocity.org

Downtown Grand Rapids, Inc.

Andy Guy | Chief Outcomes Officer
City Development Agency
29 Pearl St NW #1, Grand Rapids, MI 49503
616.308.6250 | aguy@downtowngr.com

CAMPAIGN STRATEGY

Our Supervising Producer, Janeve Helmbold, can provide information on developing a campaign strategy. This would involve some discovery meetings to identify your target audience and key goals before you launch this web-series, which could include:

- **Generate a 6 month Marketing Plan**
- **Create a Web Page to house the complete series**
- **Strategic Ad Spends on all Social Media Platforms**
- **Consider Regional Broadcast Media Buys**
- **Embed Links in Monthly Newsletter or Mailers**

CONFLICTS OF INTEREST

We do not currently serve other clients in San Luis Obispo County and have no conflicts of interest in representing IWMA.

LITIGATIONS

DropDrop, its partners and contractors, do not have any known litigations, nor indictments.

ADDITIONAL INFORMATION

DropDrop's office is located in Grand Rapids, MI where all post-production will be completed. Roughly 80% of our Production Crew will be hired from our Los Angeles unit.





Thank you for your time and consideration!

Cassidy Bisher | Owner
cassidy.bisher@dropdrop.com
616.350.2315



FIXA MEDIA LLC
Unique Entity ID: P3ZUNGKHL517
11125 Acama Street, Unit 205
Los Angeles, CA 91602
Point of Contact: Robb Dipple
Telephone: 323.574.3272
Email: dipple@fixa.media
10/31/2024

SLO County IWMA
Attn: Ashley Kuder
870 Osos Street
San Luis Obispo, CA 93401

Attention Ashley Kuder,

Please accept our attached bid proposal for producing the San Luis Obispo Integrated Waste Management Authority Video Content as outlined in the proposal for the posted RFP. The proposals and pricing herein are valid for sixty (60) days from November 1st, 2024.

The attached documents included in this letter are:

1. Qualifications of Contractor and Personnel
2. Creative Outline: Timeline and Deliverables
3. Budget
4. Client References
5. Potential Conflicts of Interest Statement
6. Litigation Statement

Thank you for considering **FIXA MEDIA LLC** for this opportunity. Should you have any questions or require further information, please do not hesitate to contact me at **323.574.3272** or via email at dipple@fixa.media. We look forward to the possibility of working with you on this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Robb Dipple".

Robb Dipple
Managing Partner
FIXA MEDIA LLC



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STATEMENT OF QUALIFICATIONS

FIXA MEDIA LLC specializes in high-quality, scalable video production that brings brand stories to life. Our team operates across the country, with expertise in delivering compelling, effective content on time and on budget. From concept to execution, we adapt seamlessly to meet the unique demands of each client, delivering content that resonates with audiences and meets marketing goals.

The **FIXA MEDIA** team comprises videographers/directors/producers with comprehensive educational backgrounds, all having vast experience with end-to-end production featuring ideation, field cinematography in challenging environments, interviewing, post-production and final online delivery and renditioning. Our partners each have over twenty years of extensive work history in video production.

Our diverse portfolio includes clients from private, government and environmental sectors, as well as working with numerous charitable and non-profit organizations including the United Nations, World Food Programme, OneLegacy, WarChild, Singleton Foundation and Easter Seals leveraging the power of our storytelling to drive positive change and raise awareness for important causes.

We offer a strong alignment with the IWMA's mission to promote environmental responsibility, waste reduction, and resource recovery. Our team's creative voice allows us to craft engaging narratives that resonate with diverse audiences, helping bridge community through a unified message. We have filmed in San Luis Obispo County in the past, helping to tailor messages that will speak to the IWMA's audience. Additionally, our background in environmental projects underscores our commitment to sustainability—making us an ideal partner for this campaign.

RELEVANT WORK

<http://www.fixa.media/sanluisobispo>



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10/31/2024

CLIENT EXPECTATIONS

At **FIXA MEDIA**, we foster and maintain a culture of inclusion, understanding and creativity.

Our primary expectation for this project is to deliver impactful and social videos that align with the vision and goals of IWMA. To ensure the best outcome, clear communication and collaboration throughout the process are essential.

An important foundation to our work flows are defined in the first kickoff meeting by establishing group communication points. This guarantees to keep the IWMA team updated at every stage, ensuring the project stays on track.

To accomplish this, we kindly request:

- Access to key decision-makers including any third-party partners
- Availability for coordination on **FIXA MEDIA** schedules, especially for key milestones like filming, post-production review and final approvals
- Timely feedback on drafts and creative elements
- Local insight into culture and communication
- Introductory meetings to align with the city of San Luis Obispo's identity, look and feel
- Any legal documents, permitting, clearances, contracts or disclosures for the city of San Luis Obispo that could impact production

We're excited to collaborate and confident in the success of this project.



CAGE: 9TQD4
UEI: P3ZUNGKHL517
Point of Contact: Robb Dipple
11125 Acama Street #205
North Hollywood, CA 91602
Email: dipple@fixa.media
Telephone: 323.207.6559
<https://www.fixa.media>
<https://www.linkedin.com/company/fixamedia/>

FIXA MEDIA LLC provides strategic video solutions.

FIXA MEDIA LLC was created to provide clients with the highest quality video production at competitive pricing, grounded by a clear production process and with an ability to create and adapt according to each project. We handle every aspect of the video production process and work directly with your team.

Core Competencies

Video Production

- Scripting & storyboarding
- Remote location filming
- Drone & aerial photography
- Training & instructional videos
- Recruitment videos
- Messaging & profile videos
- Photography

Post-Production

- Editing
- Motion graphics
- Color correction
- Audio mixing
- Online editing
- Social media renditions

Animation

- Animated infographs
- Tutorials
- 3D modeling
- Animatics
- Voiceover casting

Video & Film Transfer

- Archive migration
- Tape to digital transfers
- Film to digital transfers
- Audio and video up-resolution

Differentiators

- Pulitzer prize-winning Executive Producer of the series "Beyond the Battlefield"
- We provide global resources locally
- FIXA provides 24/7/365 availability
- We have access and understanding of syndication and distribution relationships
- Fully scalable to any production size or need
- Each partner has over 25+ years of video production expertise
- Experience in filming remote and difficult regions for multiple week missions

Past Performance

- PBS
- Dow Jones
- Bank of America
- Verizon
- Samsung
- Universal Music Group
- Disney
- Singleton Foundation
- ONE (Our Next Energy)
- Foursquare
- Sony Music
- Amazon

NAICS

512110 - Motion Picture and Video Production
512191 - TeleProduction and Other Post Production Services
512199 - Other Motion Picture and Video Industries
512240 - Sound Recording Studios
541921 - Photography





ROBB DiPPLE

CONTENT CREATOR

PRODUCER • DIRECTOR • VIDEOGRAPHER • EDITOR • PHOTOGRAPHER

CONTACT

(323) 574-3272

dipple@fixa.media

Los Angeles / Vancouver
WORLDWIDE

www.fixa.media

EXPERTISE

PRE-PRODUCTION

PRODUCTION

POST PRODUCTION

SKILL SET

BRAND STORYTELLING

CLIENT & TALENT RELATIONS

TEAM WORK & LEADERSHIP

PROJECT MANAGEMENT

PROBLEM SOLVING

INTERVIEWING

ADAPTABILITY & SCALING

MULTITASKING

PROJECT BUDGETING

AUDIENCE ENGAGEMENT

ARCHIVING & CURATION

WORK EXPERIENCE SUMMARY

[Review my portfolio here.](#)

MANAGING PARTNER

(Producer / Director / Videographer / Editor / Photographer)

FIXA MEDIA / 2024 - PRESENT

CONTENT CREATOR

(Producer / Director / Videographer / Editor / Photographer)

Ehmerican Multimedia / 2000 - 2023

My entire career has been focused exclusively on creating content for the ENG, BTS & EPK space. Over many years I've developed a very unique style of storytelling, editing and producing for live action, concert, documentary and unscripted projects which is unparalleled in the industry.

In 2005 I started my journey documenting world tours for internationally renowned artists which allowed me to master all phases of production from pre to post and acquire a diverse range of skill sets. Filming 100's of concerts, live events and uncountable hours of behind the scenes content - I have developed a formula to produce engaging content for any type of outlet or audience.

"Zero downtime" & "failure is not an option" resonates deeply and is essentially my life motto nowadays. I have conditioned myself to expect the unexpected and pivot at a moments notice under the most extreme pressure and conditions to always overcome obstacles in the field.

I am fully accustomed to adverse working conditions, being on call 24hrs and pulling overnights to meet the required demands of a project. I have a flawless track record and a client base that will attest to my professionalism, work ethic and overall execution on their projects.

Personal content creator for celebrity clients including:

John Legend, Chrissy Teigen, Gwen Stefani, Avril Lavigne, Christina Aguilera, Blake Shelton, Selena Gomez, Khloe Kardashian, Candice Swanepoel, OKGO!, Camila Cabello, Chelsea Handler and Alicia Keys amongst many others.

Corporate, broadcast and charity clients including:

The United Nations, Procter & Gamble, Harry Potter, BMW, Lip Sync Battle, Target, Yum! Brands, Elizabeth Arden, Harper's Bazaar, The Special Olympics,



ROBB DiPPLE

CONTENT CREATOR

PRODUCER • DIRECTOR • VIDEOGRAPHER • EDITOR • PHOTOGRAPHER

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PROBLEM SOLVING

INTERVIEWING

ADAPTABILITY & SCALING

MULTITASKING

PROJECT BUDGETING

AUDIENCE ENGAGEMENT

ARCHIVING & CURATION

KEY QUALIFICATIONS

[Review my portfolio here.](#)

PRE-PRODUCTION

- Planning international travel logistics, booking flights and hotels
- Processing visas, equipment rentals (domestic/international) and carnets
- Obtaining security clearances, venue access and credentials
- Shot lists, location scouting, project budgeting and liaising with event staff
- Coordinating schedules, hiring production crew and on camera talent
- Evaluating project needs and creating specific gear packs accordingly
- Navigating through unexpected challenges and last minute changes to implement practical solutions that allow production to continue without impedance or sacrificing quality of the end product

PRODUCTION

- Specializing in documentary style shooting, thriving in an unscripted environment and capturing content as it unfolds in real-time
- 20+ years experience capturing live events: concerts, red carpets, automotive reviews, BTS, in studio documentaries, runway shows and broadcast segments
- My photography has been published internationally for both features & covers
- Extensive experience working solo or with a production team in the field
- Extremely well travelled and actively filming on the road for my entire career. This includes a long list of remote locations such as Rwanda, Ecuador, Iceland etc. and Metropolitan areas such as Hong Kong, NYC and London etc.
- Hands on experience with every industry standard camera package including: Sony, Canon, Panasonic, RED, ARRI, Blackmagic etc.
- On the fly troubleshooting for technical issues and immediate problem solving
- Audio Engineering, mic'ing and wireless sound recording
- Gaffing, Grip & Rigging expertise for all types of production needs
- Cataloging and providing detailed Editor's notes based on capture variables

POST PRODUCTION

- Specializing in short form and long form projects
- Color Correction and Beauty Work
- Audio Mixing and Audio Sweetening
- Expert on all industry standard NLE's including Avid, Premiere and Final Cut
- Expert knowledge of all codecs and compression formats
- Advanced expertise in Photoshop, After Effects and Lightroom
- Graphic Design, Animation and Compositing
- Meticulous logging, metadata filing and archival practices

DEVEN PARMAR

[linkedin.com/in/deven-parmar/](https://www.linkedin.com/in/deven-parmar/)

[devenparmar.com](https://www.devenparmar.com)

PROFESSIONAL SUMMARY

Video director and field producer with experience in scripted, documentary, commercial and branded campaign content. Excellent in managing and collaborating with crew and talent, maintaining schedules while delivering engaging programming within budget. 20+ years industry experience and member of the DGA since 2007.

EXPERIENCE

FIXA MEDIA

Los Angeles, 2024

Managing Partner

- Production Company specializing in documentary, corporate and live events.

CROSSING BRIDGES FILMS

Mount Shasta, 2023

1st Assistant Director, Associate Producer

- "The Lemurian Candidate": Independent SAG feature film.

PBS - PUBLIC BROADCASTING SERVICE

Los Angeles, 2022

Field Producer

- "RoadFood": National travel and food series airing on PBS. (season 1)

VERIZON MEDIA

National, 2012 – 2022

Director, Field Producer

- "The Savings Experiment": 130 episodes, scripted series sponsored by **Bank of America/Visa**.
- "Translogic": Automotive/technology series, appearing on **Autoblog**. Multiple episodes.

MADE OF MILLIONS FOUNDATION

New York, 2020

Director

- Series on mental health in the workplace. Sponsored by **Verizon Media**.

HOT ROD GARAGE

Los Angeles, 2017

Director

- Original automotive build series appearing on **MotorTrend**. (season 5)

FAZE CLAN

Los Angeles, 2017 – 2018

Producer

- Original content and weekly podcasts for professional eSports **YouTube** influencers.

CONDÉ NAST

New York, 2015 – 2016

Director, Producer

- "Brides": Celebrity driven content for **Brides.com**, multiple episodes.

MAXIM

New York, 2013 – 2015

Director

- "Maxim Sports 1 on 1": Hosted sports series featuring professional athletes, multiple episodes.

TV COMMERCIAL ADVERTISING

Los Angeles, 2000 – 2012

2nd Assistant Director ('07 - '12)

- Managing large crew/talent, creating schedules, call sheets, running 2nd unit shooting.

Set Production Assistant ('00 - '07)

EDUCATION / AFFILIATIONS

Bachelor of Arts: Film Production, Loyola Marymount University, 1997

Directors Guild of America: Member since 2007

Ken Shadford

Experience

2024 - Present FIXA MEDIA New York City, NY

Managing Partner

- Produced two feature documentaries.
- Lead multiple teams for in-person and remote production.
- Produced multiple national ad campaigns.

2015 - 2024 Verizon Media New York City, NY

Executive Producer

- Oversaw brand video strategy for Oath and Verizon Media corporate rebrands.
- Creation of all B2B, B2C, product marketing, and corporate messaging video.
- Lead a twelve-person production team.
- Lead vendor analysis, onboarding, and deployment.

2012 - 2015 Maxim Magazine New York City, NY

Director of Digital Video Strategy

- Co-creator of online video channels (web, mobile, Xbox, PS3, & Roku).
- Lead the eighteen-person production team.
- Managed video relationship between sales, marketing, and executive teams.
- Produced video content for live events.

2009 - 2012 Aol / Huffington Post New York City, NY

Producer

- Oversaw the Huffington Post Media Group's Newsroom video operations.
- Exec. Producer for the 2012 Pulitzer Prize winning series, *Beyond the Battlefield*.
- Developed a new video strategy for AOL.com
- Produced native series *Savings Experiment*, *As Seen on TV*, & *What Works Now*

2005–2009 Dow Jones New York City, NY

Broadcast Director

- Oversaw all video content for SmartMoney & SmartMoney.com
- Designed and built production studio.

Education

1993–1997 Loyola Marymount University Los Angeles, CA

- B.A., Television Production

Awards


Executive Producer for the 2012 Pulitzer-winning, Telly Bronze & Webby Honoree series, *Beyond the Battlefield*.

2011 Webby Award Honoree for the WalletPop series, *The Savings Experiment*



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10/31/2024

TECHNICAL SPECIFICATIONS



Contact: Robb Dipple
 11125 Acama Street, Unit 205
 Los Angeles, CA 91602
 dipple@fixa.media
 323.574.3272

Quantity	Manufacturer	Model Number	Description
LOT	Sony/Canon	Misc.	FX6, FX3, A7siv, C300 etc.
LOT	Sony/SIGMA/Canon	LENS LOT	24-105mm, 24-70mm, 24mm, 35mm, 50mm, 70-200mm,100mm etc.
LOT	Camera Support	Misc.	Camera gimbals, shoulder rigs, EasyRigs, matteboxes etc.
LOT	DJI	Drones	Numerous models available pending project scope.
LOT	Wireless Client Monitor	Misc.	Director and client monitor for realtime review of content capture.
LOT	Wireless Audio Package	Sony	Wireless Sennheiser lavs and shotgun mic packages.
LOT	Lighting Package	Misc.	Various light sources, stands and modifier etc.
LOT	Grip Package	Misc.	Gear used to support, position and control lighting and camera.
LOT	DV Edit Suite	APPLE	Video editing capabilities up to 8K, GFX design and animation workstations.
LOT	DIT	Apple	Transfer stations for backing up and archiving captured media.
LOT	Teleprompter	Prompter	Broadcast and iPad teleprompters for talent/script purposes.



SAN LUIS OBISPO COUNTY
INTEGRATED WASTE MANAGEMENT AUTHORITY
RFP: VIDEO CONTENT PRODUCTION
10/31/2024

CONTENTS

NORTH STAR

CREATIVE BRIEF

MESSAGING TOUCHSTONES

CONCEPTS FOR DISCUSSION

CREATIVE 1: FUELING THE FUTURE

CREATIVE 2: YOUR CHOICE, YOUR IMPACT, YOUR CITY

CREATIVE 3: TRASH TO TRUTH

SUPPLEMENTAL CREATIVE: UPLIFT & EDUCATE

CREATIVE PITCH OVERVIEWS

NORTH STAR

Our goal with this presentation is to propose four innovative concepts for a campaign with the SLO Integrated Waste Management Authority.

Each concept is crafted to engage the San Luis Obispo community in impactful ways, fostering a collective commitment to waste management, sustainability and environmental stewardship. Through creative storytelling and strategic outreach, our aim is to support SLO's vision for a cleaner, greener community.

CREATIVE BRIEF

VIDEO BACKGROUND

Request to produce a video series promoting responsible waste reduction and disposal in San Luis Obispo. The final video series should consist of four high-quality videos and an accompanying library of content, for the IWMA to use in community outreach campaigns.

WHO ARE WE TALKING TO

To and for the residents of San Luis Obispo. A recent survey done by the IWMA found that residents are skeptical about the end destination of the recyclable materials they put in their blue bin. Commonly held skepticisms center around the misconception that all recyclables are sent directly to the landfill.

SINGULAR MESSAGE

The video series should have a positive and educational tone, and a focus on the systems present locally with the intent to increase resident participation in blue and green bin recycling.

SUPPORTING MESSAGES

To educate the audience by countering the above misperceptions and to build trust that people's recycling efforts are not in vain.

Renewable Energy - The digestion process at the facility produces renewable energy and then reintroduces to the municipality's grid to power 600 homes. The compost created is applied on farms, vineyards and gardens around the county.

CREATIVE BRIEF

(cont'd)

VIDEO OVERALL CONCEPTS

- 1) Demonstrate the story of a blue bin recycled item compared to that same item being landfilled.
- 2) Demonstrate the story of a composted item compared to that same item being landfilled.
- 3) Tell a narrative dispelling the “Myths of Recycling”.
- 4) SLO County’s anaerobic digestion facility turns food and yard waste into organic compost but also electricity—how would you highlight this benefit to encourage organic waste recycling?

CREATIVE VISION & LOOK

Creative look and vision will be defined by the pitch selection in connection with the SLO team.

MAIN DELIVERABLES

1. Video content library of B-roll footage.
2. Library of high-quality still images (at least 100).
3. (4) finalized videos with narrative repackaged to fit 10, 30 and 90 second timeframes.

Social Media & Renditions

Videos resized to fit an aspect ratio appropriate for distribution to the following media outlets:

1. Television broadcasting and streaming
2. IWMA and member jurisdiction websites, Instagram and related social media sites.

CORE CAMPAIGN MESSAGING

EDUCATE

The messaging about the why and how responsible waste reduction and disposal is crucial to help the community.

CLARIFY

The messaging will lean into helping people.

INSPIRE

The content of each video should be able to apply to every type of person. The characters and the people involved need to be diverse and relatable.

ENGAGE

Making sure people know that what they are doing, they do for the benefit of everyone.

MOTIVATE

Each video should inspire each viewer to do what needs to be done.

FIXA CAMPAIGN CONCEPTS

IDEAS

We will present four concepts and campaign themes from the creative prompts provided by IWMA. Each of these ideas are fully able to be integrated to larger campaigns and branch out into communications, billboards, events, merchandise, local broadcasting, and most importantly word-of-mouth among SLO residents.

STYLE

Each concept **FIXA** presents has a unique style to tell the story, yet any style, whether actor, hosted, animated, or community-driven, can be adapted or cross-applied to suit the preferred creative approach.

CONSIDERATIONS

Upon the contract award, we will initiate collaborative brainstorming with IWMA and refine key details to ensure each idea is thoroughly developed and aligned with project objectives.

TIMELINES

We will determine timelines based on the concept selection and launch dates. For instance, a live action video can have a more aggressive timeline than an animated video.

SOCIAL RENDITIONS

All of the following video concepts are specifically designed to be cut down and renditioned out for every social media channel that will be building campaign awareness.

FUELING THE FUTURE



IWMA PROMPT

SLO County's anaerobic digestion facility turns food and yard waste into organic compost but also electricity.

CAMPAIGN NAME

Fueling The Future

TAGLINES

"From Waste To Watts"

FUELING THE FUTURE

STORYLINE:

This video will highlight the key phases of an anaerobic digestion facility that transforms food and yard waste into organic compost while generating enough electricity to power 600 homes in the region.

TREATMENT:

A charismatic, engaging host (reminiscent of *Dirty Jobs*) introduces the concept that everyday choices, like waste disposal, have far-reaching environmental impacts. To build local relevance, we could feature a regional influencer from San Luis Obispo with an existing audience and community presence.

The host guides viewers through the entire process, from the arrival of waste at the facility to its transformation into compost and renewable energy. We follow the journey of key by-products as they are applied across local farms, vineyards, and residential areas.

The narrative culminates on a farm, where our host highlights the benefits of composting, standing amidst flourishing crops nurtured by the organic matter generated from the facility. The video concludes with an aerial view of a neighborhood at dusk, as lights switch on across the town, reinforcing the message: "From Waste to Watts!"

OUTCOME:

The video features a relatable, knowledgeable host who encourages viewers to compost by illustrating the tangible environmental benefits of their efforts, inspiring meaningful change through an authentic and approachable tone.

YOUR CHOICE, YOUR IMPACT, YOUR CITY



IWMA PROMPT

Demonstrate the story of a composted item compared to that same item being landfilled.

CAMPAIGN NAME:

Your Choice, Your Impact, Your City

TAGLINE

“Be Part of the **Green Team!**”

YOUR CHOICE

YOUR IMPACT

YOUR CITY

STORYLINE

Real waste management employees of San Luis Obispo talk about their particular job and how that relates in the story of a composted item compared to that same item being landfilled.

TREATMENT

A series of Waste Management employees in various departments are featured. In VO, each tells the story of what they do in the recycling process while seeing them in B-roll on the job site.

Our footage will have a documentary feel as if we are getting a glimpse into their world.

We juxtapose the journey of compostable waste: one path leads to the anaerobic digestion plant, which contributes to sustainability, while the other path leads to a landfill, where the waste is buried and adds to environmental harm.

Each will state facts telling the benefits of composting an item versus the detrimental outcome of that same item being landfilled through their story and visual evidence.

At the end, each expert employee address the audience (examples):

“You don’t have to drive a truck to be a part of the team.”

“You don’t have to know the science behind composting to be a part of the team”

“You don’t have to have a masters in renewable energy to be a part of the team”

“All you have to do is separate your waste into the Green and blue bins to be part of the team”

OUTCOME

Building confidence while people to participate, share and talk about the composting process as real members community appear in the video and give their testimonials.

Sorting Truth from Trash

TRASH TO TRUTH

TAGLINE:
"Think Blue, Act Green!"

- Reese Cycle, Spokesbin



Think Blue,
Act Green!

- Reese Cycle, Spokesbin

TRASH TO TRUTH

STORYLINE:

Informative, engaging, visually appealing animated video featuring an exclusive character, “Reese Cycle,” who clearly defines a strong Call to Action (CTA) for empowering people to recycle and sorting the truth from the trash.

TREATMENT:

Viewers follow the journey of waste after it's thrown away, featuring animated flagship characters that capture the spirit of the recycling campaign. The goal is to dispel common misconceptions within the community.

Reese, the host, narrates the story of a recyclable item as it faces two potential fates: one ending in a landfill, where waste accumulates and harms the environment, and the other in recycling, where items are repurposed to benefit the community.

Reese emphasizes that small, thoughtful actions can lead to a cleaner future for San Luis Obispo, concluding with a strong call to action: urging residents to ensure their waste ends up where it belongs and reinforcing the message, **'Think Blue, Act Green!'**

OUTCOME:

Educating residents with a strong campaign that can translate to short social media renditions with exciting and memorable characters and imagery.

Additionally we can develop IP and characters unique to IWMA which can be made into promotional items such as water bottles, stickers, tees, grocery bags to pass out as a community outreach to help with campaign promotion. We envision “Reese Cycle” becoming a household name by developing a mascot style presence within the community of San Luis Obispo.

UPLIFT & EDUCATE

(SUPPLEMENTAL CREATIVE)



IWMA PROMPT

Demonstrate the story of a blue bin recycled item compared to that same item being landfilled.

CAMPAIGN NAME:

Uplift and Educate

TAGLINE:

“SLO Stays Clean!”

UPLIFT & EDUCATE

STORYLINE

An original uplifting and playful song specifically written for social media sharing made exclusively for this campaign. We want to encourage the community to participate and demonstrate the benefits of recycling for San Luis Obispo and for its residents. Everyone plays a part and it's so easy.

TREATMENT

The video opens with scenic aerial shots of San Luis Obispo, highlighting its beauty and cleanliness. We go on a journey of a blue bin recycled item compared to that same item being landfilled—and we're going to put this into song, performed by various residents of San Luis Obispo.

Named "SLO Stays Clean", each verse walks through the recycling process with a fun chorus that reaffirms everyone needs to put their recyclables in the blue bin because "SLO Stays Clean."

OUTCOME

To craft a jingle that sticks with the audience helps turn recycling into a daily habit.

ALT SONG IDEA

"Weird Al" Yankovic isn't only a fan of SLO, he launched his career there as a DJ at Cal Poly. He even has a song called Trash Day. Since he loves SLO, maybe he'd be willing to create a song for each initiative.

FIXA MEDIA CREATIVE PITCHES

FUELING THE FUTURE



YOUR CHOICE, YOUR IMPACT, YOUR CITY



TRASH TO TRUTH



UPLIFT & EDUCATE



THANK YOU

info@fixa.media
(323) 574-3272





FIXA MEDIA LLC
 Unique Entity ID: P3ZUNGKHL517
 11125 Acama Street, Unit 205
 Los Angeles, CA 91602
 Point of Contact: Robb Dipple
 Telephone: 323.574.3272
 Email: dipple@fixa.media
10/31/2024

BUDGET


Deliverables

- 1) Four (4) full packaged videos with social reframes
- 2) Video content library of B-roll footage
- 3) Library of high-quality still images (100)

Price Estimate (Full Project)

Total Estimate (Budget Line Item in section 5): **\$132,000.00**

Crew rates, hourly fees, production equipment and reimbursable costs have been factored into the total budget.



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 11125 Acama Street, Unit 205
 Los Angeles, CA 91602
 dipple@fixa.media
 323.574.3272

10/31/2024

Pricing Estimate Proposal

Project Title: IWMA Video Content Production
 Deliverables: Four Videos + Social Reframes, B-roll footage, Still Photos
 Location: San Luis Obispo, CA

1	Videography & Photography Pre-Production	\$14,500.00
2	Video Production	\$46,000.00
3	Additional Equipment / Travel / Incidentals	\$9,500.00
4	Photography Production & Post-Processing	\$18,000.00
5	Video Post-Production	\$32,000.00
6	SUBTOTAL INCLUDING DIRECT COSTS	\$120,000.00
7	Production Company Fee (10%)	\$12,000.00
8	GRAND TOTAL	\$132,000.00



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REFERENCES

BMW: Gemini Project

Contracting Agency: Our Next Energy (ONE)

Type Of Organization: Sustainable EV battery manufacturer

Shoot Location: Various regions of California

Contact: Marc Baill

Address: 45145 Twelve Mile Rd, Novi, MI 48377

Email: marc@grease.nyc

Phone: 770.365.1878

Project Summary:

FIXA MEDIA was commissioned by ONE, a global leader in sustainable dual-chemistry EV engineering and a key supplier to industry giants like BMW, Tesla, and Peterbilt. Our mission was to produce a series of dynamic promotional videos spotlighting BMW's latest technological breakthrough. These videos were designed to not only showcase BMW's state-of-the-art engineering, design, and performance but also to support critical marketing efforts, including seed funding campaigns and Venture Capital reports.

Logistic Challenges:

Transportation and Capture of Prototype Vehicles, Unpredictable Weather, Logistical Challenges, Managing Multiple Vehicle Convoys, Extensive Long Haul Road Tests, Unpredictable R&D Technology, 24hr. Post Production Deadlines, On-the-fly Interviews, Extensive Crew Management etc.

A View From The Top

Contracting Agency: Verizon Media

Type Of Organization: Global Media Company

Shoot Location: Aconcagua, Argentina

Contact: Robert Samala

Address: 770 Broadway, 4th Floor, NYC, NY 10007

Email: robertsamala@gmail.com

Phone: 917.374.1984

Project Summary:

FIXA MEDIA produced a pilot for Verizon Media on the summit of Aconcagua in Mendoza, Argentina, capturing the dramatic ascent of four adventurers scaling the highest peak in the Southern Hemisphere. The month-long shoot demanded intense logistical coordination as our team operated in remote, rugged terrain under extreme weather conditions. Beyond documenting the climb, we explored the local culture in Mendoza, uncovering stories of life around the mountain and examining the impact of climate change on the region's rapidly retreating glaciers.

Logistic Challenges:

High Altitude, Harsh Terrain, Gear Manifest, Unpredictable Weather, International Travel Logistics etc.



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10/31/2024

AXON

Contracting Agency: AXON Enterprises

Type Of Organization: Developing technology for military, law enforcement and first responders

Shoot Location: Contiguous United States

Contact: David Diaz

Address: 17800 N 85th Street, Scottsdale, AZ

Email: dadiaz@axon.com

Phone: 714.914.4980

Project Summary: **FIXA MEDIA** has partnered with AXON Enterprise for the past five years, delivering end-to-end production services—including filming, editing, and content creation—for PR campaigns, internal R&D documentation, training modules, and event coverage. Our most recent project centered on developing a mental health series aimed at supporting first responders across various U.S. correctional facilities. Our team was granted rare and exclusive access to high-security penitentiaries, working closely with both staff and inmates to capture authentic, impactful narratives.

Logistic Challenges: Security Clearances, Drone Footage, Access To Restricted and Sensitive Areas, Tight Timelines, Travel Logistics, Scheduling With Officers, Prison Warden, Legal Departments etc.



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10/31/2024

SLO County IWMA
Attn: Ashley Kuder
870 Osos Street
San Luis Obispo, CA 93401

Attention Ashley Kuder,

This is to confirm that **FIXA MEDIA LLC** has no conflicts of interest with the city of San Luis Obispo or the state of California.

Sincerely,

A handwritten signature in black ink, appearing to read "Robb Dipple". The signature is stylized and cursive.

Robb Dipple
Managing Partner
FIXA MEDIA LLC



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10/31/2024

SLO County IWMA
Attn: Ashley Kuder
870 Osos Street
San Luis Obispo, CA 93401

Attention Ashley Kuder,

This is to confirm that **FIXA MEDIA LLC** has no past or current litigation pending.

Sincerely,

A handwritten signature in black ink, appearing to read "Robb Dipple". The signature is stylized and cursive.

Robb Dipple
Managing Partner
FIXA MEDIA LLC

PROPOSAL

for

Video Content Production RFP

for the San Luis Obispo County

Integrated Waste Management Authority

SUBMITTED on 10/31/2024 BY:

GOAL Productions, Inc.

c/o Robert Ballo

5390 Baggins Hill Road

Templeton, CA 93465

W: www.goalproductions.com

P: (626) 675-1055

E: rballo@goalproductions.com

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Executive Summary

Dear Ms. Ashley Kuder, Program Coordinator

Thank you for the opportunity to submit our proposal to the San Luis Obispo County Integrated Waste Management Authority (IWMA) for the creation of engaging video content that will educate residents and encourage responsible waste reduction and disposal across SLO County.

As a longtime resident of SLO County, I am deeply committed to this initiative and the sustainability of our community. My team at GOAL Productions, Inc. (GOAL) and I see this project as a meaningful chance to stimulate increased resident participation in recycling and correct any misconceptions about these essential programs.

We are thrilled to collaborate with IWMA in this effort. GOAL is committed to promoting positive, community-focused behaviors through creative and effective video production. Our work spans from transmedia campaigns for the Inland Empire Utility Agency to “Hidden Huntington Beach,” a TV series currently in its sixth season for the City of Huntington Beach. Our experience includes projects across multiple sectors that enhance Californian communities: from educating residents about flood risks with the U.S. Army Corps of Engineers to inspiring organ donation registration with OneLegacy and Donate Life California.

Supporting IWMA’s outreach efforts, we will create four (4) key videos and a comprehensive photo and B-roll library. Through this content, we aim to make responsible waste management top-of-mind and to dispel any misconception that recycling efforts are ineffectual.

For nearly six decades, GOAL has stayed at the forefront of branded entertainment, PR communication, and innovative digital production trends, consistently meeting and exceeding our clients' needs. Since our founding as a motion picture company in 1969, we have earned a reputation for delivering award-winning campaigns and high client satisfaction. Our content for social, online, broadcast, print, and radio platforms are all strategically crafted to achieve targeted results.

In addition to GOAL’s extensive work in non-fiction, our sister company Shadowboxer Films has produced 65 feature films for domestic and international markets, with distribution across platforms like Lifetime, Hallmark, Netflix, and TF1 (France). We apply this storytelling approach to both fictional and factual content, using narrative to drive engagement and impact.

This proposal outlines our comprehensive understanding of IWMA's needs and demonstrates how our team can deliver content that will exceed your goals. My team and I care deeply about the well-being of SLO County, both as local professionals and residents, and are motivated to support IWMA's mission to build a sustainable community through effective waste management education.

It would be an honor to work with IWMA on this important initiative and contribute to the health and sustainability of our county.

Robert Ballo

Sincerely,
Robert Ballo
President / Producer / Filmmaker / Creative
GOAL Productions, Inc.

Section 1: Qualifications of Contractor and Personnel

1A: STATEMENT OF QUALIFICATIONS

Founded in 1969, GOAL Productions is an award-winning, full-service video production company known for its commitment to quality, creativity, and storytelling. We bring compelling stories to life for a diverse range of clients, from capturing the glaciers of Alaska to documenting the Vatican in Rome—and working extensively throughout California. GOAL has a proven history of delivering services that align with those requested in this RFP.

Our founder, Jack Oswald, established a guiding philosophy that endures today: *"Tell a good story, make it look good, and exceed the client's expectations."* This approach, embraced by everyone on our team, is reflected in the testimonials from clients and production partners who often return to work with us time and again. GOAL is a California-based S-Corporation that provides full-service production and creative agency capabilities, from research and content strategy to field production, post-production, and strategic distribution. Our focus is on achieving measurable results and engaging targeted audiences effectively.

Why Choose GOAL?

Proven Longevity in a Competitive Industry

With 55 years in business, GOAL has built a legacy on consistency, with hundreds of satisfied clients and thousands of completed projects across varied communications and marketing campaigns. In an era where anyone with an iPhone can claim to be a "video producer," GOAL stands apart as a team of dedicated professionals who craft stories that captivate, engage, and inspire action. Our clients choose us because we consistently deliver the results they seek. And rest assured, we'll be here to support you in the years to come.

Extensive Project Management Expertise

Our team has successfully managed hundreds of projects of varying complexity, from single-day shoots to intricate, multi-million-dollar productions. Whether it's a quick recut or a full-scale feature, we bring our full commitment to ensure each project is on brief, on budget, and on time.

High-Quality Equipment and Expertise

GOAL upholds top-tier quality standards in our professional-grade equipment, meeting broadcast and digital specifications that ensure lasting impact. Quality depends on more than just having the right tools; it also requires mastery in using them effectively. Our President, Robert, taught cinematography for 20 years at USC's School of Cinematic Arts, underscoring our commitment to technical and creative excellence.

Proven Ability to Deliver Results

Our reputation is built on creating integrated visual campaigns that resonate across multiple

distribution channels. For this project, our goal is to increase public awareness, foster support, and encourage active participation in recycling through impactful storytelling.

All the examples provided in this proposal highlight GOAL's collaborative approach with clients, engaging key stakeholders—from board members and executive teams to administrative and technical staff. We listen carefully to our clients, basing our creative strategies on their goals and ensuring that our work aligns with their vision.

Understanding IWMA's Mission and Goals

GOAL understands IWMA's mission to provide coordinated support for member agencies, ensuring compliance with state waste and recycling policies through efficient programs, education, and technical assistance. The values of community, cost-effectiveness, education, professionalism, stewardship, and transparency resonate strongly with us. With our 55-year history of consistent, results-driven performance, GOAL is ideally suited to help IWMA progress toward its goal of reducing waste in San Luis Obispo County.

Creativity and Award-Winning Storytelling

GOAL's creative team stays at the forefront of storytelling, earning accolades from Telly, Visual Communicator, the Public Relations Society of America, and two Emmy Awards among numerous other honors. Our work is informed by deep expertise and a commitment to excellence, which resonates in every project we undertake.

Experience Bridging Diverse Audiences and Perspectives

GOAL has produced content for a wide range of topics and audiences. In addition to producing *Black Girl Missing*, a hit film highlighting human trafficking within the Black community, we have tackled issues like wastewater treatment, driver safety, organ donation, fire safety, public transportation, healthcare, recruitment, and animal protection. Our clients span the private, non-profit, municipal, and government sectors.

Relevant Experience in Similar Projects

The following pages showcase six recent projects of similar scope, demonstrating our experience and proven ability to deliver impactful content that aligns with client goals.

1B: PORTFOLIO OF PAST WORK

Please explore our website for a portfolio of our past work, and review the detailed case studies for six key clients below.

www.goalproductions.com

#1 Client: Inland Empire Utility Agency | 2016 - 2022

Name of Project: "Inland Empire Regional Composting Authority" - Various

Distribution: Social, Web, Broadcast, News media

Video Type: Spots: 15's, 30's 60's and shorts 2-5min. Clips and stills for media.

Video Link: [Please Click Here.](#)

The Inland Empire Regional Composting Facility (IERCF) was constructed in 2007 under a Joint Powers Authority agreement between the Inland Empire Utilities Agency (IEUA) and the Sanitation Districts of Los Angeles County (SDLAC). The IERCF, located in the city of Rancho Cucamonga, is completely enclosed to control odors to meet stringent air quality regulations and is the nation's largest indoor bio-solids composting facility.

GOAL has also created training, recruitment, B-roll for media and educational video content ranging from spots to short videos.

#2 Client: City of Huntington Beach | 2019 - Present

Name of Project: Hidden Huntington Beach – Annual Series

Distribution: Social, Web, Broadcast

Video Type: Episodic Series, Starting Season 6

Video Link: [Please Click Here.](#)

This annual series, "Hidden Huntington Beach" is designed to bring visitors to the City of Huntington Beach, CA also wonderfully known as "Surf-City." We're excited to find new stories to tell and share for final distribution on their local cable station, social media as well as throughout the Southern California areas of Los Angeles and Orange Counties. Hosted by

recognized historian and best-selling author Chris Epting, this television series uncovers the many hidden gems of this coastal town, in a similar manner to California's Gold hosted by Huell Howser.



#3 Client: LOSSAN Rail Corridor / Pacific Surfliner Amtrak | 2016 – 2022

Name of Project: "Hug The Coast"

Distribution: Social, Web, Broadcast, News media, Library

Video Type: Spots: 15's, 30's 60's and shorts 2-5min. Clips and stills for media. Library management. Informational and Documentary.

Video Link: [Please Click Here.](#)

The LOSSAN Rail Corridor Agency, run by Orange County Transportation Authority (OCTA), seeks to enhance usage of the Amtrak coastal rail line from San Diego to San Luis Obispo and to increase tourism along the way. GOAL has produced on-going series content promoting the Pacific Surfliner across the 27 stations on the route. Notably, two videos won top awards at the 2017 Telly Awards and greatly boosted train ridership during this period.

GOAL utilized drone and ground video footage to capture the scenic journey, resulting in a multi-day production that has amassed over 440,000 Facebook views.

#4 Client: LifeSource Water Systems | 2006 – Present

Name of Project (s): Various

Distribution: Social, Web, Broadcast, News media

Video Type: Commercial spots, Promotional, Product, Explainer, and Training

Video Link: [Please Click Here.](#)

LifeSource Water Systems, operating since 1984, offers eco-friendly water treatment solutions for residential, commercial, and industrial use, providing clean, chemical-free water. GOAL has served as LifeSource's official video production partner since 2006 and earlier this year completed another update of a series of commercial TV spots to be seen in multiple markets in California, Nevada and Arizona. We handle all aspects of video production, from ideation, pre-production, post-production and deliverables to TV broadcasters, radio networks and social media platforms. We employ cinematic techniques with jibs and dollies as we capture the beauty of their water products.

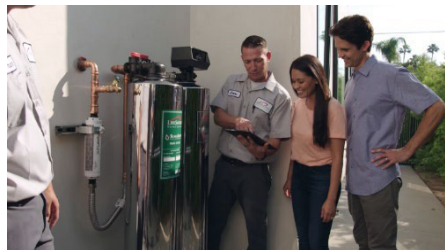
Clean Water for Life | Promotional

GOAL produced a series of video ads promoting the many benefits of installing a LifeSource water system in your home. We provided end-to-end video services for the production, from concept development, script, casting, direction of actors, product and beauty shots, original music track, and editorial.

Better Water for Your Home | Product and Explainer

This series of videos educates customers on how the system works, the benefits of water filtration, and how to reduce lime scale problems. The videos include product shots, employee interviewees, and full-minute animation.

Type of Work Performed: On-going campaign content for broadcast TV, radio, and social media platforms targeted in California, Nevada and Arizona.



#5 Client: Netafim (Drip Irrigation) via Pollack PR | 2014 – Present

Name of Project (s): Various

Distribution: Social, Web, Broadcast, News media, Online video advertising

Video Type: Commercial spots, Promotional, Product and Explainer

Video Link: [Please Click Here.](#)

As the world's leading Drip Irrigation Company, Netafim drives mass adoption of smart irrigation solutions to fight scarcity of food, water, and land. Netafim was founded in 1965 by farmers and agronomists on the idea that micro-irrigation is a solution to one of the world's most urgent problems: lack of quality water for food production. Today, Netafim has factories and offices in over 120 countries. Netafim USA, a division of the Netafim International Group, is headquartered in Fresno, California. Pollack PR is the official PR company of Netafim USA. Pollack has been utilizing GOAL for all of Netafim's high end video needs for the past 10 years.

Drip Irrigation – Techline HCVXR | Product and Explainer

This video utilizes animation and editorial services to demonstrate the benefits and functions of Netafim's new dripper, the Techline HCVXR, through 3D animation, offering insights not feasible with traditional cameras.

Video Link: [Please Click Here.](#)

Type of Work Performed: Documentary field production for on-going campaign content distribution both domestically and internationally primarily on social media platforms and news media. Animations to enhance product communication.

#6 Client: UCLA Living Donation Project | 2010 – Present

Name of Project (s): Living Donation

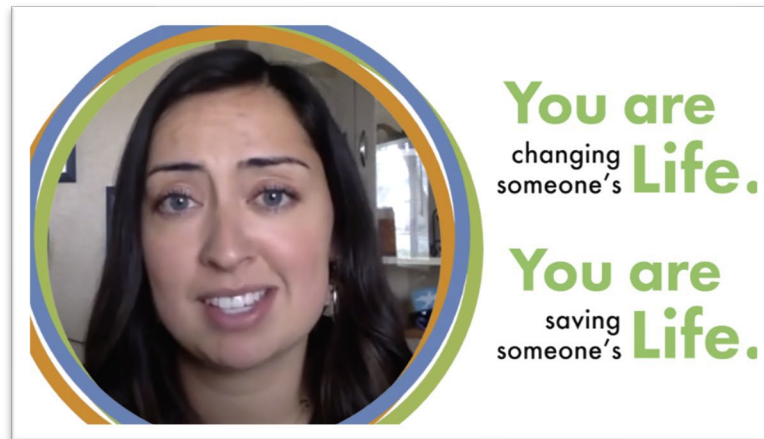
Distribution: Social, Web, Broadcast, News media, Online video

Video Type: Series Promotional, Informational and Documentary

Video: [Please Click Here.](#)

Working with UCLA's David Geffen School of Medicine and Transplantation, GOAL created an on-going series of curated user generated content to make a life-saving impact in the lives of people in need of a kidney transplant. Featuring both recipients of kidney transplants as well as those still in need of a kidney, self-generated content was directed, uploaded, edited and turned into a wonder-filled series benefiting all.

Type of Work Performed: Curated user generated content for on-going campaign content distribution on social media platforms in both English and Spanish.



Experience working with environmental, resource management, solid waste, recovery, government or political industries relevant to the work of the IWMA:

Inland Empire Utility Agency (IEUA) – Various – Composting / Waste Management

City of Monrovia - Water Conservation – Community Education

Santa Ana Watershed Project Authority – Brine Line

New Jersey Transit Authority – Bus Training

Foothill Transit Authority – Driving Training
Orange County Waste and Recycling – Waste Management
City of Huntington Beach - Tourism
Tournament of Roses Association – Promotion of Rose Parade and Rose Bowl Game
Orange County Sanitation District - Recycling
Orange County Water District – Water Conservation
Absolute Aeration (Blue Frog) – Water Purification
Academy Motion Pictures Arts and Sciences – Educational
Nevada Bureau of Reclamation – Dam Safety
California Milk Advisory Board – Consumer Education
Foothill Workforce Investment Board – Public Transportation
Indiana United Methodist Children’s Home – Foster Care
Mendez National Institute of Transplantation – Organ Transplantation
RFD-TV – National Broadcast of Rose Parade
US. Army Corps of Engineers – Flood Safety After Fires
Orange County Transit Authority – Pacific Surfliner – Public Transportation

1C: EXPECTATIONS OF IWMA STAFF

The GOAL Team will **collaborate closely with IWMA staff through every phase**—research, planning, preparation, shooting, editing, finishing, and delivering exceptional final products. One of our primary commitments is to **maintain clear and timely communication. Designating a single point person at IWMA** greatly streamlines the process, reducing overlapping input and accelerating feedback and approvals at each stage.

1D: RESUMES OF AND DUTIES ASSIGNED TO RELEVANT PERSONNEL.

GOAL'S KEY PERSONNEL AND BRIEF RESUMES

Robert Ballo | Project Manager, Producer & Key Personnel Years with Firm: 42

Robert joined GOAL Productions as a Director of Photography in 1982. Since that time, he has produced documentaries, feature films, and hundreds of videos for corporate communication purposes. Robert's work has been featured on PBS, ABC, TBS, and Discovery Channel. He's worked with clients such as the Tournament of Roses, United Way, and Orange County Children's Hospital. When the founder of GOAL retired in 2000, Robert assumed ownership of the company and he continued the legacy of producing meaningful work that makes a difference in the lives of others. Robert started Shadowboxer in 2017 within the GOAL offices as a vehicle to produce fictional entertainment. Under the Shadowboxer umbrellas, Robert has produced over 65 feature films. Robert was an Associate Professor of Cinematic Practice teaching cinematography and digital imaging at USC's School of Cinematic Arts for 20 years. He has also held teaching positions at UCLA's Extension Program, LA Film School, Loyola Marymount, and Los Angeles City College. Robert is a graduate of USC, and a voting member (Emmy's) of the Academy of Television Arts and Sciences.

Additional television and broadcast series work includes featured segments for the popular morning show *Good Morning America* (ABC) and weekly talk shows *Leeza* (Paramount Pictures) and *Caryl & Marilyn* (Viacom). Weekly cable television series credits include *Movie Magic* and *Hollywood's Greatest Stunts* (Discovery Channel), *How'd They Do That?* (The Learning Channel), *Sci-Fi Buzz* (Sci-Fi Channel), and *Running and Racing World* (ESPN). PBS Documentary experience includes several specials – *The Gift*, *The Jack Lewis Story: A Time to Live*, *Surviving Loss*, and a partial list continues below:

Dirty Harry: The Original [Starz/Encore]
 Great European Balloon Adventure [Five-part Series for Discovery Channel]
 The Rose Parade: Thru the Years [ABC]
 The Rose Bowl Game: Thru the Years [ABC] The Tradition Continues [ABC]
 The Great Year [PBS] Matter of Confidence [PBS] How Will I Survive? [PBS]
 The Vietnam Project [PBS & ATV England] College Sports in America [NHK – Japan]
 GI Diary – Series [Time-Life Television]
 A Child's Voice in Court [Los Angeles Local]
 Rose Parade Broadcast (Live National Broadcast, RFD-TV) – Producer 2012-2016
 EquestFest (Live National Broadcast, RFD-TV) – Producer 2012-2016

Nima Azadi | Producer, Production Lead & Key Personnel

Nima is a seasoned filmmaker with involvement in over 45 feature films and episodic series. His



roles have spanned from Producer and Production Manager to Post-Production Supervisor, showcasing his comprehensive skill set across the entire film making process. Nima's work has contributed to the creation of compelling, high-quality projects for major streaming platforms and networks including Netflix, Peacock, Hallmark, Disney, A&E, and Discovery. His deep engagement in every stage of filmmaking, from development and production to post-production, highlights his versatile expertise and commitment to excellence.

His dedication propelled him to journey across various states, honing his craft of filmmaking. With a diverse range of experiences spanning across all budgetary scales, Nima has meticulously constructed an impressive portfolio of projects, earning himself recognition as a distinguished member of the Producers Guild of America. At GOAL he keeps everything moving forward.

Bill Moldt, Director / Director of Photography / Editor

Bill is a creative director, cinematographer, and editor based in the Los Angeles area. For over 18 years, his work includes award winning narrative films, music videos, stop motion animation, commercials, documentaries, training and marketing videos. An avid hiker, private pilot, and technical tinkerer, Bill also holds a bachelor's degree in computer science, studied at Vancouver Film School, and is an FFA certificated commercial remote (drone) Pilot.

Joshua Butler, Director / Editor

Joshua is an award-winning independent filmmaker known for his prolific writing and directing career, encompassing over 60 hours of content. He gained prominence with the cult horror feature Vlog (2008) and has directed episodes for numerous acclaimed series including Syfy's The Magicians, FOX's The Following starring Kevin Bacon, CW's The Vampire Diaries, Disney/Freeform's Pretty Little Liars, CBS' Limitless produced by Bradley Cooper, and El Rey's Matador for Robert Rodriguez. Joshua also directed BET's Tales and NBC's State of Affairs starring Katherine Heigl and Alfred Woodard. In addition to directing, he has edited eight network pilots, all of which were picked up to series, and has extensive experience editing features, commercials, promos, trailers, and streaming content. Recently, Joshua created, wrote, and directed the Tubi horror series Red Rooms (2023), and he co-wrote and directed the upcoming Lifetime thriller My Child Has My Doctor's Face (2024). He is GOAL's lead editor.

Carlos Asse, Director / Videographer

Carlos is a new member of the GOAL team and an active commercial director, writer and producer hailing from Mexico City. As a commercial director, Carlos strives to create thought-provoking work that effectively connects with its audience. He has directed major projects for brands like Nissan, Toyota, Lexus, PayPal, and many others. With a passion for storytelling and a compassion for humanity, Carlos' work attempts to explore themes of identity, human relationships and connection.

Loreto Di Cesare, Videographer / Director of Photography

Originally from Abruzzo, Italy, Loreto has accumulated over 30 years of filmmaking experience, across the globe. His passion began under the mentorship of Alberto Pandolfi, leading to global journeys and many documentaries. For over a decade, Loreto was at the Vatican Television Center,

honing his skills in cinematography and storytelling. Known for Revolution Food (2015), Safehouse (2023), and the TV series The Guardian: Birth of War (2015).

Ted Baker, Videographer / Director of Photography

Ted is a highly knowledgeable cinematographer who has been working with GOAL for over 20 years. Ted's credits include interview-driven documentaries, educational videos for public agencies, commercials, infomercials, cooking shows, and entertainment-based television programming. In addition to his work as a cinematographer, Ted teaches a location lighting workshop for the Sony Training Institute in San Jose, California. Ted has worked on countless projects including: all content for U.S. Army Corps of Engineers, all content for Scott's Miracle-Gro, and Organ Donor Management and Hostert stories produced for OneLegacy. Public agencies that Ted has worked with include: Foothill Transit Authority, Santa Ana Watershed Project Authority, and the City of Redding.

Eric Roy Anderson, Videographer / Director of Photography

Eric Roy Anderson has been making films and working in the Motion Picture and Television Industry for over 30 years. Eric has worked in the Motion Picture Industry as a Camera Assistant, Camera Operator, and Director of Photography. He has worked as a Camera Operator on studio feature films such as "*Honey I Shrank the Kids*" and "*Rocketeer*" and as 2nd Unit DP on Features and multiple television shows from "*Carnivale*" to "*NUMB3RS*." He was the Director of Photography on over 10 feature films for Shadowboxer and numerous shorts, PSA's, online videos, explainer videos, documentaries and short-story segments for GOAL.

Roland Quiambao, Production Sound Mixer

Roland is a Sound Mixer and Boom Operator based in Southern California. He has an extensive background in sound recording for features, television, digital media and documentaries and holds a BA and AA in Audio Engineering. A member of The Audio Engineering Society (AES), he also serves in a unit of the California National Guard.

John Boney, Production Sound Mixer

John brings over 18 years of professional audio mixing experience, including 15 years working with GOAL. He serves variously as Audio A-1, Audio A-2, and Camera Operator. He has been involved with a diverse variety of production types, including educational videos for corporate communications, red carpet coverage at the Oscar Awards, live music events, music videos, and television programming. Corporate clients that John has worked with include Disney, American Diabetic Association, IBM, Sony, and General Motors.

Ron Boscacci, Motion Graphics Designer

Ron has been working with GOAL since 2009 and brings over 15 years of professional experience in animation, producing, and computer graphics. Ron specializes in creating animations, motion graphic packages, and videos to illustrate complex and technical processes to make them easier to understand. He brings expert level abilities in 3D Studio Max, Adobe After Effects, Adobe

Photoshop, and Avid Media Composer. Ron provided motion graphics support for several projects contained in this proposal, including Netafim and Lifesource.

Peter Lalic, Motion Graphics Designer

Peter is an acclaimed founder and visionary of an award-winning micro studio, celebrated for his exceptional motion graphics and video production expertise. With a remarkable career spanning decades, Peter has consistently delivered extraordinary results from concept to final product. From technical 3D modeling and animation to crafting iconic visual identities for globally renowned TV shows, Petar Lalic has pushed the boundaries of creative expression. His unique ability is to make definitive decisions and create stunning visuals that have left an indelible mark on the industry.

Luna Pan, Music Composer

Luna is an award-winning composer from Sydney, Australia, specializing in screen, advertising, and game music. She holds a Master of Arts in Orchestration for Film, Games, and Television from the University of Chichester. Luna has created soundtracks for feature films, TV programs (including The Block, The Traitors, and Bluey), commercials, documentaries, games, and web productions. She is a winner of the 2023 APRA AMCOS Professional Development Awards and has received honors such as the Mentorship for Women in Music award in 2019 and the contemporary female composer award from GEMS, Spain, in 2021. Her works have been nominated by the Hollywood Music in Media Awards in 2021 and 2022, and she won the LIT Talent Awards for Best Original Score for The Carnival feature documentary.

Randy Miller, Music Composer

Randy is a versatile composer, arranger, and conductor renowned for his collaborations with filmmakers like Robert Towne, Zhang Yimou, and Oliver Stone. His career spans diverse projects, from composing for live immersive experiences such as The Marvel Experience, featuring innovative 360-degree, 3-D stereoscopic theaters, to acclaimed film scores like Hellraiser III: Hell on Earth and The Outer Limits. Miller's work includes co-composing the Grammy-nominated Impressions of the West Lake and scoring the Chinese epic The Soong Sisters, which won Best Original Film Score at prestigious festivals. His recent endeavors include scoring the feature documentary Heart of Nuba.

Doerte Lindner, Director of Accounting and Finance & Key Personnel

Doerte provides the agency with fiscal support, reporting, and control. She gives GOAL valuable insights into our big-picture projects and day-to-day operations. Prior to working with GOAL, Doerte was the Project Manager for Citibank and Branch Manager for City National Bank serving local businesses and high net worth individuals. Doerte is also an Olympian! She was an Olympic Athlete at the 2000 Summer Games in Sydney, Australia, where she won the bronze medal for diving in the 3-meter springboard event.

Nicole Layson, Line Producer / Production Manager

A West Virginia native, Nicole Layson received her degree in Theatre from the University of

Tennessee at Knoxville, where she acted and directed countless plays. She continued her acting career in Los Angeles, CA, and became a member of SAG/AFTRA after playing various roles in independent feature films. While on set as an actor, Nicole fell in love with what happens behind the camera, which led her to pursue a Film Degree from the Los Angeles Film School. She then wrote, produced, and directed her own award-winning short films and began working in production. Within two years of finishing her film degree, she had production managed and line produced multiple television series and feature films. She has also produced numerous music videos, shorts, and commercials. In addition to her production experience, Nicole teaches Production Management at the Los Film School and continues to teach Producing at Santa Monica College and UCLA.

Team Compliance Acknowledgement

All personnel identified as “key” will be available 24/7 and committed to the IWMA contract for the duration of the job. In the event a key member of our team is no longer available due to unforeseen circumstances, GOAL will immediately submit to IWMA in writing a request to replace that key member.

1E: LIST OF TECHNICAL EQUIPMENT TO BE USED IN PRODUCTION.

The equipment we will use for IWMA is the same high-quality gear we employ on our feature films, which undergo rigorous quality control (QC) and meet the standards of global television and streaming networks. The imaging and sound recording tools GOAL uses to create IWMA assets exceed current international standards, ensuring exceptional quality in every aspect for many years to come.

Addendum #1 List of Equipment

Section 2: Creative Outline: Timeline and Deliverables

PART 1.

Please outline your approach to the following prompts. Include any techniques or creative devices you would use to create a compelling and memorable video.

1) Demonstrate the story of a blue bin recycled item compared to that same item being landfilled.

Our story begins in a busy urban environment, where litter lines the streets, and landfills overflow. Through a voiceover, we introduce the concept of recycling versus landfilling, following a single plastic bottle as it journeys down two very different paths. First, we see the bottle placed in a blue recycling bin, leading to a sequence of collection, sorting, and cleaning, eventually transforming the plastic into a brand-new product. Then, we rewind the scene, seeing the bottle tossed into a trash can instead. Through voiceover, we outline the landfill process and its environmental toll as the bottle joins a pile of other discarded items in the landfill. A visual montage dramatizes the degradation and pollution of landfilled bottles, underscoring the missed potential for recycling.

In terms of technique, we'll feature diverse voices from community members sharing their views on recycling vs. landfilling, while vibrant visuals make the bottle's journey as compelling as a Pixar narrative. Text overlays and animated graphics will emphasize key statistics and environmental impacts, while original background music sets an uplifting, motivational, and educational tone. Together, these creative elements will form a powerful narrative that champions improved waste management practices.

2) Demonstrate the story of a composted item compared to that same item being landfilled.

Our story opens at a bustling farmer's market, where we follow the journey of a simple apple, shining and fresh. But as it's forgotten in a refrigerator, the apple begins to spoil and is eventually thrown away. This is where the apple's story splits, and we see two potential futures unfold.

Path One: Composting Journey

In the first path, the apple is tossed into a green compost bin. Through seamless animation, we watch as it's collected with other food scraps and delivered to a composting facility. There, the apple undergoes a transformation. It joins other organic materials, breaking down over time with the help of microbes, oxygen, and controlled temperatures. The voiceover explains how composting enriches soil, boosts plant growth, and naturally cycles nutrients back to the earth.

The apple's remnants become rich, dark compost, which is then spread over farmland, supporting the growth of new crops in a beautiful cycle of renewal.

Path Two: Landfill Journey

In contrast, we rewind the story and watch the same apple tossed into a landfill-bound trash can. The voiceover explains how organic waste in landfills lacks the oxygen needed for efficient decomposition, resulting in the release of methane—a powerful greenhouse gas. In the landfill, the apple sits among layers of plastic, metal, and other waste. Time passes, and the apple fails to break down entirely, contributing to the pile-up of waste and environmental harm.

Creative Techniques

Throughout, community members' voices share thoughts on composting versus landfilling, showing a range of perspectives. We use text overlays and animations to illustrate the impact of composting vs. landfilling, with statistics on soil health, greenhouse gas emissions, and ecosystem benefits. An original music score moves from hopeful and warm during the composting path to somber and tense as we see the apple's landfill fate. The visual storytelling highlights the apple's potential to support life when composted, encouraging viewers to rethink the impact of composting in waste management.

3) Tell a narrative dispelling the “Myths of Recycling”.

The Story: Dispelling the Myths of Recycling

Our narrative begins with visuals of discarded items and bustling recycling facilities, while the voiceover introduces the persistent myths around recycling that hinder real environmental progress. Through interviews with community members, waste management experts, and environmental activists, we set the stage to dispel these misconceptions one by one.

Myth 1: All Plastics with Recycling Symbols Are Recyclable

We dramatize the journey of different types of plastic, highlighting the reality that not all plastics are recyclable, despite their symbols. Through animations, we clarify which plastics truly belong in recycling and which don't, emphasizing the importance of knowing the difference.

Myth 2: Recycling is Too Complicated

We shift to visuals of community recycling stations and families sorting items in their homes, using graphics to break down the straightforward process of sorting recyclables. The voiceover dispels the notion of complexity, showing how easy it is to follow a few simple steps, and interviews illustrate how recycling can become an effortless part of daily life.

Myth 3: Recyclables End Up in Landfills Anyway

To address this belief, we dive into behind-the-scenes footage of recycling facilities, showing recyclables being processed and repurposed. Testimonials from recycling advocates and waste management staff highlight the journey of items from collection to their next life, proving

that proper recycling does make a difference. We also showcase communities with high recycling rates and visibly improved environments, providing a powerful visual counterpoint to the landfill myth.

Myth 4: Recycling Doesn't Make a Difference

Using a mix of environmental footage and statistics, we demonstrate the cumulative impact of recycling initiatives on pollution reduction, resource conservation, and local ecosystems. A visual montage contrasts neighborhoods with effective recycling programs against those that rely solely on landfills, driving home the importance of community participation.

Myth 5: Recycling is Just a Trendy Practice

The narrative then looks at the long-standing history of recycling, revealing how it has been a sustainable practice for generations. Images of recycling across different cultures and time periods highlight its enduring relevance and necessity in reducing waste.

Creative Techniques

The story employs a range of creative techniques: activists and community leaders provide insights and call for changes in waste management, while visuals capture memorable moments from community recycling programs, schools, and neighborhoods dedicated to sustainable practices. Overlays define the differences between societies committed to recycling versus those dependent on landfills, underscored by a motivational and contemplative musical score. The final scenes depict people of all ages recycling, followed by a montage of cleaner streets, parks, and beaches, closing with a hopeful vision of a cleaner planet achieved through myth-busting awareness and action.

- 4) *SLO County's anaerobic digestion facility turns food and yard waste into organic compost but also electricity—how would you highlight this benefit to encourage organic waste recycling?***

Opening Scene – A Thriving Community Garden

Visuals: Lush green plants, fruits, and flowers swaying in the breeze, bees pollinating, and people tending to the garden.

Voiceover:

“In the heart of SLO County, nature and technology come together to turn food and yard waste into something extraordinary—compost and electricity.”

Defining Anaerobic Digestion with Animation

Animation: Playful yet informative graphics break down the anaerobic digestion process: food waste enters a closed tank, microorganisms work their magic without oxygen, releasing biogas and creating nutrient-rich compost.

Voiceover:

“Anaerobic digestion is a process where microorganisms break down organic waste in the absence of oxygen, producing two valuable resources: biogas and compost.”

The Journey of Organic Waste – Waste to Resource

Visuals: Cinematic footage of food and yard waste being collected curbside, transported to the AD facility, and processed through the facility’s machinery.

Voiceover:

“Organic waste doesn’t belong in a landfill—it belongs here. At SLO County’s anaerobic digestion facility, what was once waste becomes energy and life-giving soil.”

Compost in Action – Local Farmers and Gardeners Speak

Interviews: SLO farmers, gardeners, and community members talk about how compost from the facility helps their plants thrive, enriching the soil naturally.

Visuals: Beautiful farms, flourishing crops, and community gardens filled with happy gardeners.

Voiceover:

“The compost created here nurtures the soil, allowing our community’s gardens and farms to grow healthier, more sustainable crops.”

Biogas to Renewable Energy – Powering the Future

Visuals: Animation showing biogas being converted into electricity—lighting up homes, businesses, and even powering parts of the AD facility.

Voiceover:

“But it’s not just about compost. The biogas generated by this process is converted into clean, renewable electricity—energy that powers facilities, contributes to the grid, and benefits local homes and businesses.”

Impact on the Environment – A Greener Tomorrow

Visuals: Comparison between landfills and the AD facility’s process, highlighting reduced emissions, waste diversion, and environmental benefits.

Voiceover:

“By recycling organic waste, we reduce landfill emissions, protect the environment, and create a more sustainable future for SLO County.”

Call to Action – Join the Movement

Visuals: Close-up shots of community members separating organic waste into bins, a family proudly recycling food scraps.

Text on Screen:

“Your organic waste has power—compost it, recycle it, energize our future.”

Links to resources: www.slocountyADfacility.org/recycle

Sound Design and Music to Inspire Action

Sound Design: Incorporate uplifting, original music that grows in intensity as the transformation from waste to compost and energy unfolds. Layer natural sounds of composting and energy generation (e.g., birds chirping, hum of generators) for immersion.

Techniques and Creative Devices

- **Cinematic Tools:** Use drone footage, slow-motion, and time-lapses to emphasize the

beauty of both natural elements and waste transformation.

- **Interviews with Locals:** Ground the message with testimonials from SLO County residents, farmers, and gardeners who directly benefit from compost and renewable energy.
- **Text Overlays with Links:** Provide direct access to the AD facility's online resources and recycling programs, encouraging viewers to participate.
- **Original Soundtrack and Sound Effects:** The music and sound design will foster an emotional connection, inspiring viewers to see organic waste recycling as a powerful action.

Closing Line – Empowering Communities with Waste

Voiceover:

“With every banana peel, grass clipping, and food scrap, we’re not just reducing waste—we’re creating something extraordinary. Together, let’s recycle organic waste and power a greener future for SLO County.”

PART 2.

Provide an original storyline that will promote resource recovery, source reduction, or landfill diversion.

Storyline: “Waste Warriors: A Greener Tomorrow Starts Today”

This storyline showcases how community engagement, education, and teamwork can spark long-term behavioral change, emphasizing source reduction, resource recovery, and landfill diversion. It aims to inspire viewers by illustrating that small, local efforts can lead to a larger environmental impact.

1: The Seed of an Idea

Setting: A charming small town with rolling green hills, bustling streets, and a tight-knit community. Ms. Rita Green, a passionate third-grade teacher, flips through her lesson plan on environmental science. She pauses, troubled by the sight of overflowing trash bins in the schoolyard.

- *Scene:* Ms. Green takes her curious students outside and shares her dream of a cleaner, greener town.
- *Rita:* “What if we could do something to stop all this waste? What if we became... Waste

Warriors?”

2: Waste Warriors Club is Born

- Scene: After school, students eagerly sign up for the new “Waste Warriors” club. They meet daily to learn about recycling, composting, and landfill diversion through hands-on activities.
- Rita invites local experts:
 - A farmer teaches about compost and soil health.
 - A recycling coordinator explains how small habits reduce landfill waste.
 - A local chef discusses food waste and the beauty of using leftovers creatively.
- *Dialogue:*
 - Student 1: “Wait... food scraps become soil? That’s so cool!”
 - Student 2: “And we can turn old cans into new stuff instead of throwing them away?”
 - Rita: “Exactly! That’s how small actions can make a BIG difference.”

3: The Community Joins In

- Scene: Inspired by their kids, parents and community members begin attending Waste Warriors sessions after school.
- Rita organizes weekend cleanup events where families come together to collect litter and sort recyclables in parks and public spaces.
- Visual Montage:
 - Families sorting trash by hand, laughing together.
 - A parent building a backyard compost bin with their child.
 - Neighbors delivering unused items to donation centers instead of tossing them out.
 - Rita posting signs around town: “Reduce. Reuse. Recycle. Compost!”

4: Waste Warriors Go Big at the Town Festival

- Scene: At the annual town festival, the Waste Warriors club sets up an interactive booth. Posters and infographics illustrate their journey toward sustainability, with before-and-after photos of cleaned spaces and charts showing reduced waste in their

community.

- Interactive Station Ideas:
 - A composting demonstration where festival-goers learn how to compost food scraps at home.
 - A sorting challenge game where kids and adults race to sort recyclables into the correct bins.
 - A “One Thing” wall where visitors write one action they’ll take to reduce waste.
- *Student Dialogue:*
 - Student 3 (explaining composting): “Did you know banana peels don’t belong in the trash? They can become food for plants!”
 - Student 4: “And instead of throwing away clothes, you can donate or swap them with friends!”

5: A Cleaner, Greener Town

- Scene: Months later, the Waste Warriors have made a lasting impact.
 - Trash bins are half as full as they used to be.
 - More residents are composting and recycling.
 - Local businesses offer reusable bags and zero-waste products.
 - Kids proudly monitor the school’s recycling bins and compost pile.
- Closing Scene:
 - At a special town hall meeting, the mayor awards Rita and the Waste Warriors an “Eco-Champions” plaque for their contributions to the community’s waste reduction.
 - *Mayor:* “Thanks to the Waste Warriors, our town is on the path to a greener future!”
 - *Crowd:* *Cheering as students hold up their plaque, beaming with pride.*

Final Message:

Rita (Voiceover):

“Change doesn’t happen overnight, but with each recycled bottle, every composted apple core, and every small step, we get closer to a world without waste. If a group of kids can inspire a town, imagine what we can all do together.”

- Screen Text:

“Join the Waste Warriors movement—Reduce, Reuse, Recycle, Compost. Start today!”

PART 3.

Briefly define a centralized theme, slogan or otherwise unifying aspect you would use to craft a cohesive campaign.

“Small Acts, Big Impacts: Be A Recycling Hero!”

This campaign theme positions recycling and sustainable practices as heroic deeds, tapping into the idea that **everyone has the power to make a difference**. It reframes everyday actions—like composting food scraps or sorting recyclables—as powerful contributions to a greater mission: **protecting the environment and creating a sustainable future**. The message emphasizes that no action is too small to matter, and when individuals come together, their collective efforts lead to transformative change.

The unifying aspect of this theme lies in **empowerment and pride**, motivating people to feel capable and essential in achieving environmental goals. By appealing to a sense of responsibility and heroism, the campaign fosters community engagement and participation, reminding everyone that they have the potential to be a hero for the planet through their everyday choices.

PART 4.

Suggest an execution strategy including a list of deliverables and associated timeline.

In order to fulfill the scope of work and the goals of the project outlined in this RFP, GOAL Productions would take the following approach:

1. Project Management and Coordination

GOAL Productions utilizes a comprehensive project management framework to ensure the seamless execution of the IWMA video content and library effort. Robert Ballo and Nima Azadi will oversee the entire project, both serving as the primary point of contact between our team and IWMA’s communication team. This includes coordinating with local stakeholders, managing timelines, and ensuring adherence to the project scope and budget.

2. Pre-Production Planning

During the pre-production phase, our team conducts thorough research and planning to set the foundation for a successful project. This includes:

Script Development: Crafting detailed scripts that align with the campaign's goals and highlight the unique attributes of IWMA's inclusive recycling programs.

Location Scouting: Identifying and securing optimal filming locations within the IWMA jurisdiction.

Scheduling: Creating a comprehensive production schedule that accommodates the availability of recycling centers, key stakeholders and business owners and community members as needed for interviews or production photography.

3. Production Execution

Our production phase is designed to capture high-quality, immersive content.

Crew Deployment: Assembling a skilled production crew, including directors, cinematographers, sound engineers, and production assistants with experience doing similar campaigns with us in the past.

Local Engagement: Working closely with local IWMA vendors and residents to capture authentic stories and experiences.

High-Quality Filming: Utilizing state-of-the-art filming equipment to ensure top-notch visual and audio quality that meets documentary standards.

4. Post-Production Excellence

In the post-production phase, our team focuses on creating a polished final product.

Editing: Employing experienced editors to craft compelling narratives from the raw footage, incorporating interviews, B-roll, and scenic shots.

Sound Design: Adding music, voiceovers, and sound effects to enhance the storytelling and emotional impact of the series.

Graphics and Titles: Including professional graphics and titles to provide context and information throughout the episodes. Also creating an opening sequence to be applied to all episodes.

5. Continuous Communication and Reporting

Maintaining open lines of communication with the IWMA's office is crucial.

Regular Updates: Providing regular project updates and reports to keep IWMA team members informed of our progress.

Feedback Integration: Actively seeking and incorporating feedback from the

IWMA team to ensure the project meets all expectations and objectives.

6. Deliverables

- a. Video content library of B-roll Footage.
- b. Library of high-quality still images (at least 100).
- c. At least (4) finalized videos:

Four themed videos each focused on a different aspect of resource recovery. Each of the final videos will adhere to the following schema:

- Narrative repackaged to fit 10, 30 and 90 second timeframes.
- Resized to fit an aspect ratio appropriate for distribution to the following media outlets:
 - Television broadcasting and streaming
 - IWMA and member jurisdiction websites
 - Instagram and related social media sites
- Additional lengths and file formats as recommended by the qualified Contractor or requested by the IWMA.

Our operational and organizational approach is designed to deliver high-quality, engaging four videos and B-roll / Still Library. Working closely with the Office of SLO county IWMA, GOAL Productions will develop a title sequence with original sound and B-roll from the episodes.

Outline of Basic Technical Procedures & Approach

GOAL always makes sure to meet our clients' deadlines, no matter how tight. We will create a final project timeline with input and approval. The following is a task-by-task sample timeline for GOAL's approach to achieving success:



CONTRACT START

TASK 1: Project Kick-Off Conference

Project Start

- A conference call is held to finalize the requirements of the project.
- GOAL submits baseline project plan and schedule.

TASK 2: Pre-Production

3 Weeks

- Conference call is held to align and collaborate ideas on the series.
- Locations are scouted.
- GOAL works with client to finalize script.
- GOAL to create visual throughline based on the final script.
- GOAL sends final script, and visual throughline for approval.
- IWMA reviews and signs off.
- GOAL coordinates with the production crew and schedules the shoot.

TASK 3: Production 5 Days - Exact Number of days to be determined

- GOAL video production crew goes out on shoot.

TASK 4: Post- Production

4 Weeks

- GOAL records voice over and integrates into video.
- GOAL shares various cuts of videos for Client review.

TASK 5: Feedback and GOAL Revisions

4 Weeks

- IWMA reviews and provides feedback.
- GOAL organizes conference calls to discuss client feedback.
- Videos are edited based on feedback gathered from conference call.
- GOAL sends 2nd cut.
- IWMA reviews version for approval or additional feedback.
- GOAL makes final edits and shares final version.
- The majority of our projects are complete within 3 cuts. However, we consider the project done once we have the clients' approval.

TASK 6: Final Video Delivery



- Final videos are color corrected, mixed, and optimized for TV, streaming, online and web release.
- GOAL sends download links of Master Files to IWMA.

Adequate Staffing Assurance

We assure you that GOAL Productions has ample staffing available to provide services efficiently and in a timely manner, ensuring all project deadlines and quality standards are met.

Suggestions & Methods To Ensure Success

At GOAL Productions, we embrace the opportunity to present suggestions aimed at simplifying the project, ultimately aiming to optimize efficiency and manage costs while maintaining high production standards by incorporating the following:

Quality Control: GOAL demonstrates the most stringent quality control specifications on all of our high-end professional equipment. Our production truck is stocked with additional cameras, sound equipment, batteries, extension cords, and lights to ensure we always have a back-up in the case of a malfunction or unforeseen circumstance. We back-up all footage on multiple hard drives. All of our crew members and key staff are experts in their field, bringing no less than five to 25 years of experience each. Our team meets daily to discuss active project status, and we keep track of your account in weekly project management reports. All videos are shared and reviewed internally prior to sharing with our clients to ensure quality control.

Budget Control: We stand by our estimates 100%, which will be approved by the IWMA prior to starting an assignment. If add-ons are required, we will provide an estimate for the new work for approval prior to moving forward. We find ways to be resourceful if needed. For example, we might shoot more original photography on a particular assignment, knowing we can re-purpose this footage on another assignment. We will constantly revisit the budget as a project progresses to ensure that we remain on track and use the right number of resources for the job.

Schedule Control: All details of jobs are tracked, recorded, and discussed on an ongoing basis. This ensures that we stay ahead of the job from the start. Daily team meetings give us an opportunity to keep the team informed of project needs. If we are on a tight schedule constraint, our team will collaborate to deliver the job on time.

PART 5.

Describe your ideal outcome for the project, and how the IWMA might employ the finished video series in a community-wide outreach campaign.

How IWMA Can Use the Video Series in a Community-Wide Outreach Campaign:

1. Consistent and Prolonged Campaign (One-Year Minimum)

- Run the video series continuously across multiple platforms (social media, local TV, YouTube ads, government websites) for one solid year.
- Rotate messages to keep the content fresh, focusing on different themes—composting, recycling myths, waste diversion success stories, etc.
- Seasonal campaigns: Use holidays or local events (like Earth Day) to boost visibility.

2. Engage Vendors and Partner Organizations

- Hauling companies: Require the five major hauling companies to feature the videos in customer communications and at public events.
- Community venues: Collaborate with organizations like Cal Poly, Vina Robles Amphitheater, and golf courses to integrate the videos into events, promoting recycling efforts with fans and visitors.
- Sports arenas and events: Take a page from WM's playbook by working with sports venues to educate attendees on-site about recycling, composting, and landfill diversion.

3. Collaborate with Local Media and Influencers

- Develop compelling news stories showcasing the success of the county's waste management programs and field trips to facilities.
- Engage local influencers, TV stations, print media, and community activists to share IWMA's message. Keep all news entities engaged through IWMA's mailing list for consistent coverage.

4. Educate School Districts and Promote Field Trips

- Distribute the completed video package to all school districts within the county to integrate into their environmental science curricula.
- Partner with hauling companies to host field trips for students to visit the anaerobic digestion facility and recycling centers, promoting hands-on learning experiences.

5. Simplify Recycling Guidelines



- Condense complicated recycling information (e.g., 14 types of plastics) into user-friendly guides with the most essential actions residents can take. Use the videos to introduce basic concepts first before introducing more complex details.
- Visual infographics and mobile-friendly content can simplify sorting rules, making it easier for residents to follow through.

6. Engage Community and Youth Groups

- Work with youth organizations such as FFA, 4-H, Boys and Girls Scouts, incorporating recycling into their service projects and activities. These groups are great multipliers as they educate members and promote community engagement.

Final Goal: **Turning Residents into Waste Management Ambassadors**

By consistently reinforcing these messages and engaging various community sectors, the IWMA will cultivate a sense of pride and ownership among residents in their recycling efforts. The campaign should aim to make residents feel like active participants in the county's environmental success story, so their sustainable behaviors become long-term habits. As participation grows, the community will embrace recycling, composting, and landfill diversion, leading to measurable improvements in waste management and environmental outcomes.

3. Budget, Retainer, and/or Rates

Please see the addendums below which lists each personnel classification that may work on the project and the hourly charge by each classification. GOAL acknowledges that the County has capped the budget to not exceed \$150,000 for this entire project.

3A. COST ESTIMATE

See Addendum #2 Detailed Job Estimate

3B. HOURLY RATES, FEES, AND REIMBURSABLE COSTS

See Addendum #3 Price Summary Sheet

4. Client References

Client: **Inland Empire Utility Agency (IEUA)**

Client Contact / Title: Andréa Carruthers, Communications Officer
 Address: 6075 Kimball Avenue, Chino, California 91708
 Contact information: Phone: 909.993.1935
 Email: acarruthers@ieua.org

Type of Organization: JPA – Public Agency

Type of Work Performed: Various – Educational, promotional, training, recruiting.

Client: **City of Huntington Beach**

Client Contact / Title: Julie Toledo

Address: 2000 Main Street, Huntington Beach, CA 92548
 Contact information: Phone: 714-296-7728
 Email: julie.toledo@surfcity-hb.org

Type of Organization: City Government

Type of Work Performed: Television series promoting tourism to the City of Huntington Beach.

Client: **Pollack PR**

Client Contact / Title: Stephan Pollack, President / CEO

Address: 1901 Avenue of the Stars, Suite 130 Los Angeles, CA 90067
 Phone: 310-780-2364
 Email: stefan@pollackgroup.com

Type of Organization: PR Agency

Type of Work Performed: Television series promoting tourism to the City of Huntington Beach.

Client: **OCTA / Pacific Surfliner**

Client Contact / Title: Michael Litschi, Director of Transit & Community Services (Now at City of Laguna Beach)

Address: 550 South Main Street, Orange, CA 92863
 Contact information: Phone: 949-497-0303

Email: Mlitschi@lagunabeachcity.net
 Type of Organization: JPA
 Type of Work Performed: Promotional, Educational, News Media, Library management.

Client: LifeSource Water Systems

Client Contact / Title: Cherie Harris, Owner
 Address: 911 E Colorado Blvd Suite 100, Pasadena, CA 91106
 Contact information: Phone: 626-737-9206
 Email: Cherie@lifesourcewater.com
 Type of Organization: Private – Whole house water purification
 Type of Work Performed: Commercial spots for broadcast and radio. Manage library.

Client: New Jersey Transit Authority

Client Contact / Title: Rebecca Peralta, Deputy General Manager, Performance Assurance Training – Bus Operations
 Address: 1 Penn Plaza East, Newark NJ 07105
 Contact information: Phone: 973-766-6267
 Email: Cherie@lifesourcewater.com
 Type of Organization: JPA, New Jersey's public transportation corporation
 Type of Work Performed: Training, recruitment, educational.

Client: Orange County Waste and Recycling

Client Contact / Title: Francine Bangert, PIO/ Public Communications Manager, Strategic Communications
 Address: 601 N. Ross., 5th Floor, Santa Ana, CA 92701
 Contact information: Office: 714-834-4059
 Mobile: 714-461-1182
 Email: francine.bangert@ocwr.ocgov.com
 Type of Organization: Waste Management Commission, Public Agency
 Type of Work Performed: Educational, Promotional

5. Identify Existing and Potential Conflicts of Interest

GOAL has no conflicts of interest and at present GOAL does not have active public clients in San Luis Obispo County.

6. Disclosure of Litigation

GOAL does not have, nor ever has, any civil or criminal litigation or indictment involving the company.

7. Additional Information

GOAL Productions, Inc.

5390 Baggins Hill Road | Templeton, CA 93465 | 626.675.1055

Legal Form of Company:

S-Corporation

Primary Contact Person:

Robert Ballo, President m: 626.675.1055 | e: rballo@goalproductions.com

All necessary staff and crew will be available for this project.

Our team is well-versed in the policies, practices, and design criteria for counties within the state of California. This includes:

- **Environmental Regulations:** Ensuring all filming activities comply with local and state environmental regulations to protect natural habitats and resources.
- **Permitting Processes:** As needed, navigating the permitting requirements efficiently, thanks to our knowledge and or the need to establish relationships with local agencies.
- **Cultural Sensitivity:** Showcasing the diverse cultural heritage of communities with respect and authenticity.
- **Safety Standards:** Adhering to the highest safety standards during all phases of production, particularly when working in rugged outdoor environments.

GOAL Gives Back

GOAL Productions believes in giving back to the community in which we reside and has made charitable contributions over the years to the following organizations:

- a. Must Charities
- b. ECHO (El Camino Homeless Organization)
- c. Atascadero Printery
- d. Templeton Library
- e. Templeton Drama Foundation
- f. San Luis Obispo CASA

Additionally, owner / President, Robert was an active volunteer with the San Luis Obispo CASA (Court Appointed Special Advocate) office during COVID for 2 years working with youth in the foster care system.

8. Conclusion

GOAL Productions is excited to partner with IWMA on the development of four dynamic videos, alongside a robust B-Roll and Still Library, to support IWMA's mission of educating and activating SLO County residents to recycle correctly with passion and consistency. Through this creative collaboration, we will design a campaign that resonates with the county's diverse community, inspiring sustainable practices and fostering a deeper understanding of the local benefits of proper recycling.

Our goal is to go beyond meeting compliance—we aim to shift perceptions. By addressing common misgivings about recycling and showcasing the positive environmental impact at the treatment plants, we will inspire residents to recycle confidently and enthusiastically. SLO County residents will not only meet recycling requirements but will feel empowered to actively contribute to a cleaner, greener future.

The core video series, enhanced by additional B-Roll and still images, will be crafted to engage audiences and motivate behavioral change. With timeless content that remains relevant for years to come, these resources will serve as a cornerstone of IWMA's outreach efforts, ensuring sustainable habits take root across the community.

At GOAL, we are excited to bring our expertise to this project. With smart, creative directors, skilled cinematographers and sound technicians, FAA-licensed drone pilots, VFX artists, in-house editors, and award-winning composers, we are uniquely positioned to deliver exceptional content that exceeds expectations.

Our 55 years of experience, Emmy wins, and a portfolio of 65 films for Lifetime and Hallmark showcase our storytelling prowess. We are ready to bring that expertise to IWMA's campaign, crafting a powerful narrative that will inspire lasting change in SLO County.

We look forward to telling your story and working together to build a more sustainable, engaged community through the power of creative storytelling. Let's make recycling a natural, celebrated part of life for SLO County!

let us tell your story.

digital storytellers

Robert Ballo | www.GOALProductions.com | c: 626.675.1055



1 Addendum

GOAL Productions, Inc. - Equipment Package	
<u>Qty</u>	<u>Description</u>
Box #1	FS7 Camera "A" Camera (Red)
Box #2	FS7 Camera "B" Camera (Blue)
Box #3	Canon 17-120 Zoom Lens
Box #4	Zeiss compact Prime Lenses Set
Box #5	A Camera Accessories- Matte Box and Follow Focus
Box #6	B Camera Accessories- Matte Box and Follow Focus
Box #7	A Cam TV Logic / Small HD Monitor
Box #8	B Cam 2x TV Logic 5.6" HD Monitor
Box #9	Dionic Batteries Large Case (Red)
Box #10	Dionic Batteries Small Case (Blue)
Box #11	Panasonic 17" Monitor A-Camera: F22 Case
Box #12	Panasonic 17" Monitor - B-CAM
Box #13	Filter Case
Box #14	Tripod Standard Legs - 100 mm - B Cam
Box #15	Sachthler Studio II Flud Head - Mitchell Base
Box #16	Ronford Baker Standard Leg Tripod and Case - Mitchell base with Spreaders
Box #17	Ronford Baker Baby Leg Tripod and Case - Mitchell Base with Spreaders
Box #18	Cinaped Slider
Box #19	Sony A7S II
Box #20	GoPro Hero Case
Box #21	Tilta Case
Box #22	DJI Wireless Follow Focus Set
Box #23	BNC Case
Box #24	LED Light Panels #1
Box #25	LED Light Panels #2
Box #26	Sound Kit
Dox #27	Drone



Client: SLO COUNTY IWMA
Attn: Ashley Kuder
870 Osos Street
San Luis Obispo, CA 93401
Phone: 805.782.8530
akuder@iwma.com

Location: SLO County
Shoot Date: TBD
Final Delivery: TBD
Deliverables: Four (4) videos / Library
GOAL Contact: Robert Ballo -626.675.1055
rballo@goalproductions.com

Title: IWMA - Video Content Production and B-Roll & Still Library Creation

PRE-PRODUCTION							
Notes	Description	Qty	Unit	Cost	Sub Total	X	Group Total
1	Project Manager	25	Hours	\$ 175.00	\$ 4,375.00	1	\$ 4,375.00
1	Producer	40	Hours	\$ 150.00	\$ 6,000.00	1	\$ 6,000.00
2	Pre-Production Lead	40	Hours	\$ 125.00	\$ 5,000.00	1	\$ 5,000.00
3	Pre-Production Support	50	Hours	\$ 95.00	\$ 4,750.00	1	\$ 4,750.00
4	Director	55	Hours	\$ 150.00	\$ 8,250.00	1	\$ 8,250.00
Pre-Production Total:							\$ 28,375.00
PRODUCTION							
Notes	Description	Qty	Unit	Cost	Sub Total	X	Group Total
5	Project Manager	25	Hours	\$ 175.00	\$ 4,375.00	1	\$ 4,375.00
5	Producer	60	Hours	\$ 150.00	\$ 9,000.00	1	\$ 9,000.00
	Director	75	Hours	\$ 150.00	\$ 11,250.00	1	\$ 11,250.00
6	Director of Photography - A Cam.	60	Hours	\$ 105.00	\$ 6,300.00	1	\$ 6,300.00
	Camera Operator - B Cam.	60	Hours	\$ 85.00	\$ 5,100.00	1	\$ 5,100.00
	1st Assistant Camera - A Cam.	60	Hours	\$ 75.00	\$ 4,500.00	1	\$ 4,500.00
	1st Assistant Camera - B Cam.	60	Hours	\$ 75.00	\$ 4,500.00	1	\$ 4,500.00
	Gaffer	60	Hours	\$ 75.00	\$ 4,500.00	1	\$ 4,500.00
	Grip	60	Hours	\$ 75.00	\$ 4,500.00	1	\$ 4,500.00
	Make Up / Hair	30	Hours	\$ 75.00	\$ 2,250.00	1	\$ 2,250.00
	Production Assistant	60	Hours	\$ 55.00	\$ 3,300.00	1	\$ 3,300.00
7	Still Photographer	60	Hours	\$ 95.00	\$ 5,700.00	1	\$ 5,700.00
	Sound Mixer	60	Hours	\$ 105.00	\$ 6,300.00	1	\$ 6,300.00
	Boom Operator	60	Hours	\$ 65.00	\$ 3,900.00	1	\$ 3,900.00
Production Total:							\$ 75,475.00
POST-PRODUCTION							
Notes	Description	Qty	Unit	Cost	Sub Total	X	Group Total
8	Producer	25	Hours	\$ 150.00	\$ 3,750.00	1	\$ 3,750.00
9 / 10	Editor (Video)	80	Hours	\$ 105.00	\$ 8,400.00	1	\$ 8,400.00
11 / 12	Editor (Still Photography)	40	Hours	\$ 105.00	\$ 4,200.00	1	\$ 4,200.00
	Color Correction (Grading)	8	Hours	\$ 135.00	\$ 1,080.00	1	\$ 1,080.00
	Audio (Sweetening in Post)	8	Hours	\$ 135.00	\$ 1,080.00	1	\$ 1,080.00
	Composer (Original Music) [Per Cue]	5	Cues	\$ 500.00	\$ 2,500.00	1	\$ 2,500.00
	VFX Graphics	35	Hours	\$ 112.00	\$ 3,920.00	1	\$ 3,920.00
	Animations	35	Hours	\$ 112.00	\$ 3,920.00	1	\$ 3,920.00
Post Production Total:							\$ 28,850.00



OTHER DIRECT COSTS - REIMBURSABLES

Notes	Description	Qty	Unit	Cost	Sub Total	X	Group Total
	Production Vehicle	5	Days	\$ 125.00	\$ 625.00	3	\$ 1,875.00
	Fuel	553	Miles	\$ 0.67	\$ 370.51	3	\$ 1,111.53
	Crew Lunch	13	Lunch	\$ 18.50	\$ 240.50	5	\$ 1,202.50
	Video Equipment Package	5	Days	\$ 1,250.00	\$ 6,250.00	1	\$ 6,250.00
	Still Photography Gear	5	Days	\$ 950.00	\$ 4,750.00	1	\$ 4,750.00
	Hard Drive	2	Allow	\$ 250.00	\$ 500.00	1	\$ 500.00
	Production Insurance	1	Job	\$ 1,600.00	\$ 1,600.00	1	\$ 1,600.00
Reimbursable Items Estimate:							\$ 17,289.03

VIDEO CONTENT PRODUCTION - FOUR (4) VIDEOS & LIBRARY TOTAL: \$ 149,989.03

Notes

- 1 Project Manager and Producer will oversee all aspects of planning and pre-production, including but not limited to research, gear preparation, crewing, and meetings about the project with IWMA.
- 2 Pre-Production Lead will assist in all aspects of pre-production, including but not limited to scheduling, document preparation, call-sheets, and research.
- 3 Pre-Production Support, along with Director, will coordinate process of featured subjects for interview.
- 4 Director will prepare creative treatment with IWMA, scout locations, and determine interview subjects.
- 5 Project Manager and Producer will supervise and manage all aspects of production and assist as needed.
- 6 DP will coordinate and prep all gear and required equipment.
- 7 Still Photographer will coordinate and prep all gear and required equipment.
- 8 Project Manager and Producer will supervise and manage all aspects of post-production through to and including all deliverables.
- 9 Editor will compile a variety of finished clips of various lengths. All footage archived at GOAL for future purposes.
- 10 Deliverables will include Four (4) videos pots in all formats for all distribution channels and Library creations to include 100 stills and B-Roll videos.
- 11 Still Photographer will prep and edit all still including color correction and archival management for library.
- 12 Deliverables will include at least 100 color correction stills.

The final budget will be determined based on the approved video content not to exceed \$ 150,000.

Approved By: _____ Date: _____



GOAL PRODUCTIONS - PRICE SUMMARY SHEET
SLO County IWMA
REQUEST FOR PROPOSAL – Video Content Production

SCHEDULE I -----HOURLY RATE SCHEDULE

Prices include direct costs, indirect costs, tax, and profits.

Key Personnel:

Job Function	Fully Burdened Hourly Rate
Project Manager	\$175
Producer	\$150
Pre-Production Lead	\$125
Pre-Production Support	\$95
Director	\$150
Post-Production Supervisor	\$125
Editor	\$105

Other Labor Charges:

Job Function	Fully Burdened Hourly Rate
Script Writer	\$115
Director of Photography	\$105
Still Photographer	\$95
B Camera Operator	\$85
1 st Assistant Camera	\$75
Gaffer	\$75
Key Grip	\$75
Makeup/Hair	\$75
Accountant	\$105
Sound Mixer – Audio (Production)	\$105

RFP – SLO County IWMA

Boom Operator		\$65	
Production Assistant		\$55	
Audio Sweetening (Post-Production)		\$135	
Color Correction (Grading)		\$135	
VFX Graphics		\$112	
Animation		\$112	
VO Artist		\$1500	
Music License (Per Cue)		\$275	
Original Music (Per Cue)		\$500	
Other Direct Costs	Quantity	Unit Rate	Budget Amount
Hard Drive	2	\$250	Drive*Unit Rate
Production Vehicle	Daily Estimate	\$125	Days*Unit Rate
Fuel	Per Mile	\$0.67	Miles*Unit Rate
Crew Lunch	Per Person	\$18.50	Lunches*Unit Rate
Video Equip. Package	1	\$1250	Days*Unit Rate
Still Photo Equip. Pkg.	1	\$950	Days*Unit Rate
Voice-Over Recording Studio	Hourly	\$125	Hours*Unit Rate

1. This offer shall remain firm for 120 days from the date of proposal.

COMPANY NAME GOAL PRODUCTIONS, INC.

E-Mail: RBALLO@GOALPRODUCTIONS.COM

SIGNATURE OF PERSON

AUTHORIZED TO BIND OFFEROR *Robert Ballo*

SIGNATURE'S NAME AND TITLE ROBERT BALLO, President

DATE SIGNED October 29, 2024



RFP
RESPONSE PROPOSAL
for



SAN LUIS OBISPO COUNTY
INTEGRATED WASTE MANAGEMENT AUTHORITY
Connecting the Community to Waste Solutions

Video Content Production

by



Cashless Services LLC

dba

Gov Service Group (“GSG”)

14217 41st DR SE, Mill Creek, WA 98012

Federal Tax ID: 92-1637286 | UBI: 604-123-456 | CAGE: 9UTP1

POC: Nhlanganiso “Niso” Moyo | Director Partnerships

partnerships@govservicegroup.com | (773) 986-2229

Gov Service Group is a Washington Small Business Enterprise

We want to acknowledge that our offices reside on occupied land. Our office is on the traditional territory of the Coast Salish Tribes. We recognize the ancestral homelands of the Stillaguamish, Snohomish, and Tulalip Tribes, who were the original caretakers of this magnificent landscape. We honor and respect their enduring connection to this land and their rich cultural heritage.

Gov Service Group (GSG)

142 41st DR SE, Mill Creek

WA, 98012



November 1, 2024

Re: Response Proposal for Video Content Production for the San Luis Obispo County IWMA

Ashley Kuder

San Luis Obispo County IWMA
870 Osos Street San Luis Obispo, CA 93401

Dear Ms. Kuder:

Warmest greetings!

We at Cashless Service LLC dba Gov Service Group (GSG) are pleased to submit our proposal for Video Content Production services to support the San Luis Obispo County Integrated Waste Management Authority (IWMA). By partnering with award-winning documentarian Carl Kriss, we bring a unique combination of government communications expertise and documentary storytelling that will elevate the visibility and impact of IWMA's waste management initiatives.

Our proposal outlines a comprehensive approach, featuring the production of four high-quality videos, extensive B-roll footage, and professional still images. These elements will not only effectively address public skepticism about recycling but also highlight IWMA's innovative facilities and processes. By partnering with GSG, IWMA will benefit from engaging, educational video content that builds community trust and drives greater participation in your programs.

Additionally, we have included the résumés of our key personnel within this proposal, providing an overview of the extensive experience and expertise our team brings to this project.

We look forward to the opportunity to support IWMA's mission with impactful video content. Please feel free to reach me at (773) 986-2229 or hello@govservicegroup.com if you have any questions or require additional information.

Respectfully yours,

Nhlanganiso "Niso" Moyo

Director – Partnerships

Cashless Service Cashless Services LLC dba Gov Service Group, Mill Creek, WA 98012

Federal Tax ID: 92-1637286 | UBI: 604-123-456 | CAGE: 9UTP1 | **RZ6TB57G8174**



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Executive Summary

The GSG-Carl Kriss partnership provides extensive experience in government communications and award-winning documentary production, uniquely qualifying them to create a compelling video series that advances IWMA's public education and transparency goals.

Their portfolio demonstrates expertise in:

- Explaining complex operational systems through staff interviews and facility footage
- Generating content that builds public trust and transparency
- Creating educational materials that drive behavior change

The proposed video series focuses on three integrated paths - source reduction, resource recovery, and landfill diversion - showcasing how IWMA transforms waste into community resources. Advanced visual techniques, including motion graphics, time-lapse, and drone footage, will bring these innovative processes to life.

The campaign's central theme, "Transform Today, Power Tomorrow," unifies the content and highlights how current actions create lasting environmental and economic benefits. Comprehensive implementation across digital, social, traditional, and educational platforms will maximize the series' impact.

With a total project cost of \$149,850, GSG-Carl Kriss offers a turnkey solution that exceeds IWMA's requirements, including:

- Four themed videos in multiple formats
- Extensive B-roll and still image libraries
- Rigorous quality assurance and technical specifications
- Sustainable usage strategy for long-term value

The team's crisis communication expertise, multi-language capabilities, and technology integration experience further position them as the ideal partner to deliver a transformative video series that educates and inspires the San Luis Obispo County community.



Qualifications of Contractor and Personnel (45%)

Portfolio of Past Work

1. Champaign Police Department Recruitment Video

[Watch Video: <https://www.youtube.com/watch?v=PY1EG0KLVRk>]

Relevance to IWMA Project:

- Demonstrates ability to explain complex operational systems, crucial for showcasing IWMA's Materials Recovery Facility (MRF) and anaerobic digestion processes
- Shows expertise in combining staff interviews with facility operations footage, essential for documenting IWMA's waste management processes
- Proves capability to create content that builds public trust and transparency, addressing IWMA's need to counter recycling skepticism
- Illustrates effective communication of organizational processes to diverse audiences, vital for reaching all San Luis Obispo County residents

2. Silver Savvy Award-Winning Production

[View at: <https://www.3cma.org/DocumentCenter/View/8918/Promotional-Video?bidId=>]

Application to IWMA Objectives:

- Award-winning government communication expertise, critical for IWMA's public education mission
- Proven success in creating compelling educational content that drives behavior change
- Professional production quality ensuring IWMA's message is presented effectively
- Strategic messaging approach needed for promoting proper waste sorting and recycling practices

3. Weld County Sheriff's Office Video

[Watch Video: <https://www.youtube.com/watch?v=JWRN8KK-vpc&t=97s>]

Connection to IWMA Requirements:

- Experience filming in industrial and operational settings, essential for IWMA facility documentation
- Ability to make technical processes engaging and understandable, crucial for explaining waste management systems
- Expertise in creating content for both urban and rural audiences, important for San Luis Obispo County's diverse population
- Demonstration of clear, instructional content that promotes program participation

4. Washington County Sheriff's Office Video

[Watch Video: <https://www.facebook.com/WCSOOregon/videos/1139518697406687>]

Alignment with IWMA Needs:

- Proven ability to create multi-format content for various platforms, matching IWMA's distribution requirements



- Experience in community-focused storytelling, essential for building recycling program participation
- Expertise in creating educational content that drives behavior change
- Capability to handle complex subject matter while maintaining audience engagement

Our portfolio directly aligns with IWMA's goals by demonstrating exceptional capabilities in public education, technical documentation, and community engagement, as evidenced through our proven ability to explain complex processes clearly while motivating behavior change. Through professional production quality and format versatility, we deliver engaging content optimized for multiple platforms, ensuring effective communication across diverse audiences while maintaining safety protocols and technical accuracy.

Most importantly, our track record shows success in addressing public skepticism through transparent facility documentation, creating compelling content about technical processes like anaerobic digestion, and delivering messages that inspire community action and participation – precisely what IWMA needs to increase program participation and build public trust in their waste management initiatives.

Statement of Qualifications

(Statement of Qualifications: briefly describe how your firm meets or exceeds the desired qualifications defined in Section II (A), Qualifications of Contractor and Personnel.)

The GSG-Carl Kriss partnership uniquely meets and exceeds IWMA's qualifications requirements through our combined expertise in government communications and award-winning documentary production:

Understanding of IWMA's Mission and Goals

GSG has 15 years of experience working with government agencies, offering integrated solutions that align seamlessly with IWMA's mission to coordinate waste management efforts and public education. Our proven track record spans successful environmental services projects and public education programs across 20 states. With a 95% client satisfaction rate, we consistently demonstrate our ability to understand and meet the needs of agencies.

Strong and Deliberate Creative Voice and Storytelling Skills

- **Award-Winning Documentary Excellence**

Carl Kriss brings nationally recognized storytelling expertise to IWMA's project, demonstrated through:

1. **PBS Documentary "Bring it Home":** A feature-length film that tackled complex social issues through compelling personal narratives, showcasing ability to maintain audience engagement while delivering important messages
2. **Silver Savvy Award:** Recognition from 3CMA (City-County Communications & Marketing Association) for excellence in government communications, validating expertise in creating content that drives public engagement
3. **Multiple successful government agency videos:** Proven track record of transforming institutional messages into compelling stories that inspire action



- **Distinctive Storytelling Approach: Authentic, Unscripted Narrative Style**
 - Pre-interview process that builds trust and rapport with subjects
 - Natural conversation techniques that elicit genuine responses
 - Real-time documentation that captures authentic moments
 - Environmental storytelling that showcases actual facilities and processes
 - Character-driven narratives that connect viewers emotionally

- **Technical Translation Expertise**
 - **Breaking Down Complex Processes**

We take complex waste management systems and break them into clear, sequential segments that follow materials from curbside collection through final processing, making it easy for viewers to understand each step of the journey. For example, when explaining the anaerobic digestion facility, we'll track food waste through its two-week transformation, showing how it becomes both energy and compost through a series of simple, connected steps.

 - **Visual Storytelling Techniques**

Using advanced visual tools like split-screen comparisons and motion graphics, we clarify technical operations by showing side-by-side examples of proper versus improper waste sorting, while dynamic animations demonstrate how the MRF's sorting technology works.

 - **Engaging System Explanations**

We transform complicated facility operations into engaging content by combining real facility footage with clear, animated overlays that help viewers understand what's happening inside the machinery and why each process matters to the community.

 - **Clear Idea Progression**

Our storytelling follows a logical pathway that connects everyday actions (like putting items in the correct bin) to larger outcomes (such as powering 600 homes), helping viewers understand how their individual choices create community-wide impact.

 - **Accessible Information Delivery**

We present information in multiple formats – from simple visuals to detailed explanations – ensuring that technical content is accessible to all audiences while maintaining accuracy and engaging presentation.

Unified Message Creation for Diverse Groups

This diverse communication experience is particularly relevant to IWMA's needs, as San Luis Obispo County encompasses over 3,616 square miles with varying community needs. Carl Kriss's proven ability to craft messages for different audiences will be invaluable in addressing IWMA's unique challenge of serving over 8,800 commercial waste generators across both urban centers and rural landscapes.



His experience creating content for diverse populations directly applies to IWMA's goals:

- **Urban Experience:** Just as he effectively communicated complex policies for the Champaign Police Department, he will craft engaging content about the Materials Recovery Facility (MRF) operations for San Luis Obispo's city residents.
- **Rural Adaptation:** His success with the Weld County Sheriff's Office demonstrates his ability to connect with rural communities, crucial for engaging agricultural areas about composting and organic waste programs
- **Mixed Demographics:** Experience with Washington County shows his capability to create unified messaging that works across varied populations, essential for explaining SB 1383 requirements to all county residents

When combined with GSG's expertise in DEI training and public health communication, this experience uniquely positions our team to:

- Create content that resonates with both city businesses and rural agricultural operations
- Develop messaging that effectively reaches all 5 hauling companies' service areas
- Craft educational materials that work across 24+ franchise agreements
- Address public skepticism about recycling through relatable, authentic storytelling
- Build trust through transparent communication about waste management processes

This expertise is particularly relevant for:

1. Addressing the public skepticism about recyclables' destinations revealed in IWMA's recent survey
2. Explaining the anaerobic digestion facility's benefits to different community segments
3. Promoting proper waste sorting across diverse neighborhoods
4. Encouraging participation in organic waste recycling programs
5. Building community pride in local waste management innovations

Video Production Experience

- Extensive portfolio including:
 - Feature-length documentaries for national broadcast
 - Recruitment videos for government agencies
 - Educational content for public institutions
 - Training and promotional materials
- Proven ability to deliver multiple format versions (10, 30, and 90 seconds)
- Experience in creating content for various platforms including television, web, and social media

Technical Experience

- **Professional-grade production equipment:** Our state-of-the-art camera systems, professional lighting setups, and broadcast-quality audio equipment ensure the highest production standards for documenting IWMA's facilities and processes.



- **Advanced editing and post-production capabilities:** Our cutting-edge editing suite and software enable sophisticated content creation, from multi-format video optimization to precise color grading and sound design.
- **Drone photography expertise:** FAA-certified drone operations provide dynamic aerial perspectives of IWMA facilities, offering compelling views that enhance audience understanding of operational scale and process flow.
- **Motion graphics and animation skills:** Custom-designed animations and graphics transform complex waste management concepts into clear, engaging visual explanations that enhance viewer comprehension.
- **Time-lapse and specialty filming techniques:** Advanced time-lapse photography and specialized filming methods capture extended processes like composting and material sorting in compelling, time-compressed sequences.
- **Quality control procedures:** Our rigorous quality assurance process includes multiple review stages, technical verification, and format testing to ensure all deliverables meet the highest professional standards.

Quality Control Process

Our three-tier quality control process ensures IWMA's content meets highest standards:

Technical Accuracy Verification:

- Facility Operations Expert Review:
 - 3 review stages by IWMA technical staff
 - Documented fact-checking protocol for each process shown
 - Technical terminology verification by subject matter experts
 - Example: For MRF operations video, each sorting process will be reviewed by facility manager for accuracy

Content Quality Assurance:

- Professional Standards Review:
 - Resolution check: 4K minimum for master files
 - Color calibration to broadcast standards
 - Audio levels matching -12db broadcast requirement
 - Accessibility compliance including closed captions and audio descriptions

Stakeholder Approval Process:

- Systematic Review Protocol:
 - Week 1: Internal technical review
 - Week 2: IWMA staff review
 - Week 3: Community stakeholder feedback
 - Week 4: Final approval and adjustments"

IWMA Staff Expectations

(Describe your expectations of IWMA staff in the production of the video series, and what assistance the IWMA will provide in the proposed project.)

Our production team has designed a streamlined collaboration framework that optimizes IWMA staff involvement while ensuring project success. While IWMA's expertise and guidance are crucial, our experienced team will handle the majority of the project work, from creative development to technical execution.



We anticipate key staff engagement during four critical phases:

1. initial project kickoff (requiring a 2-hour meeting with stakeholders and access to existing materials),
2. pre-production (involving review and approval of storyboards, scripts, and filming locations),
3. production phase (coordinating facility access and staff interviews), and
4. post-production (three rounds of content review and technical verification).

Support from IWMA will be crucial in three areas: providing technical information about facilities and operations, coordinating operational access for filming, and facilitating community connections for success stories. We will maintain efficient communication through a designated project liaison, weekly updates, and structured review processes, ensuring minimal disruption to IWMA operations while maximizing the quality and accuracy of the final video content.

Our team's extensive experience in government agency video production allows us to work independently and efficiently, requiring only essential input and verification from IWMA staff to ensure accuracy and alignment with organizational goals.

Project Team Structure and Key Personnel

(Resumes of and duties assigned to relevant personnel.)

The GSG-Carl Kriss partnership brings together government agency expertise and award-winning video production capabilities to deliver IWMA's message effectively to the San Luis Obispo County community. Our team combines GSG's proven track record in government services with Carl Kriss's exceptional storytelling ability, ensuring both technical excellence and compelling content creation. Detailed below are the key personnel who will lead this project, with their complete resumes attached in Appendix A of this proposal.

Prime Contractor: Gov Service Group (GSG)

Niso Moyo serves as **CEO and Project Executive for GSG**, bringing 20 years of strategic management and government services experience to lead this project. As Project Executive, he will...

- oversee all contract management,
- ensure compliance with IWMA requirements,
- manage resource allocation, and
- maintain quality assurance throughout the project lifecycle.

His expertise in government agency services and proven track record of maintaining a 95% client satisfaction rate ensures smooth project execution and client satisfaction.

Key Subcontractor: Carl Kriss Productions

Carl Kriss will serve as **Creative Director and Lead Producer**, bringing his award-winning documentary expertise and government agency experience to the project. His credentials include producing a nationally-aired PBS documentary, winning the Silver Savvy Award for excellence in government communications, and creating successful video campaigns for multiple government agencies. As Creative Director, he will...

- lead concept development,
- conduct and direct interviews,



- supervise production,
- verse content storytelling, and
- maintain creative quality control.

His documentary-style approach and proven ability to translate complex operations into engaging narratives make him ideally suited to communicate IWMA's waste management processes to the public. Carl will work closely with GSG's leadership to ensure all content aligns with IWMA's goals while maintaining the highest standards of professional production quality.

Detailed resumes for all key personnel are attached in Appendix A of this proposal.

Structured Team Integration Plan for IWMA Project:

Leadership Layer:

- Weekly Executive Updates
 - Monday 9am strategy meetings with IWMA leadership
 - Project milestone tracking using dedicated PM software
 - Real-time budget monitoring and resource allocation
 - Example: Each facility shoot will have pre-production meeting, day-of coordination, and post-production debrief

Production Coordination:

- Daily Production Updates
 - 8am team huddles during shooting days
 - Real-time communication via dedicated Slack channel
 - End-of-day progress reports and next-day planning
 - Example Timeline for MRF Shoot:
 - 7am: Equipment check and safety briefing
 - 8am: Team coordination meeting with facility staff
 - 8:30am-4pm: Structured shooting schedule
 - 4pm-5pm: Footage review and next-day planning

Technical Equipment Inventory for Production

(List of technical equipment to be used in production.)

Our production team utilizes state-of-the-art equipment specifically chosen to capture IWMA's facilities and processes with the highest professional quality. Each piece of equipment has been selected for its reliability, professional-grade output, and specific application to waste management facility documentation.

1. Camera Systems

- RED Komodo 6K Cinema Camera Purpose: Primary camera for facility tours and interviews, offering cinema-quality footage that brings IWMA's operations to life with exceptional detail and clarity.
- Sony FX6 Full-Frame Camera Purpose: Secondary camera for multiple-angle coverage during interviews and B-roll capture, ensuring comprehensive documentation of sorting processes and facility operations.



- DJI Inspire 2 Drone with Zenmuse X7 Camera Purpose: Aerial facility documentation, providing compelling overview shots of IWMA's operations and clearly showing the scale and flow of waste management processes.

2. Lighting Equipment

- LED Panel Kit with Diffusion System Purpose: Ensures clear, professional illumination in varying facility conditions, from bright sorting areas to darker processing sections.
- Portable Battery-Powered LED Lights Purpose: Flexible lighting solutions for mobile shooting throughout facilities, maintaining consistent quality while adapting to different environments.

3. Audio Systems

- Sennheiser G4 Wireless Lavalier Microphones Purpose: Crystal-clear audio capture during interviews and facility tours, ensuring staff explanations and technical information are perfectly recorded.
- Rode NTG5 Shotgun Microphone Purpose: Captures high-quality ambient facility sounds and backup audio, adding authenticity to operational sequences.

4. Specialized Equipment

- DJI RSC 3 Pro Gimbal Stabilizer Purpose: Ensures smooth tracking shots through facility operations, creating fluid movement for process documentation.
- Time-Lapse Motion Control System Purpose: Captures extended processes like material sorting and composting in compelling, time-compressed sequences.

5. Post-Production System

- Adobe Creative Cloud Suite Purpose: Professional editing, color grading, and motion graphics creation for all deliverable formats.
- DaVinci Resolve Studio Purpose: Advanced color correction ensuring consistent, professional look across all content.

6. Support and Safety Equipment

- Industrial Safety Gear Kit Purpose: Ensures safe filming in all facility areas while complying with operational protocols.
- Portable Backup Power System Purpose: Maintains uninterrupted filming capability throughout facility locations.

7. Field Recording Package

- Multiple Memory Cards
- Backup Hard Drives
- Production Monitor Purpose: Ensures reliable data capture and backup throughout production.



Comprehensive Risk Management Plan for IWMA Project:

Operational Risks:

- Facility Access Contingencies:
 - Backup shooting dates pre-scheduled: Primary + 2 alternates
 - Multiple crew teams certified for facility access
 - Example: For MRF documentation, we maintain 3 certified camera operators

Technical Risks:

- Equipment Redundancy:
 - Primary and backup camera packages on-site
 - Cloud-based real-time backup of footage
 - Example: Seattle Facility Project - No downtime despite primary camera issue due to immediate backup deployment

Weather Contingencies:

- Flexible Scheduling Protocol:
 - Indoor shooting days planned during rainy season
 - Outdoor shooting scheduled with 3-day weather monitoring
 - Example: Portland Project - Completed on schedule despite 2 rain delays through strategic schedule adjustment

Our professional equipment package enables us to document all facility operations with exceptional quality, adapt to varying facility conditions, ensure safety and reliability, deliver all required format variations, and maintain consistent professional standards throughout the project. While our team will provide all necessary equipment for successful project completion, we welcome and would greatly appreciate any additional equipment support or resources that IWMA might contribute, as this collaboration would further enhance our ability to achieve outstanding results in showcasing IWMA's facilities and operations.

Creative Outline: Timeline and Deliverables (35%)

(Part 1. Please outline your approach to the following prompts. Include any techniques or creative devices you would use to create a compelling and memorable video. Choose 3 of the 4 following prompts:)

Part 1: Proposed outline for selected Prompts

1. "Myths of Recycling: Truth Behind the Bin"

Public skepticism about recycling can undermine even the best waste management systems, which is why we'll create a powerful myth-busting narrative that combines real employee stories with compelling visual evidence. Using dynamic split-screen comparisons and time-



lapse footage from inside IWMA's Materials Recovery Facility, we'll transform doubt into confidence by showing exactly what happens to recyclables after they leave the blue bin.

Innovative Approach:

- Opening: Dramatic aerial shot of MRF facility transitions to common myths
- Technique: "A Day in the Life" of recyclable materials
- Structure: Four key myths addressed through parallel storytelling:
 1. "Everything goes to landfill" vs. Reality at MRF
 2. "One contaminated item ruins everything" vs. Sorting process
 3. "Recycling doesn't make a difference" vs. Environmental impact data
 4. "It's too complicated" vs. Simple guidelines

Advanced Creative Elements:

- Motion-tracked statistics showing real-time processing numbers
- Split-screen comparisons of misconceptions vs. reality
- Interactive AR elements for social media versions
- Employee-narrated virtual facility tour
- Real-time processing demonstrations
- Environmental impact visualizations

Educational Components:

- Clear, graphical explanation of sorting technology
- Step-by-step recycling guidelines
- Economic benefits visualization
- Community impact metrics
- Success stories from local businesses

2. **"Energy to Earth: SLO County's Composting Innovation"**

The journey from food waste to renewable energy and nutrient-rich compost represents one of IWMA's most innovative achievements, deserving a storytelling approach that captures both its technical sophistication and environmental impact.

Through a combination of dramatic drone footage, detailed 3D animations, and real-time facility operations, we'll showcase how IWMA's anaerobic digestion facility transforms everyday organic waste into two valuable resources: clean energy powering hundreds of homes and premium compost enriching local agriculture.

Advanced Storytelling Approach:

- Opening: Dramatic time-lapse of facility operations
- Main Narrative: Three parallel stories
 1. Food waste journey through anaerobic digestion
 2. Energy generation process and community benefit
 3. Compost creation and agricultural application



Technical Innovation Display:

- 3D facility process animation
- Real-time energy generation metrics
- Split-screen before/after comparisons
- Drone footage of facility operations
- Time-lapse decomposition sequences
- Thermal imaging of energy generation

Impact Demonstration:

- Real-time energy output displays
- Agricultural yield comparisons
- Environmental benefit calculations
- Community cost savings data
- Future sustainability projections

3. **"Power of Choice: Your Waste, Our Future"**

Every resident's daily decision about waste disposal have lasting impacts on our community's environmental and economic future, making it crucial to understand the real consequences of these choices. Through innovative multi-screen storytelling and dynamic data visualization, we'll demonstrate how individual waste decisions create ripple effects throughout San Luis Obispo County, empowering viewers to make informed choices that benefit both their community and the environment.

Interactive Storytelling:

- Opening: Multiple screens showing different waste choices
- Main Content: Interactive decision trees showing:
 1. Recycling path and benefits
 2. Composting journey and impact
 3. Landfill consequences
 4. Community economic benefits

Advanced Visual Techniques:

- Dynamic data visualization
- Augmented reality demonstrations
- Multi-screen comparisons
- Time-lapse sequences
- Drone footage integration
- Motion graphics animations



Part 2: Original storyline that will promote resource recovery, source reduction, or landfill diversion.

(Part 2. Provide an original storyline that will promote resource recovery, source reduction, or landfill diversion.)

"The Hidden Value: San Luis Obispo's Resource Revolution"

Core Story Concept

Our original storyline reveals how San Luis Obispo County transforms waste management challenges into community resources through three integrated approaches: reducing waste at its source, recovering valuable resources, and diverting materials from landfills. This "second life" story demonstrates how prevention, transformation, and diversion work together in an innovative cycle.

The Three Integrated Paths

Through three strategic paths - preventing waste at its source, recovering valuable resources, and diverting materials from landfills - San Luis Obispo County demonstrates how modern waste management creates environmental, economic, and community benefits.

Path 1:

"The Prevention Pioneers"

Following source reduction through businesses and homes:

- Smart purchasing and inventory systems
- Food waste prevention strategies
- Reusable packaging programs
- Digital tracking technologies
- Waste audit implementations
- Cost savings documentation

Path 2:

"The Resource Revolution"

Showcasing resource recovery through two streams: *Organic Stream:*

- Green bin optimization
- Anaerobic digestion process
- Energy generation (600 homes powered)
- Compost creation
- Agricultural application

Recyclable Stream:

- Blue bin collection optimization
- MRF sorting technologies
- Material recovery processes
- Market preparation
- Product transformation



Path 3:

"The Diversion Success"

Demonstrating landfill diversion achievements:

- Multi-family housing programs
- Commercial recycling initiatives
- Hazardous waste collection
- E-waste management
- Community education impact

A Day in the Life: Three Connected Stories

1. Morning: The Prevention Champion (Source Reduction)

Following Lisa, Sustainability Manager:

- Business waste prevention programs
- Digital inventory management
- Staff training implementation
- Reusable packaging systems
- Cost savings tracking
- Community outreach efforts

2. Afternoon: The Resource Innovators (Resource Recovery)

Following James and Maria, Facility Operators:

- Anaerobic digestion operations
- MRF technology management
- Quality control procedures
- Resource transformation monitoring
- Energy generation tracking
- Compost production oversight

3. Evening: The Diversion Expert (Landfill Diversion)

Following Carlos, Program Coordinator:

- Multi-family program management
- Commercial recycling support
- Collection event organization
- Education program implementation
- Community engagement
- Success measurement

Where the Paths Connect

1. Prevention to Recovery:

- Reduced waste streams
- Optimized collection
- Better material quality
- Enhanced processing efficiency
- Increased resource value



2. Recovery to Diversion:

- Efficient material sorting
- Maximum resource extraction
- Minimal contamination
- Optimal market preparation
- Reduced landfill impact

3. Diversion to Prevention:

- Community education
- Behavior change
- System optimization
- Cost reduction
- Environmental protection

Technical Innovation Showcase

1. Source Reduction Technologies:

- Digital inventory systems
- Waste tracking platforms
- Smart purchasing tools
- Performance analytics
- Impact measurement

2. Resource Recovery Innovations:

- Advanced sorting systems
- Energy generation technology
- Compost processing equipment
- Quality control mechanisms
- Distribution systems

3. Diversion Technologies:

- Collection optimization
- Contamination detection
- Material tracking
- Program management
- Success measurement

Measurable Outcomes

1. Source Reduction Impact:

- Waste prevention metrics
- Cost savings data
- Behavior changes measurements
- Business efficiency improvements
- Community influence statistics



2. Resource Recovery Results:

- Energy generation quantities
- Compost production volumes
- Material recovery rates
- Economic benefits
- Environmental impact

3. Diversion Success:

- Landfill reduction rates
- Program participation levels
- Contamination reduction
- Cost effectiveness
- Environmental protection

This enhanced storyline demonstrates how:

- **Source reduction creates efficient resource streams**
- **Resource recovery maximizes material value**
- **Landfill diversion completes the cycle**
- **All three elements work together**
- **Community benefits multiply**

Part 3. Proposed Central Theme and Unifying Campaign Concept

(Part 3. Briefly define a centralized theme, slogan or otherwise unifying aspect you would use to craft a cohesive campaign.)

Primary Theme:

"Transform Today, Power Tomorrow"

This theme powerfully unifies our storyline's three integrated paths by:

- **"Transform"** represents:
 - Source reduction transforming business practices
 - Resource recovery transforming waste into energy and compost
 - Landfill diversion transforming community behaviors
- **"Today"** emphasizes:
 - Immediate actions
 - Current technologies
 - Present community involvement
- **"Power Tomorrow"** reflects:
 - Energy generation powering 600 homes
 - Economic empowerment through cost savings
 - Environmental sustainability
 - Community advancement



Supporting Messages:

1. Prevention Path: "Smart Choices, Powerful Impact"
2. Resource Recovery Path: "From Waste to Watts"
3. Landfill Diversion Path: "Every Action Builds Tomorrow"

Campaign Cohesion:

This theme creates unity by showing how:

- Today's prevention creates tomorrow's efficiency
- Current waste powers future homes
- Present actions ensure future sustainability
- Community efforts drive lasting change
- Innovation shapes better outcomes

Part 4: Execution Strategy and Project Timeline

(Part 4. Suggest an execution strategy including a list of deliverables and associated timeline.)

Phase 1: Pre-Production (July 1-31, 2025)

Week 1-2: Project Initialization and Research

- Kickoff meeting with IWMA team
- Review existing materials and messaging
- Site visits to key facilities:
 - Anaerobic digestion facility
 - Materials Recovery Facility (MRF)
 - Collection points
- Identify key stakeholders for interviews

Week 3-4: Creative Development

- Develop detailed storyboards for all four videos
- Create shot lists for B-roll footage
- Plan interview questions and subjects
- Establish visual style guide
- Finalize filming schedule
- Submit production plan for IWMA approval

Phase 2: Production (August 1 - September 30, 2025)

August: Primary Filming

Week 1-2: Facility Operations Documentation

- MRF operations filming
- Anaerobic digestion facility process capture
- Collection vehicle operations
- Time-lapse sequences

Week 3-4: Interview Sessions

- Facility operators
- Program managers
- Community participants
- Environmental experts



September: Secondary Filming

Week 1-2: B-roll Collection

- Community recycling activities
- Composting process stages
- End-product applications
- Environmental impact shots

Week 3-4: Still Photography

- Facility operations photos
- Process documentation images
- Program participation photos
- Equipment and technology shots

Phase 3: Post-Production (October 1 - November 30, 2025)

October: Initial Editing

Week 1-2: Content Organization

- Review and catalog all footage
- Select best interview segments
- Organize B-roll by theme
- Create initial rough cuts

Week 3-4: First Draft Assembly

- Assemble primary video narratives
- Add B-roll footage
- Create basic graphics
- Develop initial soundtracks

November: Refinement and Versions

Week 1-2: Review and Revision

- Present rough cuts to IWMA
- Incorporate feedback
- Refine graphics and transitions
- Enhance sound design

Week 3-4: Format Creation

- Produce multiple versions of each video:
 - 90-second full versions
 - 30-second condensed cuts
 - 10-second highlights
- Optimize for different platforms:
 - Television broadcasting
 - Streaming services
 - IWMA website
 - Social media platforms



Phase 4: Final Delivery (December 1-31, 2025)

Week 1-2: Final Refinement

- Final client review sessions
- Implementation of last revisions
- Quality control checks
- Technical specifications verification

Week 3: Asset Package Preparation

- Organize final deliverables:
 - Four main themed videos in all formats
 - Comprehensive B-roll library
 - Curated still image collection
 - Supporting documentation
 - Usage guidelines

Week 4: Project Completion

- Final delivery of all materials
- Technical documentation handover
- Usage training session
- Project closeout meeting

Deliverable Specifications

Our comprehensive deliverable package is designed to provide IWMA with a versatile, professional-quality video content library that effectively communicates its waste management mission across all platforms and audience segments. The following specifications detail our complete deliverable package, which includes four themed videos in multiple formats, extensive supporting materials, and rigorous quality assurance measures to ensure maximum impact and longevity of the content.

Each focusing on **4 aspects of resource recovery**:

1. Blue Bin Recycling Journey
2. Organic Waste to Energy Process
3. Composting Success Story
4. Community Impact and Benefits

Format Variations

Each themed video delivered in:

- 90-second complete version
- 30-second condensed version
- 10-second highlight clip

Platform Optimization

Videos formatted for:

- Television broadcast standards
- Streaming platform requirements
- Website embedding specifications
- Social media aspect ratios



Supporting Materials

- Comprehensive B-roll library
- 100+ high-resolution photographs
- Usage guidelines and recommendations
- Technical specifications document

Quality Assurance

- Regular progress meetings with IWMA team
- Structured review and approval process
- Multiple revision opportunities
- Technical quality verification
- Accessibility compliance checking

Part 5. Project Vision and Community Outreach Strategy

(Part 5. Describe your ideal outcome for the project, and how the IWMA might employ the finished video series in a community-wide outreach campaign.)

Through strategic implementation and comprehensive distribution approaches, we will help IWMA achieve both immediate outcomes in public trust and misconception correction, as well as long-term impacts in program participation and waste reduction, creating a model for effective government communication about waste management.

Vision for Success

Our ideal outcome for this video project extends beyond merely delivering high-quality content – we envision creating a transformative communication tool that achieves measurable improvements in community participation and understanding of IWMA's waste management programs. Specifically, we aim to:

Immediate Outcomes

- Dispel prevalent misconceptions about recycling destinations through transparent facility documentation
- Increase public trust in IWMA's processes and programs
- Generate community pride in SLO County's innovative waste management approaches
- Provide IWMA with versatile, professional content for multi-year use

Long-term Impact

- Increase participation in blue and green bin recycling programs
- Reduce contamination in recycling streams
- Enhance community understanding of waste management processes
- Build sustained support for environmental initiatives
- Create a model for effective government communication about waste management

Comprehensive Implementation Strategy

To maximize the impact of the video series, we recommend a multi-faceted distribution approach:



1. Digital Platform Integration

Digital Platform Integration Leveraging IWMA's digital presence through website optimization and interactive content will create an engaging online hub for community education and resource sharing.

IWMA Website Hub

- Create a dedicated multimedia section featuring all video content
- Develop interactive learning modules using video segments
- Include downloadable resources and fact sheets
- Track engagement metrics for ongoing optimization

2. Social Media Campaign

Social Media Campaign Strategic deployment of targeted social media content will amplify IWMA's message through platforms where community members already actively engage.

- Schedule strategic release of 10-30 second clips
- Share success stories and facility insights
- Create shareable infographics from video content
- Encourage community engagement and sharing

3. Traditional Media Outreach

Traditional Media Outreach Traditional media channels remain crucial for reaching broad demographics, particularly through local television partnerships and community presentations that facilitate direct engagement.

Local Television

- Air 30-90 second segments during peak viewing hours
- Partner with news stations for feature stories
- Create PSA versions for regular rotation
- Develop seasonal campaign schedules

Community Presentations

- Equip IWMA staff with presentation-ready video modules
- Create facilitation guides for community discussions
- Provide supporting materials for Q&A sessions
- Design interactive workshop components

4. Educational Institution Partnership

Educational Institution Partnership Collaboration with local educational institutions, from K-12 to universities, will cultivate environmental awareness and sustainable practices among future generations.

School Program Integration

- Develop grade-specific curriculum materials
- Create interactive learning activities
- Provide virtual facility tour options
- Design student engagement projects



College/University Collaboration

- Partner with Cal Poly and Cuesta College
- Create campus-specific recycling campaigns
- Develop research project opportunities
- Support environmental education programs

5. Business Community Engagement

Business Community Engagement Targeted outreach to commercial and hospitality sectors will ensure proper waste management practices are implemented across SLO County's business community.

Commercial Sector Outreach

- Create industry-specific training modules
- Develop best practice guides
- Share success stories from local businesses
- Provide employee education resources

Hospitality Industry Focus

- Design tourist-friendly recycling guides
- Create hotel/restaurant staff training materials
- Develop event recycling protocols
- Support sustainable tourism initiatives

6. Public Space Implementation

Public Space Implementation Strategic placement of educational content in public spaces and mobile units will provide consistent visibility and accessibility to IWMA's message throughout the community.

Community Facilities

- Display video content in government buildings
- Create interactive kiosks at public locations
- Install educational displays at recycling centers
- Provide content for community events

Mobile Education

- Equip mobile education units with video content
- Create pop-up educational displays
- Support community event presentations
- Enable virtual reality facility tours

7. Measurement and Optimization

Measurement and Optimization Comprehensive tracking of key performance indicators will enable continuous improvement and demonstrate the tangible impact of IWMA's outreach efforts.



To ensure maximum impact, we recommend tracking:

- Website video engagement metrics
- Social media interaction rates
- Program participation changes
- Contamination rate improvements
- Public awareness survey results
- Community feedback responses

Expected Community Benefits

Through strategic implementation, we anticipate:

Short-term Gains (6-12 months)

- Increased program awareness
- Improved recycling participation rates
- Reduced contamination in recycling streams
- Enhanced community engagement
- Greater public trust in IWMA programs

Long-term Impact (1-3 years)

- Sustained behavior change
- Improved waste diversion rates
- Increased community pride
- Enhanced environmental outcomes
- Stronger community support for initiatives

Sustainable Usage Strategy

To ensure long-term value, we recommend:

- Regular content updates and refreshes
- Seasonal campaign adjustments
- Ongoing community feedback integration
- Periodic effectiveness assessments
- Strategic content repurposing

Through this comprehensive implementation approach, the video series will serve as a cornerstone of IWMA's community outreach efforts, driving meaningful change in waste management practices while building lasting public support for environmental initiatives.



Budget, Retainer, and/or Rates (20%)

(The budget for Video Content Production, including library of B-roll and still images, shall not exceed \$150,000. The...)

Budget Proposal for IWMA Video Production Project

Total Project Cost: \$149,850

Detailed Cost Breakdown

Phase/Component	Description	Amount
Phase 1: Pre-Production		\$29,970
Project Planning	<ul style="list-style-type: none"> • Kickoff meetings and consultations • Site visits and facility tours • Research and content planning • Stakeholder interviews 	\$8,500
Creative Development	<ul style="list-style-type: none"> • Storyboard development • Script writing • Shot list creation • Visual style guide • Production planning 	\$12,470
Technical Planning	<ul style="list-style-type: none"> • Equipment preparation • Location scouting • Safety protocol review • Schedule coordination 	\$9,000
Phase 2: Production		\$74,925
Primary Filming	<ul style="list-style-type: none"> • Facility operations documentation • Interview sessions • B-roll capture • Time-lapse sequences • Drone footage 	\$42,925
Secondary Filming	<ul style="list-style-type: none"> • Additional B-roll collection • Still photography • Community events coverage • Process documentation 	\$19,500
Equipment and Technical	<ul style="list-style-type: none"> • Camera packages • Lighting equipment • Audio recording • Drone operations • Specialty equipment 	\$12,500
Phase 3: Post-Production		\$44,955
Content Organization	<ul style="list-style-type: none"> • Footage review and cataloging • Interview selection • B-roll organization • Asset management 	\$9,955



Video Editing	<ul style="list-style-type: none"> • Initial rough cuts • Multiple format versions • Graphics creation • Sound design • Color correction 	\$19,500
Final Delivery	<ul style="list-style-type: none"> • Platform optimization • Quality control • Technical verification • Asset package preparation • Documentation 	\$15,500

Professional Rate Schedule

Position	Hourly Rate
Project Director	\$125
Cinematographer	\$115
Drone Operator	\$125
Editor	\$95
Motion Graphics Designer	\$95
Sound Designer	\$85
Production Assistant	\$65

Payment Schedule

Payment	Timing	Amount
Initial Payment	Contract signing	\$44,955 (30%)
Second Payment	Production completion	\$59,940 (40%)
Final Payment	Project delivery	\$44,955 (30%)

Value-Added Services (No Additional Cost)

- Unlimited revision rounds during review periods
- Additional B-roll footage beyond requirements
- Extra still photographs above 100 minimum
- Extended technical support
- Training session for IWMA staff

All costs are comprehensive, covering equipment, personnel, materials, and insurance, with no hidden or additional fees. The pricing is fixed and guaranteed, including a contingency buffer to manage unforeseen circumstances. Additionally, all deliverables outlined in the RFP are fully covered.



Client References

(Provide a list of current and former clients, including any governmental agencies you have serviced. Include client name, contact person and title, complete address...)

The following is a list of current and former clients, including both governmental and private organizations, for whom we have successfully completed various video production projects. Each reference includes the client's name, key contact information, and a brief description of the services provided.

Steve Reams	Weld County Sheriff	Weld County Sheriff's Office	Address: 1950 O ST. Greeley, CO 80631 Phone: (970) 356-4015
Description of Work: Produced a recruitment video for the Weld County Sheriff's Office. The video aimed to highlight career opportunities, attract new applicants, and showcase the department's values and mission.			
Laura Kleinman	Executive Director	Senior Transportation Connection	Email: lkleinman@ridestc.org Phone: 216.978.9715
Description of Work: Developed a recruitment video for Senior Transportation Connection, highlighting its services and commitment to supporting the transportation needs of seniors in the community.			
Robert H. Fischer	Executive Vice President, Human Resources & Labor Relations	Cleveland-Cliffs Inc.	Email: ir@clevelandcliffs.com Phone: (216) 694-5700
Description of Work: Produced a recruitment video for Cleveland-Cliffs Inc. to attract skilled workers and communicate the company's focus on employee growth and development within the steel industry.			

Existing and Potential Conflicts of Interest

(List all current public clients in San Luis Obispo County for which the Contractor provides service. To the extent they are reasonably foreseeable, please...)

Neither GSG nor Carl Kriss currently provides services to or has any prior engagement with public agencies or private entities within San Luis Obispo County. After thorough review, we confirm that there are **no existing or potential conflicts of interest that could affect our service to IWMA**. We are committed to maintaining this conflict-free status throughout our engagement and will continue to uphold the highest ethical standards in our service delivery.



Disclosure of Litigation

(Contractor must include in its Proposal a complete disclosure of any civil or criminal litigation or indictment involving the Contractor. Contractor must also...)

Our company and Carl Kriss hereby confirm that **neither entity has any past or present civil or criminal litigation or indictments**. We have maintained a clean record throughout our business operations and hold ourselves to the highest standards of professional integrity. We understand and acknowledge the continuing nature of this disclosure obligation and commit to informing IWMA in writing within five (5) days should any litigation commence after the submission of this proposal. Additionally, we confirm that none of our strategic partners, team members, or subcontractors involved in this project have any litigation history or pending legal matters.

Additional Information

(Include the location of the business and the availability...)

Business Locations and Availability

GSG, the prime contractor, maintains its headquarters at 14217 41st DR SE, Mill Creek, WA 98012, with project teams available for deployment nationwide. For the IWMA project, our team is committed to maintaining a consistent local presence in San Luis Obispo County throughout the project duration. We will establish a temporary local production office during the filming phases to ensure immediate availability and responsive service.

Professional Availability

Our project team offers flexible scheduling and guaranteed availability throughout the project timeline:

- 24-hour response time for all project communications
- On-site presence for all scheduled filming days
- Emergency response capability for time-sensitive opportunities
- Virtual availability for planning and review sessions
- Flexible scheduling to accommodate facility operations
-

Additional Qualifications and Relevant Experience

Beyond the core requirements specified in the RFP, we offer several unique qualifications that add value to IWMA's project:

- **Environmental Content Expertise**

Carl Kriss has significant experience documenting environmental and industrial processes, ensuring accurate and engaging presentation of technical operations. His work demonstrates the ability to make complex environmental concepts accessible to general audiences while maintaining technical accuracy.



- **Crisis Communication Readiness**

Our team is prepared to adapt content strategies if unexpected challenges arise, ensuring consistent message delivery even during unforeseen circumstances. This flexibility allows us to capture opportunities and address challenges while maintaining project momentum.

- **Multi-Language Capabilities**

While not specified in the RFP, we can provide multi-language versioning of content if desired, expanding the reach of IWMA's message to diverse community segments.

- **Technology Integration**

Our team stays current with emerging communication technologies, offering innovative solutions for content delivery and audience engagement. This includes expertise in:

- Interactive video elements
- Virtual facility tours
- Social media optimization
- Mobile-first content design
- Accessibility compliance

- **Community Engagement Experience**

Our combined expertise in government communications and documentary storytelling enables us to:

- Build authentic community connections
- Facilitate public participation
- Generate stakeholder buy-in
- Measure engagement success
- Adapt strategies based on feedback

- **Sustainable Production Practices**

We implement environmentally conscious production methods, aligning with IWMA's environmental mission:

- Digital-first workflows reducing paper waste
- Energy-efficient equipment
- Local crew hiring reducing travel impact
- Waste minimization during production
- Sustainable office practices

- **Long-Term Value Add**

Beyond project completion, we offer:

- Staff training for content utilization
- Future content adaptation guidance



- Measurement and analytics support
- Strategic communication consulting
- Ongoing technical support

Our commitment to IWMA extends beyond basic project delivery to ensuring long-term success in community education and engagement. We view this project as an opportunity to create lasting positive impact in San Luis Obispo County's waste management initiatives.

Thank you and we are excited to start making success with IMWA.

NISO MOYO, MBA

Mill Creek, WA | (773) 986-2229 | nhlaishmoyo@gmail.com | [linkedin.com/in/nisomoyo](https://www.linkedin.com/in/nisomoyo)

STRATEGY & ANALYTICS

SUMMARY

Strategy and analytics leader with over 10 years of experience in fueling business growth in e-commerce and technology companies through delivering data-driven insights to executives and fostering collaboration across cross-functional teams of up to 20 members. Spearheaded high-impact strategy initiatives across US, Asia and Africa to drive traffic and optimize business performance.

CAREER HIGHLIGHTS

Mission: Believer in TikTok's mission, previously founded internet startup to inspire immigrant creators through family memories.

Functional Experience: 7+ years of using data science to develop business strategies in FinTech, Technology and e-Commerce.

EXPERIENCE

McKinsey & Company, Seattle, WA

Strategy Consultant - Digital & Analytics

September 2022 – Present

Management Consultant Intern - Fast Growth Technology Startups

June 2021 – August 2021

- Increasing merchant and customer loyalty and retention by creating comprehensive upsell and cross-sell analytical model used to incentivize repeat orders with rewards, resulting in a 2% boost in category merchant retention and repeat business.
- Unlocking \$150M growth opportunities and boosting sales by 10% by developing e-commerce incentive strategies and leading analytical workstreams across Beauty, Food and Electronics categories leveraging SQL, Excel, and Tableau.
- Uncovering \$200M growth opportunities by conducting thorough market analyses and parsing over 100M data points (SQL).
- Enhancing productivity and capital efficiency by 5%, by synthesizing 100M data into actionable business recommendation.
- Streamlined order processing times by 5% through leveraging analytics to derive operational improvements reducing purchase friction in checkout flow, influencing executives to adopt recommendations.
- Delivering approximately \$30M in supply chain efficiency gains for a multinational project by developing and managing 16 optimization initiatives in collaboration with engineering, design, and operations.
- Leading team of 15 in Seattle McKinsey Digital & Analytics Hub, enhancing capabilities and fostering continuous learning

Cashless Financial Services Marketplace & StoryEasel, Chicago, IL

October 2020 – July 2022

Business Strategy Lead, Co-founder

- Developed and executed data-driven customer incentive strategies, lifting customer satisfaction by 20%, translating to 20% improvement in delivery efficiency and a 30% reduction in operational costs.
- Served as the strategic business partner to the technical and e-commerce teams, driving a 50% increase in quarterly revenue.
- Increased customer satisfaction by 8% by driving continuous improvement through optimizing cohort resource efficiency.
- Propelled 50% revenue uptick by crafting and executing market entry and product launch strategy grounded in data analytics.
- Led a cross-functional team to 20% ROI increase and 30% cut in operational costs by optimizing delivery operations.

Aon, Hamilton, Bermuda

July 2018 – August 2020

Business Manager- Captive Insurance.

- Grew investment income by \$200K by serving as the primary strategy business partner for insurance and risk business teams, using data-driven insights to shape the strategic agenda and fuel business growth and compliance.

EY, Hamilton, Bermuda and Harare, Zimbabwe

December 2009 – June 2018

Consultant, Analyst and Assistant.

- Served as primary strategy business partner for client and tax teams, shaping strategic agendas for over 3K tactical hours.
- Received Innovation Award for outstanding leadership and contributions to audit execution operating efficiency model.
- Guided \$50M due diligence project by leading team of three analysts to conduct in-depth financial analysis and implement data-driven strategies to evaluate investment opportunities, providing comprehensive insights for decision-making.

EDUCATION

Master of Business Administration (Strategy), Chicago Booth School of Business, Chicago, IL

September 2020 – June 2022

- 1898 Merit Scholarship; Awarded Student Entrepreneur of the Year (class of 600 students) for scaling a new startup.

Bachelor's Degree in Accounting Sciences, University of South Africa, Pretoria, South Africa

July 2010 – December 2015

ADDITIONAL DATA

- **Leadership:** Represented Bermuda & Zimbabwe rugby in Olympic qualification. President of EY Social Club.
- **Skills:** Strategic E-Commerce Planning, Incentive Program Design & Execution, Data Analysis (SQL, Python), KPI Monitoring & Reporting, Financial Impact Analysis & ROI Optimization, Project Management, Executive Communication

Carl Kriss

Cleveland, Ohio • krissc12@gmail.com • 847-404-6956

COMMUNICATIONS EXPERIENCE

Heartland Productions, Creative Director, Cleveland, OH

August 2017-Present

- Founded a production company that produces documentaries and social media videos for companies.
- Directed feature documentary, *Bring it Home*, that was broadcasted on PBS in 2021. Film focused on the stories of UAW families impacted by the closure of the GM Lordstown plant.
- Work with small businesses and mid-sized companies to storyboard, film and edit commercials.
- Produced multiple videos for police departments, coding bootcamps, and nonprofits that reached over 100,000 hits on YouTube, Instagram and TikTok.
- Won Audience Award at Cleveland International Film Festival (2022) for the documentary “100th and Cedar.”

WKYC, Photojournalist, Cleveland, OH

August 2019-August 2021

- Shot and edited stories for NBC affiliate WKYC (Channel 3).
- Won a *Great Lakes Local Emmy for News Feature*, 2021.

Radiant Features, Assistant Editor, Los Angeles, LA

November 2016-May 2017

- Key Assistant Editor (AE) for two episodes on The History Channel show, *The Impossible*.
- Collaborated with producers and writers to organize selects and edit rough cuts for show.

Here Be Dragons, Assistant Editor, Los Angeles, LA

July 2016-November 2016

- Key AE on Katheryn Bigelow’s VR project, *The Protectors*, accepted into Tribeca Film Festival.
- Responsible for synching footage and organizing stringouts for virtual reality social issue docs.

Sony Pictures Television, Post Production Assistant, Los Angeles, LA

February 2016-May 2016

- Managed post production office for Amazon T.V. Pilot *The Last Tycoon*.
- Coordinated hard drive pick-ups, drop offs and petty cash finances between Paramount and Sony.

Tremolo Productions, Intern, Los Angeles, LA

June 2014-August 2014

- Worked with Assistant Editor to organize footage for documentary, *Best of Enemies*.
- Film was selected into Sundance Film Festival and acquired by Magnolia and Participant Media.

NYU Cinema Research Institute, Research Associate, New York, NY

March 2013-April 2014

- Worked with producers of *Beasts of the Southern Wild* to research grassroots film distribution.
- Assisted in writing and publishing over 50 blog posts; two posts were republished in IndieWire.

Give and Take Documentary, Producer/Director/Editor, New York, NY

January 2010-March 2012

- Screened in five festivals and at the Tribeca Cinema in New York.
- Winner SENE Film Festival, “Audience Choice Award for Best Documentary.”
- Winner Park City Film Music Festival, “Gold Medal for Best Music Documentary.”

Center for American Progress, Paid Intern, Washington, DC

October 2011-February 2012

- Directed and edited documentary web videos on political issues, i.e. ‘Occupy Wall Street.’
- Filmed events and panels with Congressmen and political experts and posted videos online

EDUCATION

M.F.A Film Editing, American Film Institute, January 2016

B.A. Political Science, Kenyon College, Gambier, Ohio, May 2010

CAMPAIGN EXPERIENCE

Organizing for America, Regional Field Director, *North Raleigh, NC*

March 2012-November 2012

Organizing for America, Field Organizer, *Findlay, OH*

July 2008-November 2008

HONORS

AFI Bridges/Larson Production Award/2014 AFI/EFILM Post Production Grant/2014

Kenyon College Leadership Award/2010

ADDITIONAL SKILLS

Avid Certified, Adobe Premiere, FileMaker Pro, AutoPano, Pro Tools, Final Cut Pro, After Effects, Photoshop.



The Great Media x Triple Pointe Media

Proposal for Video Content Production Services

San Luis Obispo County Integrated Waste Management Authority

RFP Submission Deadline: November 1, 2024

Date: October 29th, 2024



The Great Media Revolution Services Agency

5239 Tobin St, Halifax, NS B3H 1S3
Anh Thang Phung, General Manager
Email: admin@greatrevo.com
Mobile: +1 (647) 783-2912

Triple Pointe Media

763 Bay Street, Toronto, ON M5G 2R3
Stelth Ng, Director
Email: triplepointemedia@gmail.com
Mobile: +1 (437) 345-5591

**Proposal from The Great Media x Triple Pointe Media to:
San Luis Obispo County Integrated Waste Management Authority (IWMA)**

Dear IWMA Review Team,

We are pleased to submit our proposal for video content production services for the San Luis Obispo County Integrated Waste Management Authority (IWMA). At The Great Media x Triple Pointe Media, we are dedicated to crafting high-quality, educational videos that align seamlessly with IWMA’s mission to promote responsible waste reduction, recycling, and community outreach initiatives.

Our proposed approach involves producing a series of visually captivating and educational videos designed to encourage resident participation in recycling programs and dispel common misconceptions about waste management. From comprehensive pre-production planning, on-site filming, to detailed post-production editing, our team is committed to ensuring every aspect is meticulously executed to meet the highest quality standards.

Our extensive experience and ability in compelling storytelling will ensure that we create engaging narratives that effectively communicate IWMA’s key messages and inspire positive behavioral change. By integrating strategic storytelling with technical precision, our content aims to resonate with diverse audiences while adhering to IWMA's accessibility standards.

We are confident that our collaborative approach, combined with our dedication to excellence, will result in video content that not only meets but exceeds your expectations. We look forward to the opportunity to work together on this impactful project and are available to discuss any questions or further details at your convenience.

Sincerely,

Stelth Ng

Triple Pointe Media | www.triplepointe.ca
Email: triplepointemedia@gmail.com
Mobile: +1 (437) 345-5591



Anh Thang Phung

The Great Media | greatrevo.com
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Triple Pointe Media x The Great Media – Company Profile Summary

Prime Company: Triple Pointe Media

Main Address: 763 Bay Street, Toronto, ON M5G 2R3 CANADA

Main POC: Stelth Ng, Director

Mobile/Email: +1 (437) 345-5591 | triplepointemedia@gmail.com

Type of Business: Corporate Media Production Company

Key Services: Pre-Production, On-Site Video Production, Post Production Services, Graphic Design, Content Creation and Storytelling, and Project Management

Business No: 712617513RC0001 (Triple Pointe Media)

Corporation No: 1122259-7 (Triple Pointe Media)

Previous Clients: Google, The Globe And Mail, Maxim Magazine, Uber Eats, Canadian Opera Company, Toronto Symphony Orchestra

Subcontractor: The Great Media Revolution Services Agency

Main Address: 5239 Tobin St, Halifax, NS B3H 1S3 CANADA

Second POC: Anh Thang Phung, General Manager

Mobile/Email: +1 (647) 783-2912 | admin@greatrevo.com

Key Services: Post Production Services, Graphic & Music Design, and Project Management

Business No: 721245157NS0001

NCAGE: L0XL1

UEI: U45EWJNKP5D8

EIN: 98-1806605

Previous Clients: Dalhousie Tigers University, Kiss Whitening Strips, HolmPei Café Bistro.

Overview of Proposal

Project Scope

The Great Media x Triple Pointe Media is committed to producing a series of four educational videos for the San Luis Obispo County Integrated Waste Management Authority (IWMA). Each video will focus on key themes such as the journey of recycled and composted items, debunking recycling myths, and highlighting the benefits of IWMA's anaerobic digestion facility. Additionally, we will create a comprehensive library of B-roll footage and high-quality still images to support IWMA's future outreach campaigns.

Alignment with IWMA's Goals

Our approach is fully aligned with IWMA's mission to encourage responsible waste reduction and recycling. By using strategic storytelling and creative visuals, our goal is to drive community engagement and inspire residents to actively participate in IWMA's recycling programs. We are dedicated to creating impactful videos that effectively communicate IWMA's key messages.

Key Services Provided

We offer end-to-end video production services to ensure a seamless experience and high-quality outcome:

- **Pre-Production:** Our team will handle all aspects of pre-production, including scriptwriting, storyboarding, location scouting, and securing permits. We will collaborate closely with IWMA to align on creative direction and project goals.
- **Production:** On-site filming will be carried out using professional-grade 4K cameras, drones for aerial shots, and high-quality lighting and audio setups. We will capture key visuals, conduct interviews, and gather additional B-roll footage to enrich the narrative.
- **Post-Production:** Our editing process includes color correction, sound design, and the integration of graphics and animations. We will also incorporate closed captions and audio descriptions to ensure accessibility. Final videos will be delivered in multiple formats suitable for social media, websites, and streaming platforms.

Qualifications of Contractor and Personnel

Our production team comprises of experienced professionals dedicated to delivering a high-quality filming that resonates with viewers. Each member brings a unique set of skills that, combined, ensure a smooth and effective production process.

Key Members

1. Name: Stelth Ng

Title: Producer

Skills & Expertise:

- Directing
- Project Management
- Leadership
- Producing
- Cinematography
- Photography
- Editing

Role in Project: As the Producer, Stelth will oversee the project's creative direction and production management. He will lead the team through all phases, ensuring that filming, post-production, and final deliverables align with the vision and objectives. His deep expertise in cinematography, photography, and editing will help create a compelling and high-quality final video.

Background:

Stelth Ng is a filmmaker and media producer with over 20 years of experience in videography and photography. He has directed and produced content for clients including Google, the Toronto Symphony Orchestra, and the National Youth Orchestra of Canada. Holding ARCT Performance Diplomas in Piano and Violin, he brings a unique artistic perspective to his visual storytelling. Stelth also founded the Toronto Institute of Music for the Blind, showcasing his dedication to community-focused initiatives.

2. Name: Westin Nguyen

Title: Director Cinematographer

Skills & Expertise:

- Cinematography
- Lighting Design (Natural & Artificial)
- Camera Operation
- Creative Efficiency
- Technical Proficiency in Filming Equipment
- Commercial & Narrative Production

Role in Project:

Westin will lead cinematography, utilizing his expertise in visual storytelling and lighting to create compelling imagery. His ability to manage both natural and artificial light will enhance the project's narrative, capturing each scene with optimal clarity and emotional depth. His experience in broadcast news and commercial production ensures a blend of technical skill and artistic creativity, elevating the visual quality of the final product.

Background:

Westin Nguyen is an accomplished Canadian cinematographer based in Toronto. With a start as a camera operator for Bell Media, he has since moved into the commercial and narrative production world, working with notable brands such as Staples, Toyota, HubSpot, and many others. Westin is also an affiliate member of the Canadian Society of Cinematographers, emphasizing his dedication to the craft.

3. Name: Anh Thang Phung

Title: General Manager & Video Editor

Skills & Expertise:

- Project Management
- Video Editing
- Creative Direction
- Script Development
- Team Coordination
- Post Production

Role in Project:

Anh will serve as Project Manager and Lead Video Editor, overseeing the entire production process. He will coordinate team efforts, manage timelines, and ensure effective communication with the client. In the post-production phase, Anh's expertise will be vital in creating a cohesive and engaging final video, incorporating elements such as subtitles, graphics, and music to align with the project's vision.

Background:

Anh Thang Phung is a skilled video editor and project manager with extensive experience managing video production from concept to completion. His strong understanding of storytelling and client alignment ensures that the final product is both professional and creatively resonant with the intended audience.

Supporting Team Members

1. Michelle Lau – Project Manager

- **Role:** Michelle oversees the entire project lifecycle, ensuring seamless coordination between the production team and the client. Her responsibilities include managing timelines, maintaining project schedules, and ensuring that all deliverables are achieved within budget and on time.

2. Luke Saagi – Cinematographer

- **Role:** Luke provides essential support in cinematography, capturing dynamic footage alongside the lead cinematographer. His expertise in framing and visual composition ensures diverse camera angles and an enriched storytelling experience.

3. Matthew Antal – Sound Technician

- **Role:** Matthew is responsible for the on-site audio production, ensuring crystal-clear sound quality across all scenes. He handles audio equipment, manages on-set sound levels, and guarantees that dialogue, ambient noise, and effects are captured effectively.

4. Ruben Sanches – Lighting Technician

- **Role:** Ruben is in charge of designing and setting up lighting arrangements to create the desired visual atmosphere for each scene. He ensures that the lighting complements the cinematography, maintaining the highest level of visual quality throughout production.

5. Roland Gjernes – Drone Operator

- **Role:** Roland is responsible for capturing aerial footage that enhances the visual storytelling with unique perspectives. He expertly manages drone operations to achieve high-quality, sweeping shots that add depth to the narrative.

6. Andy Yau – Video Editor

- **Role:** Andy plays a pivotal role in post-production, focusing on refining raw footage into a polished final product. His expertise includes editing, integrating motion graphics, and enhancing video content to ensure it aligns with the creative vision and quality standards of the project.

7. Chiao-Lin Hsu – Production Assistant

- **Role:** Chiao-Lin supports all phases of production, handling on-set logistics, equipment setup, and ensuring that production runs smoothly. Her role is crucial in maintaining efficient workflows and assisting the production team as needed.

Summary

- **Key Members:** Stelth Ng, Westin Nguyen, and Anh Thang Phung are highlighted as essential leaders in production, cinematography, and post-production.
- **Supporting Team:** The supporting team members provide specialized skills in project management, creative direction, sound, lighting, drone operations, editing, and production support, ensuring a comprehensive, high-quality production from start to finish.

Technical Equipment and Capabilities

Our team operates with an arsenal of cutting-edge video and audio recording equipment, ensuring an unparalleled standard of excellence in every production phase. We leverage the following elite tools to capture stunning visuals and pristine sound:

- **Cameras:** Our cinematic line-up includes the RED Helium 8K, DJI Ronin 4D-6K & 8K, Panasonic EVA1, and Canon EOS R5—some of the most advanced professional-grade cameras on the market. These powerhouse cameras enable ultra-high-definition 4K to 8K resolution, delivering razor-sharp detail and breathtaking vibrancy in every frame.
- **Drones:** DJI Inspire 2 and DJI Mavic Pro, both equipped with 4K video capabilities to capture dynamic aerial shots, providing unique perspectives and enhancing visual storytelling.
- **Audio Recording:** A diverse selection of industry-standard microphones, including Schoeps MK2S, MK4, MK21, MK5, and CMTS 501, as well as Sennheiser MKH40, Neumann KM140, AKG C414TLII, and AEA R88A. Paired with Sennheiser MKH 416 Shotgun Microphones and Zoom H6 Handy Recorders, our setup ensures precise audio capture and crystal-clear sound quality for every interview and scene. Our preamps and converters, including the Millennia HV-32P, RME 12Mic, and RME UFX+, deliver uncompromising audio fidelity.
- **Lighting Equipment:** The ARRI Skypanel LED Lighting and Aputure Light Storm Series are integral to our lighting arsenal. These systems provide limitless versatility in achieving the perfect lighting for any scenario, creating dramatic visuals and highlighting the finest details with unparalleled brilliance.

With this formidable array of equipment, our team captures an extraordinary range of visuals, from intricate close-ups to sweeping aerial perspectives, ensuring that each video captivates audiences with impeccable clarity and impact. Coupled with our dedication to audio excellence, we deliver a truly immersive viewing experience that resonates with viewers and exceeds expectations.

Relevant Experience

We are pleased to present examples of our previous video production work, showcasing our ability to create high-quality content aligned with client objectives. Through creative storytelling and technical expertise, we effectively convey impactful messages that resonate with audiences.

Project 1: Lagostina Elite Clad Commercial

- **Description:** The Lagostina Elite Clad Commercial showcases the premium cookware collection, focusing on its high-quality design, durability, and seven-layer construction. This commercial emphasizes sophistication, elegance, and culinary excellence, conveying the brand's commitment to superior craftsmanship and refined cooking experiences.
- **Scope:** As the cinematographer, Westin Nguyen played a key role in establishing the visual style and atmosphere of the commercial. He used precise lighting techniques and close-up shots to highlight the cookware's sleek finish and innovative features. Westin strategically incorporated elegant, flowing movements and carefully framed scenes to emphasize the product's luxurious appeal and evoke a sense of culinary mastery.
- **Year:** 2022
- **Link to Video:** [Lagostina Elite Clad Commercial](#)
- **Key Highlights:**
 - **Cinematic Visuals:** Westin's experience in producing commercials for prominent brands like Lagostina demonstrates his ability to create polished, professional-grade content that resonates with audiences. His expertise in visual storytelling ensures that each project effectively communicates the intended message, aligning with the IWMA's goals of producing impactful and engaging educational videos.
 - **Product Focus and Lighting Precision:** Westin's use of advanced camera techniques, precise lighting, and smooth transitions emphasizes his ability to produce visually captivating content. This aligns with IWMA's requirement for high-quality visuals and technical proficiency in video production.
 - **Experience with Reputable Clients:** Working with a leading brand like Lagostina showcases Westin's experience in collaborating with reputable clients and producing content that reflects their values and standards. This experience is directly transferable to IWMA's project, where maintaining consistency with organizational messaging and values is crucial.

Project 2: Octarange Commercial

- **Description:** This commercial for Octarange follows a cyclist's journey through diverse and challenging terrains, symbolizing resilience, exploration, and the freedom of the open road. Set against breathtaking natural backdrops, the film captures the spirit of adventure and the connection between individuals and their environment. Through each uphill climb and fleeting moment of pause, the commercial conveys a narrative of pushing boundaries and embracing the beauty of the journey.
- **Cinematographer / Scope:** Westin Nguyen's expert eye brings the Octarange commercial to life with dynamic camera techniques and thoughtful framing, capturing both the athlete's drive and the grandeur of the environment. The project involved on-location filming across rugged trails and scenic viewpoints, utilizing a mix of tracking shots, close-ups, and sweeping panoramic views to evoke the intensity of the sport and the serenity of nature. Westin's approach emphasizes harmony between effort and landscape, creating visually engaging scenes that connect with the audience on an emotional level.
- **Year:** 2022
- **Link to Video:** [Octarange Commercial](#)
- **Key Highlights:**
 - **Narrative-Driven Visuals:** The commercial tells a story of resilience and exploration through the visual journey of a cyclist. Each frame is designed to capture moments of struggle, determination, and reward, reflecting the ethos of pushing boundaries.
 - **Cinematic Approach:** Westin's use of natural lighting, dynamic camera movements, and a blend of wide-angle shots and intimate close-ups creates a visually compelling narrative. His approach leverages technical proficiency to produce high-quality visuals that resonate with viewers.
 - **Emotive Storytelling:** The commercial effectively uses visual metaphors to relate the cyclist's experience to the viewer's own journey, evoking a strong emotional connection. This technique aligns with IWMA's goal of creating content that inspires and educates audiences.

Project 3: A Ballerina's Battle with Bone Cancer

- **Description:** This documentary explores the inspiring journey of ballerina Chiara Valle as she battles Ewing sarcoma. The film portrays her resilience and determination to continue dancing despite immense challenges, conveying a powerful message of hope and perseverance. The narrative highlights her courage and the emotional depth of her story, inviting viewers to connect with Chiara's strength and journey.
- **Scope:** The project involved extensive on-location filming in New York City and in-depth interviews with Chiara and her support network. It required capturing intimate moments in the hospital, the dance studio, and beyond to provide an authentic portrayal of Chiara's highs and lows. The goal was to immerse viewers in the emotional impact of her battle, using storytelling techniques that evoke empathy and convey authenticity.
- **Year:** 2020
- **Client:** Sponsored by Wings for Ewing Sarcoma
- **Link to Video:** [A Ballerina's Battle with Bone Cancer](#)
- **Link to Article:** [Chautauqua Daily Article](#)
- **Key Highlights:**
 - **Immersive Storytelling:** The documentary employs a blend of in-depth interviews, narrative elements, and raw footage to immerse viewers in Chiara Valle's emotional journey, highlighting the highs and lows of battling Ewing sarcoma.
 - **Inspiring Narrative:** Chiara's unwavering determination to continue dancing provides a compelling message of hope and resilience, resonating with audiences.
 - **Artistic Direction:** By emphasizing ballet and the arts, the documentary adds depth to the narrative, showcasing the emotional struggle of a dancer fighting to reclaim her passion.

Creative Outline and Approach

Video Content Strategy

Our vision for this project is to create a cohesive video series that aligns with IWMA's mission of promoting responsible waste reduction and recycling. Each video will aim to educate residents about the importance of their recycling choices while inspiring them to adopt sustainable practices. By focusing on clear, engaging narratives and creative visuals, we will reinforce IWMA's goals of community education and outreach.

Our intent is to craft a unified message throughout the video series, emphasizing the role of individuals in contributing to a sustainable future. We aim to create content that resonates with diverse audiences and fosters a sense of collective responsibility.

Approach to Creative Prompts

1. **Prompt 1: The Story of a Blue Bin Recycled Item vs. a Landfilled Item**

We will follow the journey of an everyday recyclable item as it progresses through the recycling process. The video will compare this journey to that of an item placed in a landfill, emphasizing the environmental benefits of recycling through compelling visual contrasts and statistics.

2. **Prompt 2: A Composted Item vs. a Landfilled Item**

This video will highlight the organic cycle by showcasing the process of composting an item versus landfilling it. The narrative will focus on the transformation of organic waste into valuable compost, promoting the environmental advantages of composting.

3. **Prompt 3: Addressing the Myths of Recycling**

This video will tackle common misconceptions about recycling, using expert interviews and visual explanations. The aim is to educate viewers on what can and cannot be recycled and dispel myths that often discourage participation.

4. **Prompt 4: Highlighting the Anaerobic Digestion Facility**

We will showcase the county's anaerobic digestion facility, focusing on its dual role in producing compost and generating renewable energy. The narrative will emphasize how this innovative process benefits both the community and the environment.

Original Storyline

The central theme of our video series is “Waste to Wonder.” Each video will tell the story of how everyday waste, when managed responsibly, can be transformed into valuable resources. By following the journey of various waste items and exploring the benefits of sustainable practices, we aim to inspire viewers to see the positive impact of their recycling choices.

Centralized Theme and Slogan

We propose the slogan “**Waste to Wonder**” to unify the video series. This slogan conveys the idea that through responsible waste management, what might seem like ordinary waste can be transformed into something valuable, whether it’s compost, recycled materials, or renewable energy. The slogan will serve as a consistent message throughout the series, encouraging viewers to see waste differently.

Execution Strategy and Deliverables

Our execution strategy includes three primary phases to ensure a seamless production process:

- **Pre-Production:** We will collaborate with IWMA to develop scripts, storyboards, and detailed project plans. This phase includes location scouting, scheduling, and securing necessary permits.
- **Production:** Our team will conduct on-site filming using professional-grade equipment to capture key visuals, interviews, and B-roll footage. We will adhere to IWMA’s guidelines to maintain consistency and alignment with branding and messaging.
- **Post-Production:** This phase involves editing, color correction, sound design, and the integration of graphics and animations. We will also incorporate closed captions and audio descriptions to ensure the content is accessible to all audiences.

Deliverables:

- Four thematic videos, each in multiple formats (10, 30, and 90-second versions) for various media platforms.
- A comprehensive library of B-roll footage for future use in community outreach campaigns.
- A collection of high-quality still images suitable for promotional materials and social media posts.

Project Scope and Timeline

Pre-Production Phase

In the pre-production phase, we will focus on thorough planning and preparation to ensure a smooth execution during filming and post-production. Our activities in this phase include:

- **Scriptwriting and Storyboarding:** Our team will develop detailed scripts and storyboards for each video, aligning with IWMA's key messages and campaign goals. This includes defining visual concepts, scene sequences, and narrative elements to create a cohesive storyline.
- **Logistical Planning:** We will handle all logistics, including location scouting, scheduling, and obtaining necessary filming permits. This planning will help streamline the production process and avoid potential delays.
- **Collaboration with IWMA:** We will work closely with IWMA to review and refine the scripts and storyboards, ensuring they align with IWMA's creative direction, branding, and outreach objectives.

Production Phase

During the production phase, our team will conduct on-site filming, capturing key visuals and interviews to convey IWMA's core messages effectively. This phase will involve:

- **On-Site Filming Activities:** We will film a variety of scenes, including visuals of the recycling and composting processes, facility tours, interviews with IWMA representatives, and aerial shots using drones to provide a broader perspective.
- **Professional-Grade Equipment:** We will utilize state-of-the-art 4K cameras, drones, professional lighting setups, and high-quality audio equipment to capture clear and visually appealing footage. Our experienced crew will ensure that all scenes are shot with precision to maximize the impact of the final videos.

Post-Production Phase

The post-production phase is where raw footage is transformed into polished, engaging videos. This phase includes:

- **Editing and Enhancement:** We will use industry-standard editing software to refine the footage, perform color correction, and enhance the audio. This process will ensure that each video is visually appealing and communicates IWMA's key messages clearly.
- **Integration of Branded Visuals and Accessibility Features:** We will incorporate branded visuals, such as logos and graphics, to maintain consistency with IWMA's identity. In addition, we will add closed captions and audio descriptions to make the content accessible to all viewers, adhering to the required accessibility standards.

Deliverables and Formats

We will deliver the following assets in multiple formats to ensure optimal distribution across different channels:

- **Themed Videos:** Four videos, each resized and formatted for various platforms such as social media, websites, and streaming services. Videos will be produced in three length variations: 10 seconds, 30 seconds, and 90 seconds, to accommodate different distribution needs.
- **B-Roll Library:** A comprehensive library of B-roll footage captured during production, which IWMA can use for future outreach campaigns and promotional materials.
- **Still Images:** A collection of high-quality still images, ideal for use in social media posts, promotional materials, and other digital content.

Accessibility and Compliance

We are committed to ensuring that all video content meets accessibility standards, making it inclusive for all viewers. Key accessibility measures include:

- **Closed Captions:** We will add closed captions to all videos, enabling viewers with hearing impairments to understand and engage with the content.
- **Audio Descriptions:** We will provide audio descriptions for key visual elements, ensuring that visually impaired viewers can fully experience the content.
- **Compliance with Standards:** All videos will be produced in compliance with accessibility standards such as WCAG 2.1 AA and the requirements of the Rehabilitation Act Section 508, ensuring that IWMA’s content is accessible and inclusive for all audiences.

Conflicts of Interest and Litigation Disclosure

Current Public Clients in San Luis Obispo County

At present, neither The Great Media x Triple Pointe Media nor its affiliated entities have any active contracts or existing public clients within San Luis Obispo County. As such, there are no existing client relationships that may present a conflict of interest for this proposal. We remain committed to ensuring impartiality and transparency throughout this project.

Disclosure of Potential Conflicts

We have thoroughly reviewed our current engagements and confirm that there are no known potential conflicts of interest that could compromise our ability to deliver this project objectively. Should any unforeseen conflicts arise during the course of this project, we will promptly disclose them to the IWMA review team and take appropriate measures to address them in compliance with IWMA’s guidelines.

Litigation Disclosure

The Great Media x Triple Pointe Media has not been involved in any civil or criminal litigation that would impact our ability to fulfill this contract. We prioritize ethical business practices and maintain a strong commitment to legal compliance in all of our operations. Should any legal matters arise during the duration of this project, we will promptly notify IWMA and provide all necessary information to maintain full transparency.

Budget Breakdown

Below is the detailed breakdown of costs for the proposed project, organized by pre-production, production, and post-production phases. Each item includes a description of the tasks and associated costs, ensuring clarity and transparency in meeting the “not-to-exceed” budget ceiling of \$150,000.

	Budget Item	Description	Estimated Cost (USD)
1	Pre-Production		
2	Script Development	Drafting scripts, creative reviews, and revisions	\$6,500
3	Storyboarding	Visual planning and scene breakdowns	\$5,800
4	Location Scouting	Identifying and securing filming locations	\$2,600
5	Logistic Planning	Permits, schedules, and coordination	\$775
6	Production		
7	Filming Crew	Cinematographers (2-3), Producer, Assistants	\$21,500
8	Equipment Rental	High-resolution cameras, drones, lighting, audio	\$10,700
9	Drone Operator	Aerial footage capture using drones	\$5,000
10	On-Site Filming Days	3 full days and 2 half-day sessions	\$15,400
11	Sound & Lightning Technicians	Professional setup for sound and lighting	\$2,000
12	Production Assistance	On-site support, including runners and additional help	\$1,500
13	Post-Production		
14	Editing	Video editing, color correction, and final adjustments	\$37,000
15	Graphic & Animations	Custom graphics, transitions, and branding	\$2,600
16	Accessibility Compliance	Adding closed captions and audio descriptions	Included
17	Quality Review & Revisions	Reviewing and implementing final changes	Included
18	Project Management		
19	Travel Expenses	Crew travel, accommodations, and meal per diems	\$15,125
20	Insurance	Liability and equipment insurance coverage	\$3,300
21	Licensing Costs	Licensing fees for stock footage or external talent	\$500
22	Contingency	Buffer for unexpected costs and additional expenses	\$2,200
23	Total Budget		\$132,500

References

We are pleased to provide the following references from recent clients for projects that are similar in scope and quality to the services described in this RFP. These references demonstrate our expertise in video production, strong client relationships, and our consistent ability to deliver high-quality visual content tailored to each client's unique needs.

Client Company	Year/Period of Contract	Project Description	Contact Information
Dalhousie Tigers University	Oct 2024	Produced a promotional video showcasing the university's football team, focusing on game highlights, team spirit, and the community's support for the football club. The video was used to promote upcoming games and enhance student engagement.	Phone: +1 (403) 830-2630 scottjayden400@gmail.com Jayden Scott Student VP Marketing
Mississauga Chamber Singers	Oct 2024	We partnered with the Mississauga Chamber Singers, represented by General Manager Jennifer Crawford, to create promotional videos and conduct interviews. Our work included both audio and video production, capturing the ensemble's talent and highlighting the company's offerings, aimed at enhancing their visibility and community engagement.	jcrawford@mcsociety.ca Jennifer Crawford General Manager
Toronto Wedding Strings	Oct 2024 to March 2025	We collaborated with Toronto Wedding Strings, led by Operations Manager Meredith Ng, to produce profile and promotional videos. Our services highlighted the talent of the company's artists and provided engaging content for their clients, helping to enhance their brand image and client experience.	torontoweddingstrings@gmail.com Meredith Ng Operations Manager
Biglake Arts Music Festival	Oct 2024	We provided event coverage for Biglake Arts Music Festival, led by Artistic Director Elissa Lee. Services included professional photography, videography, drone footage, audio production, and corporate interviews. The goal was to capture the festival's vibrant atmosphere and key highlights in a visually compelling manner, supporting their promotional and engagement efforts.	elissa_lee@me.com Elissa Lee Artistic Director

The contact details and project descriptions above have been provided to demonstrate our experience and capability to meet your requirements. Each project reflects our commitment to producing impactful video content that aligns with our clients' strategic goals. We take pride in our ability to deliver creative, high-quality visuals that engage and resonate with target audiences.

Insurance Coverage Details

The Great Media x Triple Pointe Media is committed to maintaining comprehensive insurance coverage to safeguard against any risks associated with the execution of this project. We are prepared to secure all necessary coverage upon contract award to ensure full compliance with IWMA's requirements. Our planned insurance coverage includes the following:

1. General Liability Insurance

- **Coverage Amount:** \$1,000,000 per occurrence / \$2,000,000 aggregate
- **Description:** This policy provides coverage for bodily injury, property damage, and personal injury claims arising from our business operations or on-site activities during the project.

2. Professional Liability Insurance (Errors & Omissions)

- **Coverage Amount:** \$2,000,000 per occurrence / \$2,000,000 aggregate
- **Description:** This insurance covers claims resulting from errors, omissions, or negligence in the performance of our professional services, including video production and content creation activities.

3. Commercial Auto Insurance

- **Coverage Amount:** \$1,000,000 combined single limit
- **Description:** This policy provides coverage for all vehicles used in the course of conducting on-site filming, transportation of equipment, and personnel travel during the project.

4. Workers' Compensation Insurance

- **Coverage Amount:** Statutory Limits
- **Description:** This policy provides coverage for all team members and crew engaged in project activities, ensuring compliance with workers' compensation requirements and protecting against work-related injuries or illnesses.

5. Equipment Insurance

- **Coverage Amount:** \$500,000
- **Description:** This policy covers our high-value filming equipment, including cameras, lighting, drones, and audio equipment, against loss, theft, or damage during the project period.

Certificate of Insurance:

Upon award of the contract, we will promptly secure all necessary insurance and provide IWMA with a Certificate of Insurance listing IWMA as an additional insured. This documentation will confirm our adherence to the specified insurance requirements and provide proof of adequate coverage.

Testimonials

Dr Christina Choi

**Amity Health Clinic
Owner & Chiropractor**

"The work that Triple Pointe Media does is amazing! They recently helped me with a video to showcase my clinic and professional services. Their production team is accommodating, punctual, artistic, fun and patient. I cannot thank them enough for what they have done for us. I have already shown many families and friends the video they have made and have been getting nothing but positive feedback and praise! If you ever need any services from Triple Pointe Media, you will receive a wonderful experience from start to end! Thank you to the entire team!"

Jennifer Crawford

**Mississauga Chamber Singers
President**

**Music Video
Performance
Interview**

"From our very first meeting, we knew that Stelth understood us and our story. He thoughtfully refined and distilled what we wanted to say and we were confident he would deliver exactly what we wanted . . . and he did!! The entire production at TPM gave personal care and professional attention to the production of our first music video. We look forward to many more opportunities to work together."

Erin Allen

**Altea Active Toronto
General Manager**

"Worked with Triple Pointe Media for a Community Marketing event this past summer. The team was professional, organized and a pleasure to work with. Their videos and pictures were:

- 1) extremely well done*
- 2) editing and delivery time was ahead of expectation and*
- 3) their communication during the entire process was top notch.*

Highly recommend Triple Pointe Media and will be using them again in the future."

Camille Moore

**CEO of Third Eye Insights
International Marketing Agency**

"Stelth is an outstanding human being and his photography/videography skills are second to none. He is an extreme professional and one of the few vendors I can feel relaxed and comfortable with to handle my clients' requests. Any clients under his team and leadership at Triple Pointe Media are in great hands."

Edwin Huizinga

**Sweetwater Music Festival
Artistic Director**

International Violinist

"The moment Stelth's team walks into a room to produce a video, and capture a story, they are prepared, ready to go, and there to help make the best possible product and capture possible. Stelth's kindness and keen director's eye, and thoughtfulness behind the camera, and preparation leaves no question that something very special will be created. I look forward to seeing much more of their work all over our current online ecosystem as we navigate forward into an ever more digital world of sharing much together through this very exciting medium!"

Thank you for considering our proposal. We share IWMA's commitment to responsible waste reduction and community outreach, and we are dedicated to creating engaging, high-quality content that inspires positive action. Our team looks forward to the opportunity to support IWMA's mission through compelling visual storytelling.



HAMLIN CREATIVE

Turning Brand Moments Into Brand Momentum

getHamlin.com

PROPOSAL
VIDEO CONTENT PRODUCTION
FOR THE
SAN LUIS OBISPO COUNTY
INTEGRATED WASTE
MANAGEMENT AUTHORITY



Portfolio

HAMLIN Creative

Portfolio of work

In this portfolio there are the following examples:

1. Event Activations
2. Branding
3. Animations
4. Community Recycling Initiatives
5. Community action, education & instructional videos
6. Community Recycling profiles

[USE THESE LINKS TO REVIEW SAMPLES OF WORK.](#)

[General Capabilities](#)

[Recycling specific work](#)



Statement of Qualifications

HAMLIN Creative: Shaping the Future of Recycling and Sustainability Through Powerful Storytelling

At HAMLIN Creative, we're more than content creators—we're advocates for sustainable change, dedicated to crafting stories that make an impact. With years of experience partnering with communities and organizations across the country, we understand what it takes to deliver high-quality, compelling messaging that resonates and drives real action. Our team has tackled the most pressing issues in recycling, from contamination and safety to public awareness, creating content that empowers communities and fuels national initiatives.

We recognize that San Luis Obispo, with its breathtaking landscapes and cherished natural beauty, requires a unique approach to preservation and sustainability. Through our work in similarly scenic areas like Sarasota, FL, Asheville, NC, and Denver, CO, we've honed our expertise in producing content that connects with communities on a local level while promoting environmental stewardship.

From engaging animations and character-driven narratives to testimonials from industry leaders and proof-of-performance videos, HAMLIN brings a diverse storytelling toolkit to every project. We collaborate with invested partners from every corner of the recycling ecosystem—brands, MRF operators, haulers, government bodies, and community leaders—to ensure each voice is heard and each story is impactful.

HAMLIN Creative is uniquely equipped to support San Luis Obispo in elevating its recycling initiatives. Our mission is to make recycling accessible, inspiring, and sustainable, preserving the natural beauty of San Luis Obispo one compelling story at a time.

Expectations

For this video series to be successful it is important that the IWMA plays an active role in this production. HAMLIN will require consistent meetings as the creative is refined before production.

- The HAMLIN Production team will need access to County facilities, i.e. MRF, and County anaerobic digester.
- During the week of production, we will require at least one decision maker to be involved on set to sign off on any questions that come up.
- HAMLIN will need access to SLO Employees that we may want to feature in the series. This will be critical to share the authenticity of the campaign and share the real faces of recycling in the community.
- Adherence to the Post-Production schedule and feedback timing as dictated in the Post-Production schedule.



THE TEAM

[Click name for LinkedIn Bio](#)



Brendon Hamlin

Executive Producer



Zack Millsaps

Producer / Director



Seth Lowe

Cinematographer



Thomas Stroud

Assistant Director/Production Manager



Buff Harsh

Editor/Visual Effects

Additional Crew

Stills Photographer
Second Camera operator
Gaffer – Local Hire
Grip – Local Hire
Props – Local Hire
Production Assistant – Local hire

Equipment

(2) – 4K Full Frame video cameras
Prime lenses
Snorri cam - camera rig for POV perspective
Full commercial lighting package
Hi-Def audio

Series Scope

After years of extensive work throughout San Luis Obispo and state mandates, the county needs an awareness campaign that will boost recycling and help preserve the county's natural beauty. The creative presented here will both highlight the beauty of SLO but also share a call to action to support residents of SLO and increase recycling participation in the county. HAMLIN is uniquely skilled at telling these stories because of our experience in the recycling community. We look forward to partnering with IWMA and SLO County to create a compelling and engaging campaign that will bring greater recycling awareness across the county.

HAMLIN Creative has carefully reviewed the RFP and presents this proposal outlining our creative vision, with a 4-video series along with Photography and Footage Library for IWMA & San Luis Obispo county.

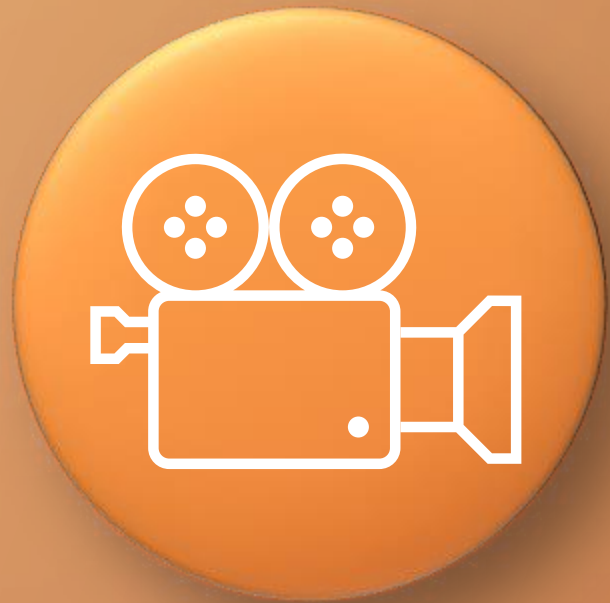
HAMLIN's approach is to capture all original footage in SLO county. There are 2 sets of videos we intend to produce.

- Videos 1 & 2 will focus on a side-by-side lifecycle utilizing the Snorri-Cam technique to see the journey of a recyclable item & compostable item. This is original footage that will be captured in and around SLO as well as within the MRF & Landfill.
- Video 3 will focus on introducing you to members of the community, dispelling myths around recycling coming directly from community members. The effect here is to put a human face to the myth and thereby humanizing it so the myth can be dispelled.
- Video 4 is comparable to video 3 in that it will humanize the Anaerobic Digestion facility, introducing you to key members and important information about how the facility works and the benefits to the community. There is an opportunity with this piece to inject some fun and a little humor into the script to keep the subject matter light and approachable.

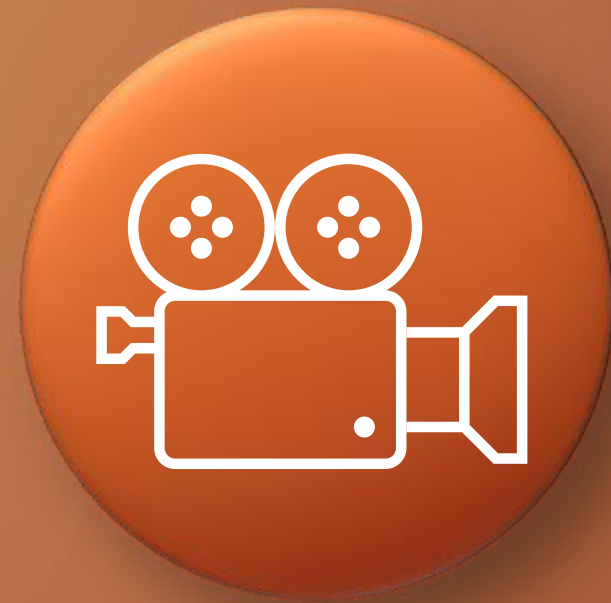
Once all scripts are approved, we will create a series of storyboards which will give a basic structure for each spot. From there we will break each script down & storyboard down into a shooting schedule based on location.

Scheduling of the Production week and Post- Production timeline will occur after the creative is approved.

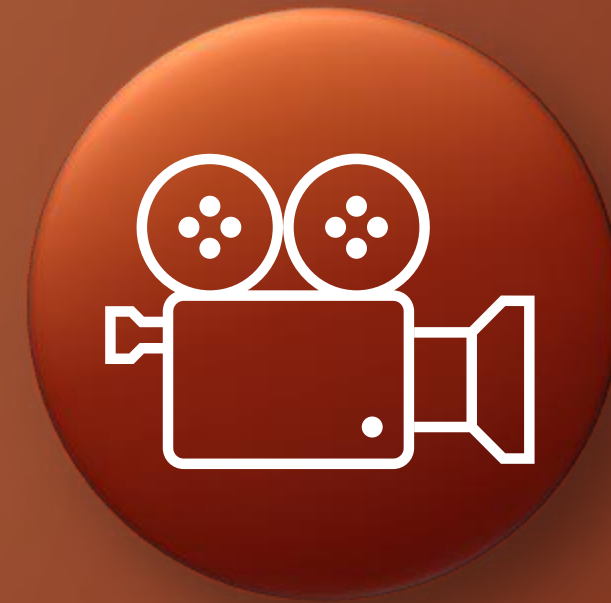




VIDEO 1
LIFECYCLE
OF A RECYCLABLE ITEM



VIDEO 2
LIFECYCLE OF A
COMPOSTABLE ITEM



VIDEO 3
THE MYTHS OF
RECYCLING



VIDEO 4
SLO COUNTY ANAEROBIC
DIGESTION FACILITY

HAMLIN proposes a 5-day shooting schedule. The four spots will be shot out of sequence based on the need for a variety of locations. To maximize efficiency and ensure all shots are captured, we will focus each day on what shots will be needed at each location.

VIDEO 1

Lifecycle of a Recyclable Item

Proposed Script

**These scripts are starting points and based on platforms and audience the verbiage can change.

VIDEO

Trash can on Left side of screen - Recycling Can on right

Two people come in from off screen and deposit a plastic bottle into the receptacles

Snorri Cam of both and their journeys

Left side goes into trash can
Journey with bottle to landfill
Final shot of bottle sitting in Landfill

Right side of screen – bottle goes into Recycling bin
Recycling Bin to MRF
MRF conveyor belt
Bundles of Recyclables ready to be hauled
Bundles hauled off
Recycled bottles sitting on shelves ready to be go through the journey again

Cut to Full screen on SLO county scenic shots
Show variety of compostable material
Cut to Graphic end page with CTO

AUDIO

When we dispose of items that could be recycled, we're wasting valuable resources.

When a bottle, can, cardboard or another recyclable gets thrown away, the journey is over. It just sits in the landfill...forever.

But when we recycle...
A plastic bottle can become a new bottle
An aluminum can – a NEW can
A cardboard box...a brand-new box.

Did you know Cardboard can be recycled 5-7 times
Plastic up to 10 times and
Aluminum can be recycled infinitely.
The possibilities are endless...but only if you recycle.

So, recycle more, and let's keep San Luis Obispo beautiful by keeping recyclables out of the landfill.

SLO DOWN, What are you Wasting For?
Go to San Luis Obispo for resources to help your recycling journey.

VIDEO 1 – Lifecycle of a Recyclable Item

LEFT SIDE OF SCREEN

Simple locked off shot of the landfill. We see the bulldozer (maybe a worker) but just the simple scene of a recyclable being pushed into the waste pile.



RIGHT SIDE OF SCREEN

On this side of the screen, we see a recyclable go into a Recycle bin and begin its journey through the process of recycling. We see it get picked up – tipped onto MRF floor – Scooped up and put on conveyor belt – sorted and bundled – then we see a new recyclable being pulled off a store shelf.



VIDEO 2

Lifecycle of a Compostable Item

Proposed Script

**These scripts are starting points and based on platforms and audience, the verbiage can change.

VIDEO

Trash can on Left side of screen Compost bin on right

Two people – one throws away food scraps in garbage, the other puts scraps in compost bin

Snorri Cam of both and their journeys

Left side goes into trash can

Journey with food scraps to landfill (banana peel is the hero)

Final shot of food scraps sitting in Landfill

Right side of screen – food scraps go into compost bin

Compost Bin to Compost digester

Compost facility shots

See beautiful dark nutrient rich soil in a person's hands

See energy meters

See Power turning on a light / TV / Refrigerator

Cut to Full screen on SLO county scenic shots

Show variety of compostable material

Cut to Graphic end page with CTO

AUDIO

When we dispose of items that could be composted, we're wasting valuable resources.

Many compostable materials can be kept out of the landfill.

The San Luis Obispo county anerobic digester is a state-of-the-art facility reducing the amount of organic material going into the landfill and creating valuable nutrient rich soil .

Plus, the producing energy that fuels thousands of homes.

So those banana peels, coffee filters and your yard waste are being turned into beautiful soil and energy..

Did you know that composting reduces methane emissions which is a major greenhouse gas?

With composting facilities, we can keep San Luis Obispo beautiful and keep compostable material out of the landfill.

SLO DOWN - What are you Wasting For?

Go to San Luis Obispo for resources to help you on your composting journey.

VIDEO 2 – Lifecycle of a Compostable Item

LEFT SIDE OF SCREEN

Simple locked off shot of the landfill. We see the bulldozer (maybe a worker) but just the simple scene of a compostable material being pushed into the waste pile.



RIGHT SIDE OF SCREEN

On this side of screen, we see compostable material go into a compost bin and begin its journey through the process of being turned into energy.



VIDEO 3

The Myths of Recycling

Proposed Script

**These scripts are starting points and based on platforms and audience, the verbiage can change.

VIDEO

Spot opens with POV Ride along recycling truck Snorri Cam

Recycling truck pulls up to curb (stops close to camera)

Cut to truck loading Recyclables into truck

Cut to Recycling worker speaking directly to Camera

Camera riding down the conveyer belt at MRF

Cut to Recycling worker picking up recyclable right in front of camera

Cut to shot of Recycling work in the MRF on the Line separating materials

Recycling Worker speaking directly to camera

Homeowner dumps small recycle bin into larger recycling cart.

Cut to Ride along with Cart to the Curb

Cut to med/wide shot of home/recycle cart/Homeowner

Homeowner taking Recycling bin to the curb

Homeowner speaking directly to camera

Cut to Full screen on SLO county scenic shots

Show variety of recyclables and Compostable material

Cut to Graphic end page with CTO

AUDIO

Fun music to play and set up the spot.

Voice over is authoritative and confident as if what they are saying is a foregone conclusion.

(VO) Did you know...Recycling is a Myth

"It is?"

"What am I doing then?"

(VO) Did You Know, Most recyclables end up in the trash?

"They do?" (MRF Worker on the line)

"What am I doing then?"

(VO) Did You Know, People think It's just too inconvenient to recycle?" (VO)

"Really?" – (Homeowner placing bin out at curb)

"Come on, then what am I doing then?"

Recycling matters and San Luis Obispo county is keeping thousands of tons of recyclables out of the landfill.

We can all do our part and keep San Luis Obispo beautiful.

SLO down - What are you Wasting For?

Go to San Luis Obispo for resources to help your recycling journey.

HAMLIN

VIDEO 3 – The Myths of Recycling



RECYCLING TRUCK DRIVER



MRF WORKER



HOMEOWNER

This spot focuses on real people in the San Luis Obispo area. It will include people that work within the recycling community as well as residents. As with the other spots, it will end with a call to action sharing specific website information where tools and information about recycling and composting are available.

VIDEO 4— SLO County Anaerobic Digester

- Utilizing Key staff at the Anaerobic digestion facility, we will highlight a series of “Did You Know” facts about how the facility operates and benefits SLO.
 - This approach will introduce the community to important players “Behind the Scenes” and will also share critically important facts about the facility.
 - The spot will be a fun trip through the Facility. Perhaps poking a little fun and what it’s doing along the way.
 - This spot should come across as informative but also fun, it should have some personality.
- Key Message:** "Join the movement and compost your scraps!" & "SLO Down -What are you Wasting for?"
- Visuals:** Begin with shots of food waste in landfills, transition to the digester facility in action, then show compost nourishing a community garden or park while showing how it simultaneously generates power.



VIDEO 4

Powering Our Community, with Compost?

Proposed Script

**These scripts are starting points and based on platforms and audience, the verbiage can change.

VIDEO

Open with a drone shot across the city.
Cut to Drone shot over Anerobic Digestion Facility

See a person waving at the Drone to land

Cut to same person on ground
Cut to different section of facility and new person
Cut to different section of facility and new person
Cut to different section of facility and new person
Cut to drone shots of Digester facility.
Person scraping plate with food scraps into garbage can.
Shot is reversed.
Cut to beauty shots of SLO county, the beaches, trails, downtown streets.
Drone shot backs out with all the people we just met waving as the drone lifts off to show the beautiful countryside.
Call to action

AUDIO

Hey San Luis Obispo County!
DOWN HERE!

Did you know that right here in San Luis Obispo, we've got a cutting-edge anaerobic digestion facility? We're transforming food scraps and organic waste into rich, nutritious soil that gives back to our land—and that's not all! Come on in! 🌱
Did You Know – You can compost all sorts of food scraps from your home

Did You know that it takes 2 weeks to turn into nutrient rich soil
Did you know that while the compost is degrading it's also outputting methane gas

And that gas is generating power!
So here's the deal... *SLO Down, reduce waste*, and let's make composting a bigger part of our community. It's one of the simplest ways to support our beautiful county.
Want to learn more? Head over to IWMA.com for all the details.
SLO Down What are you Wasting for?
Together, let's keep SLO beautiful!

CAMPAIGN

Each spot will end with a graphic end page.
Voice over with Tag Line
Call to Action

***“SLO Down - What are you
wasting for?”***

KEEP SLO BEAUTIFUL

Visit IWMA.com

for

education and solutions.

PROJECT TIMELINE

NOV '24

Sign Contract

6-8 weeks

Pre-Pro
Script & Storyboard Development
Assemble crew
Virtual Location scouting
Casting
Permitting

TBD week
in 2025

Production Week

5 Days
Day 1 – Producer /
Director / DP
Scout locations and limited
B-roll
Day 2-5 – Full Crew

Within 4 weeks
of Shoot week

Initial rough cuts

Submit for review

Receive initial
feedback

Within 2 weeks
of feedback

Refine cuts
based on
feedback &
notes.

Build graphics

Second Round
review

Receive
feedback

Within 2 weeks
of final
feedback

Share fine cuts
for review.
Voice Over
Sound Design

Receive Fine cut
feedback

Delivery by End
of Month.

HAMLIN

Turning brand moments into brand momentum

Deliverables

- 4 Finished videos
 - Versioned for Broadcast - 16x9 (Horizontal) & Social Media – 9x16 (Vertical)
 - Footage Library – Footage color corrected & categorized delivered on hard drive
 - Photography - Finished library of still photography
-

Suggested Media Plan

Through a media strategy rooted in social media, it is proven that awareness leads to action which leads to a better performing system.

To drive behavior-change and increase recycling and composting in SLO County a sustained social media campaign is recommended. These sustained efforts can last up to 6 months and can return great benefits to a community seeking to increase recycling participation.

The EPA has found that a sustained recycling awareness campaign can increase recycling rates by 20%. A Recycling Partnership & Waste Management study found that active social media can see a 15-25% improvement in recycling participation.

This increase in awareness and subsequent improvement in behavior comes with frequent and repeated exposure to your messaging. We would suggest a media plan that focuses primarily on social media with limited traditional media. Utilizing social media will be more cost effective and allow for a longer-term campaign and in turn increasing recycling rates throughout the county.

The tools available to track a campaign far exceed what is available through traditional media. That said, traditional media can still support and reinforce social. A combination with an emphasis on social can be the most effective strategy. Here are some additional ways social media delivers beyond traditional media.

- Targeting and Personalization - Demographic targeting, Adjust in real time, Data & Personalization
- Cost Effectiveness – Lower CPM, Flexible Budgeting, Measurable ROI
- Engagement and Conversion Potential – With Social you can have 2-way conversations with your audience, plus gain valuable insight into who is engaging with your content.
- Expanded Reach and Platform Specific opportunities
- Data – According to a Hootsuite study, Social media delivers 1.5X-3X higher than traditional media.

In Jan 2024 HAMLIN produced a commercial campaign for the CPG company, Against the Grain. Using the content HAMLIN produced, Against the Grain deployed a social media campaign. The content achieved an 80% watch rate which drove a .02 cent per view rate, down from .15 cents per view with previous campaigns. These metrics show the power of well executed content delivered with a social media plan.

NOTE: The execution of this strategy is not part of this strategy and would require a separate scope if you wish to have HAMLIN manage this part of the project.

BUDGET BREAKDOWN

Pre-Production – Executive Producer / Producer / Director/Production Manager / Props	\$15,540
Production Crew – DP / Cam Op / Gaffer / Grip / EP/Director/ Prod. Mngr. / Props /Loc audio/Photographer/Production Assistant	\$66,510
Equipment rental – Cameras / Film Lenses / Lighting & Grip Equipment	\$11,180
Locations	\$3,000
Talent	\$2,500
Miscellaneous	\$3,000
Post-Production – Editor / Voice Over / Post-Production sound / Producer	\$18,720
Travel (Airfare, Air BnB, Vehicle rentals, Fuel, Per Diem)	\$12,600
Footage Library (Licensing and delivery)	\$11,500

TOTAL BUDGET
\$144,550

References

Elizabeth Schussler – Senior Director of Social Change, Behavior & Impact, The Recycling Partnership
Eschussler@recyclingpartnership.org

Allison Francis – Senior Director Creative & Design, The Recycling Partnership
Afrancis@recyclingpartnership.org

Kim Lawton – Chief Possibilities Officer – Inspira Marketing
Klawton@inspiramarketing.com

Farrah Brigante – Group Creative Director – Inspira Marketing
Fbrigante@inspiramarketing.com

Brigette Polmar – Founder / Executive Producer – Brand Spoken
info@BrandSpoken.com

- RFP ref: Sect. 3 B4



Conflicts of Interest / Litigation

There are no existing or potential conflicts of interest for HAMLIN Creative LLC.

There is no pending or existing criminal or civil litigation that HAMLIN Creative is involved in.



Final Thoughts

HAMLIN Creative is based in Asheville, NC and works across the country with diverse clients. Our team is available based on traditional business hours. With the time difference HAMLIN team members will offset to meet as needed outside of our local time zone to make ourselves available to the IWMA team.

HAMLIN Creative is more than just a production company with experience in producing content around recycling. As the founder and Executive Producer at HAMLIN Creative, Brendon Hamlin has 30 years of experience, producing, promoting and engaging audiences through video content. With a background in Cable TV promotion Brendon Hamlin produced content for over 18 years for some of the biggest entertainment brands. That experience is brought into the work that HAMLIN Creative does today. HAMLIN focuses on compelling messaging whether that is national social media campaigns for BiC, the Recycling Partnership or Against the Grain or it's marketing videos for DIAGEO, Jeep, General Mills or Save the Children.

HAMLIN Creative has the knowledge, experience and collaborative skills to make your project a success. We look forward to partnering with you and elevating the awareness of recycling in San Luis Obispo county.





THANK YOU.

HAMLIN
CREATIVE

getHamlin.com

brendon@gethamlin.com



Video Content Production for the San Luis Obispo County Integrated Waste Management Authority

Supplier: Ilardi Media, LLC

RFP #: SLO County IWMA - Video Content Production

Date: 10/31/24

COMPANY OVERVIEW:

Ilardi Media is a leading video production company specializing in creating impactful and informative content. Our expertise aligns perfectly with the San Luis Obispo County Integrated Waste Management Authority's (IWMA) mission to promote responsible waste reduction and disposal. With a proven track record of working with diverse clients, including local city organizations like The City of Sarasota and major sports organizations such as the WNBA, US Soccer Federation, and major television networks. We possess the skills and experience to develop a compelling video series that educates and inspires local residents.

We will tailor our content to the specific needs of the IWMA, ensuring that it is relevant, engaging, and informative. Our videos will emphasize the importance of blue and green bin recycling.

1. Qualifications of Contractor and Personnel

Portfolio Examples:

Client: GS Resources, LLC for The City of Sarasota

Photo Series: Public Art. City Spaces. The Sarasota Collection

Published Book Example: Clickable Link in yellow below:

https://fliphtml5.com/nxcu/gcqq/Sarasota_Public_Art/

Project Goal: The project goal was to Increase public engagement with Sarasota's extensive public art collection, promoting both the art and the city itself.

Video Series: INTO THE SPOTLIGHT: The Jake Ilardi Documentary

Video Example: Clickable Link in yellow below: [INTO THE SPOTLIGHT: The Jake Ilardi Documentary - Official Tr...](#)

Project Goal: The documentary followed an amateur skateboarder on his quest to achieve professional status and compete in the Tokyo 2020 Olympics. Our team was responsible for overseeing pre-production, production, and post-production. We adhered to strict deadlines and maintained a consistent shooting style that aligned with the proposed creative vision. This ensured that the final product captured the athlete's journey in a compelling and authentic manner.

Client: WNBA

Video Series: OFF TOP

Video Example: Clickable Link in yellow below: [▶ Off Top with Ari Chambers \(S3, E2\) featuring Erica Wheeler and ...](#)

Project Goal: The short series, featuring WNBA athletes and host Ari Chambers, aimed to provide an intimate look into the lives of these elite athletes. We collaborated closely with the WNBA's creative team to develop a traveling set that followed the athletes across the country. The roundtable discussions explored the athletes' upcoming business ventures, as well as their current challenges and accomplishments. By working closely with Ari Chambers and the WNBA, we ensured that the series delivered a creative and engaging look that aligned with the league's vision.

Client: Aladdin Equipment Co., Inc.

Video Series: Aladdin Equipment Co., Inc. Promo

Video Example: Clickable Link in yellow below:

[▶ Promotional Video.mp4](#)

Project Goal: To visually communicate Aladdin Equipment Company's commitment to quality and innovation by showcasing the manufacturing process within our facilities. The goal is to highlight the intricate details, advanced technology, and skilled craftsmanship involved in producing our extensive line of pool and spa products, including baskets, gaskets, O-rings, Magic Lube®, and PSR® Seal. This will reinforce our position as an industry leader and strengthen our brand reputation.

Statement of Qualifications:

Our firm, Ilardi Media, is a qualified contractor with extensive experience in video content production that perfectly aligns with the San Luis Obispo County IWMA's needs for this project.

Meeting Qualifications (Section II A):

Understanding of IWMA Mission and Goals:

We have thoroughly reviewed the IWMA's mission statement and website to gain a comprehensive understanding of your commitment to responsible resource management and resident education.

Creative Voice and Storytelling:

Our team boasts award-winning creatives with a talent for crafting compelling narratives that resonate with diverse audiences. We excel at turning complex information into engaging stories.

Unified Messaging for Diverse Groups:

We have a proven track record of creating video content that bridges divides and delivers unified messages even in situations with contrasting viewpoints.

Experience with Similar Projects:

We've successfully produced video content series for various environmental and government agencies across the country. We can provide references and samples upon request.

Technical Expertise:

Our team is equipped with top-of-the-line video and audio recording equipment and possesses the technical skills necessary for high-quality production.

Familiarity with San Luis Obispo County:

We are committed to partnering with local vendors and experts to gain valuable insights into San Luis Obispo County.

Relevant Industry Experience:

Our team has created public service announcements and promotional videos for a variety of non-profit organizations and government entities, including the City of Sarasota, Visit Sarasota, and Visit Florida. These projects have helped to raise awareness of important community issues and promote local events, tourism, and economic development.

Conclusion:

We are confident that our qualifications align perfectly with the requirements outlined in Section II (A) of the RFP. We are passionate about creating impactful videos that educate and inspire residents to actively participate in responsible waste reduction and disposal practices.

We are eager to partner with the IWMA to achieve its goals and create a successful video campaign. In the following sections of our proposal, we will elaborate on our proposed project scope, timeline, budget, and team composition. We are confident that our comprehensive approach will deliver high-quality video content that exceeds your expectations.

Describe your expectations of IWMA staff in the production of the video series, and what assistance the IWMA will provide in the proposed project:

We anticipate a collaborative and supportive relationship with the IWMA staff throughout the production process. We expect open and honest communication on creative concepts, scripts, and feedback during all stages of production and post-production.

To ensure a successful project, we would appreciate the following assistance from the IWMA:

- **Subject Matter Expertise:** Access to IWMA staff with expertise in waste management and recycling to provide accurate information and guidance.
- **Community Insights:** Insights into local demographics, interests, and challenges to help tailor the content to the target audience.
- **Review and Feedback:** Regular review and feedback on the creative direction, scripts, and final products to ensure they align with the IWMA's goals and messaging.
- **Administrative Support:** Assistance with scheduling, logistics, and administrative tasks related to the production.

By working together closely, we can create a video series that is both informative and engaging, effectively promoting responsible waste reduction and disposal in San Luis Obispo County."

Resumes of and duties assigned to relevant personnel.

■ **ILARDI_MEDIA_CAPABILITIES_LIAM_NATE.pdf**

Current Employees:

Nate Ilardi, Director: Nate is a Florida-born, New York City-based commercial DoP & Production co. owner who brings a dynamic approach to visual storytelling. At Ilardi Media, I collaborate with my crew to tailor each project to the unique strengths of the cast and locations, always aiming for the highest production value. With global experience working for clients like NBA, FIFA, Aramco, IMG, and more, I focus on capturing the creative moments that make every project stand out.

Liam Jordan, Producer: Liam Jordan is a seasoned producer with a proven track record in delivering high-quality productions across various mediums. He has successfully managed budgets for multi-million dollar television series on major networks like Hulu, HBO, and Paramount.

His expertise extends to all aspects of production management, including collaborating with clients to deliver successful campaigns and product launches. meticulously managing budgets to ensure efficient and cost-effective production, hiring, managing, and motivating talented crews to achieve project goals, overseeing production schedules to ensure timely

completion and delivery, and working closely with creative teams to ensure that productions align with vision and meet deadlines

Subcontracting personnel, services and equipment:

As needed, we may subcontract with specialized vendors for specific services or equipment. We will carefully select subcontractors based on their expertise and reliability. Any subcontracting arrangements will be clearly outlined in our proposal, including the scope of work and pricing. Overall, our proposed approach is designed to deliver a high-quality video production that meets the IWMA's specific needs, adheres to their brand guidelines, and is completed on time and within budget.

List of technical equipment to be used in production.

■ [Ilardi Media Equipment List 2024_rental_costs.pdf](#)

2. Creative Outline: Timeline and Deliverables

Creative Prompts

Prompt 1: Blue Bin vs. Landfill: A Tale of Two Destinies

- **Technique:** Side-by-side comparison.
- **Visual Story:** Follow a blue bin item (e.g., plastic bottle) through the recycling process, highlighting the transformation into a new product. Contrast this with the same item being landfilled, showing its decomposition process and potential negative environmental impacts.
- **Creative Device:** A split-screen visual, with one side showing the recycling process and the other showing the landfill.

Prompt 2: From Food Scraps to Fertile Future: The Power of Compost

- **Technique:** Animation.
- **Visual Story:** Show a compostable item (e.g., food scraps) breaking down in a compost pile over time, highlighting the nutrient-rich soil it creates. Contrast this with the same item being landfilled, showing its slow decomposition and potential methane gas production.
- **Creative Device:** A time-lapse sequence that accelerates the decomposition process in both scenarios.

Prompt 3: The People Behind Your Recycling

- **Technique:** Live action (B-Roll and Interviews) .
- **Visual Story:** Highlight the dedicated workers at the IWMA, showcasing their roles and passion. Use strong visuals to illustrate the recycling journey, from curbside collection to sorting and processing. Add a human touch with personal stories from the workers to emphasize the impact of recycling. By combining engaging visuals, compelling storytelling, and a focus on the people, you can create a video that inspires viewers to recycle responsibly.

Central Theme and Slogan

Theme: "Reduce, Reuse, Recycle: Your Choices Matter"

"Recycle Right, Brighten the Future".

Slogan: "Think Before You Toss: A Greener Future Starts with You"

Execution Strategy and Timeline

Timeline:

- **Pre-Production (3 weeks):**
 - Review RFP and identify key requirements
 - Assemble the project team (director, producer, editor, etc.)
 - Develop a detailed production schedule
 - Create a preliminary budget
 - Write scripts for each video concept, adhering to the approved prompts
 - Create storyboards to visualize the shot composition and camera movements
 - Review and revise scripts and storyboards based on feedback
 - Schedule pre-production meetings with the client, crew, and talent
 - Secure necessary permits and permissions for filming locations
 - Book equipment and crew
 - Coordinate with talent and finalize shooting schedules
- **Production (6 days):**
 - Filming on location and in studio (if needed)
 - Capturing B-roll footage
 - Filming 2 days per video concept
- **Post-Production (4 weeks):**
 - Editing footage
 - Motion graphics and animation (if needed)
 - Sound design and music composition
 - Final video revisions and approvals
 - Delivering final videos in various formats (TV, web, social media)

Deliverables:

- At least four (3) high-quality video narratives (each 10, 30, and 90+ seconds) focusing on different aspects of resource recovery.
- Library of high-quality B-roll footage (at least 100 images) showcasing SLO County's environment and waste management processes.
- All videos will be optimized for various distribution channels (television, IWMA website, social media).

This timeline and deliverables are an example and can be adjusted based on your proposed creative approach and budget.

Additional Points:

- **Collaboration:** Propose regular communication with IWMA staff throughout the production process for feedback and approvals.
- **Community Focus:** Highlight the importance of community participation in responsible waste management within the videos.
- **Distribution Strategy:** Include a brief outline of how the IWMA can utilize the videos in their outreach campaign (e.g., social media promotion, website integration, public events).

By outlining this clear execution strategy, you demonstrate your understanding of the project scope and your ability to deliver high-quality video content within IWMA's timeframe and budget.

Proposed video formats and durations.

16:9 - Final Themed Videos	1920x1080 Resolution 23.97 Frame Rate 90+ Seconds Long	Long form videos showcasing
1:1 & 9:16 Social Edits	1080x1920 & 1080 x 1080 Resolution 23.97 Frame Rate 10 & 30 Seconds	Formatted for social medias - Social media post - Social media story

Ideal Outcome:

Our ideal outcome is to create a compelling and informative video series that not only educates the community about responsible waste management practices but also inspires action. We envision a series that resonates with residents of all ages and backgrounds, encouraging them to actively participate in recycling, composting, and reducing waste.

Proposed IWMA's Outreach Campaign:

The IWMA can leverage this video series in a multi-faceted outreach campaign to maximize its impact:

1. **Social Media:** Share short clips on platforms like Instagram, TikTok, and Facebook to engage a younger audience and drive traffic to the full-length videos.
2. **Website:** Embed the videos on the IWMA website and create a dedicated page for the campaign, including additional resources and information.
3. **Community Events:** Screen the videos at local festivals, farmers' markets, and community meetings to reach a broader audience.
4. **Educational Partnerships:** Collaborate with schools and educational institutions to integrate the videos into curriculum and raise awareness among youth.
5. **Public Service Announcements:** Partner with local TV and radio stations to air the videos as public service announcements during prime time.
6. **Email Campaigns:** Send targeted email campaigns to residents, businesses, and community organizations, highlighting the key messages from the videos.
7. **Print Materials:** Use stills from the videos on flyers, posters, and other print materials for distribution throughout the community.

By utilizing a diverse range of channels, the IWMA can effectively disseminate the information and inspire positive change within the community.

3. Budget, Retainer, and/or Rates: Itemized and all costs associated with the proposed production, including but not limited to Pre production, production and post production: Clickable attachment in yellow below:

Ilardi Media x SLO County IWMA - Video Content Production .pdf

\$150,000 - Full Service, soup to nuts production in house at Ilardi Media

- 25% pre-pro deposit - \$37,500
- 50% production deposit - \$75,000
- 25% remaining balance - \$37,500

Term of Agreement: There is no stipulated start and end date of the proposed contract.

4. Client References:

Visit Sarasota County

Sandrina McCloud - Visitor Experience Manager

smccloud@visitsarasota.org

(941) 955-0991 Ext. 113

301 N. Cattlemen Rd., Suite 203 Sarasota, FL 34232

VSC is the official tourism marketing organization for Sarasota County, Florida.

Our team recently produced a sports promotional video showcasing grassroots events in the local community. The video highlighted the passion and dedication of athletes and organizers involved in these events, while also promoting the importance of supporting local sports initiatives.

NBA Entertainment

Ashley Simmons - Content Producer, WNBA

ASimmons@nba.com

(201) 275-2267

645 5th Ave, New York, NY 10022, US

NBA Ent. is responsible for creating and distributing original content related to the league and its players.

Our team recently produced a series featuring WNBA athletes and host Ari Chambers. The series offered an intimate look into the athletes' lives, exploring their business ventures and challenges. We collaborated closely with the WNBA to create a traveling set and ensure the series aligned with their vision.

GS Resources, LLC (Sarasota Art Book)

Gary Galati

gary@alfstadand.com

(347) 804-1526

421 CENTRAL AVENUE. SARASOTA, FL 34236

GS Resources, a Sarasota-based research and marketing group.

Our team recently produced the principal photo and video campaign for 'Public Art. City Spaces. The Sarasota Collection,' a project that culminated in the publication of a hardcover book. This comprehensive campaign aimed to showcase the city's public art installations and their positive impact on the community.

Aladdin Equipment Co., Inc.

Carrie Collins - Owner

CCollins@aladdin1950.com

(941) 371-3732

900 Sarasota Center Blvd, Sarasota, FL 34240

Aladdin Equipment Co., Inc. is a leading manufacturer and distributor of pool and spa replacement parts.

Our team recently produced a comprehensive campaign for Aladdin Equipment Co., Inc., featuring how-to videos, catalog photography, and promotional television spots.

Recognition Media

Emma Whitfield - Production and Experience/Event Director at The Webby Awards

emma@webbyawards.com

(917) 528-0342

22 W 21st St, New York, NY 10010

Recognition Media is the company behind The Webby Awards, which are considered one of the most prestigious awards in the digital industry.

Our team recently produced a series of promotional videos showcasing Recognition Media's latest trophy designs. These videos featured close-up shots of the trophies on display, highlighting their unique features and craftsmanship.

5. Identify Existing and Potential Conflicts of Interest:

Our company has no existing or potential conflicts of interest that could impact our representation of the IWMA. We have conducted a thorough review of our client base and have identified no relevant conflicts. We will continue to monitor for any potential conflicts and disclose any such conflicts to the IWMA immediately.

6. Disclosure of Litigation:

Our company has no current or pending civil or criminal litigation or indictments. We have conducted a thorough review of our records and those of our joint ventures, strategic partners, prime contractor team members, and subcontractors, and have identified no relevant legal issues. We agree to disclose any future litigation or indictments to the IWMA within five days of its commencement. Furthermore, we affirm that our company will comply with all applicable laws and regulations, including those related to disclosure of litigation.

7. Additional Information:

Our company is headquartered at 113 Ogburn St., Osprey, FL 34229. While our main office is located in Florida, we have a team of experienced professionals based in California who are readily available to serve the needs of the IWMA throughout the state.

Our team includes the following experienced professionals:

Producers

Directors

Cinematographers

Editors

Graphic Designers

Sound Engineers

And more

We have the capacity to assemble a team of experts tailored to the specific requirements of the IWMA's project.

In addition to the qualifications listed above, our company offers the following benefits:

Proven Track Record: We have a successful history of delivering high-quality video productions for clients in various industries.

Industry Awards: Our team has won industry awards for their work in video production.

Client Testimonials: We have a strong track record of satisfied clients who can attest to our quality of work and professionalism.

Technical Expertise: Our team is proficient in using the latest video production equipment and software.

Flexibility and Adaptability: We are able to adapt to changing project requirements and timelines.

Commitment to Excellence: We are dedicated to delivering exceptional results and exceeding our clients' expectations.

We believe that our combination of experience, expertise, and commitment to excellence makes us an ideal candidate for this project.

Certificate of Insurance (DICE Policy, General Liability, Workers Comp, Inland Marine (Equipment)): Clickable attachment in yellow below:

DICE_PRODUCTION_INSURANCE_Certificate-IlardiMediaLLC_Proof of Insurance.pdf

COMPANY CONTACT INFORMATION:

Nate Ilardi

Owner

(941) 256-1147

nate@ilardimedia.com

<http://www.ilardimedia.com>



VIDEO CONTENT PRODUCTION FOR THE SAN LUIS OBISPO COUNTY
INTEGRATED WASTE MANAGEMENT AUTHORITY



Prepared for: San Luis Obispo County
Integrated Waste Management Authority



October 21, 2024

San Luis Obispo County IWMA
870 Osos Street
San Luis Obispo, CA 93401

Request for Proposal for Video
Content Production

Dear San Luis Obispo County IWMA,

We are pleased to submit our proposal for Video Content Production Services as outlined in RFP No. MRB-42616. With our extensive experience in digital video and motion graphic design, development, and production, MEDIA3SIXTY is well-equipped to create engaging content that highlights the value of sustainable practices and resource recovery for San Luis Obispo County residents.

Our team has a proven track record of producing high-quality content for government agencies, public organizations, and local companies. We are experts at developing visually compelling and informative narratives that resonate with diverse audiences. Our previous work has successfully captured complex messages through motion graphics, 3D animation, and educational storytelling, ensuring clarity and engagement.

For IWMA, we are excited to craft a video series that promotes resource recovery, landfill diversion, and the environmental benefits of anaerobic digestion. Our team will collaborate closely with IWMA staff to ensure alignment with your objectives and messaging, providing regular updates and feedback sessions throughout the project. We are committed to delivering all videos on time, within budget, and to your exact specifications.

Thank you for your consideration. We look forward to the opportunity to partner with IWMA on this important initiative and to discuss our approach further. Please do not hesitate to contact us with any questions or for additional information.

Sincerely,



AGRIFINO EDRALIN JR.
Director & Co-owner



I. Qualifications of Contractor and Personnel

1. Portfolio of Past Work

Use the link below to access our online portfolio:

<https://vimeo.com/showcase/10549481>

2. Statement of Qualifications

MEDIA3SIXTY (M3S) is a highly experienced, full-service video production agency with over a decade of expertise in creating engaging, informative, and professional video content. We excel in producing content for public agencies and organizations, blending technical precision with creative storytelling. Our past work demonstrates our ability to communicate complex topics in clear and compelling ways, meeting diverse audience needs. M3S aligns with the qualifications outlined in Section II (A) by offering a well-rounded team of professionals with a track record of working with government agencies, handling multiple simultaneous projects, and delivering content on schedule and within budget.

Our capabilities include:

- a. Comprehensive pre-production, production, and post-production services
- b. Expertise in developing public-facing content, including educational videos
- c. Multilingual video production with cultural sensitivity and inclusivity
- d. Proven ability to work collaboratively with public agencies to meet project goals

3. Expectations of IWMA Staff and Assistance Provided

We value collaborative partnerships and view IWMA staff as key contributors throughout the production process. Our expectation is that IWMA will provide:

- a. **Initial Planning and Guidance:** Insight into the themes, goals, and messaging desired for the video series.
- b. **Access to Resources and Locations:** Assistance in securing access to necessary locations and resources for filming.
- c. **Subject Matter Experts:** Availability of staff or stakeholders to participate in interviews or provide subject expertise.
- d. **Branding Guidelines and Review:** Guidance on brand standards and messaging consistency, along with timely feedback during the review process.

Our team will ensure open communication throughout the project, utilizing scheduled meetings, progress updates, and review sessions to ensure IWMA's vision is realized. We will work efficiently to minimize the burden on IWMA staff, handling logistics, coordination, and technical operations independently.

4. Key Personnel and Duties

Below are the key personnel assigned to this project and their roles:





- a. **Agrifino Edralin – Director/Producer:** Oversees the creative direction and production process. Ensures alignment with project goals and manages all filming logistics.
- b. **Lourdes Edralin – Communications Manager:** Handles communication between IWMA and the production team, ensuring smooth project coordination and adherence to timelines.
- c. **Lucho Ortega – Lead Motion Graphic Designer:** Develops visual assets, animations, and titles to enhance educational content.
- d. **Matthew Keogh – Lead Editor:** Edits raw footage into a polished final product, adding transitions, graphics, and audio for smooth storytelling.
- e. **Andrew Johnston – Cinematographer and Production Crew:** Capture high-quality video footage, interviews, and b-roll for the video series.
- f. **Kaye dela Rosa – Production Coordinator:** Coordinates production shoots with the crew, supports the director with tasks and provides regular project status updates to leadership. Manages information flow through Katana for accurate reporting and deliverables with respective clients.

We've highlighted four of our team members that will take the lead for this project and attached their respective resumes on the next page.



Lourdes Edralin

MARKETING & STRATEGIC COMMS

-  (916) 715-1374
-  lourdes@media3sixty.com
-  El Dorado Hills, CA
-  www.lourdesedralin.com

EDUCATION

California State University

2004 / Sacramento

Bachelor of Science, Criminal Justice;
Minor, Spanish

EXPERTISE

- Executive Leadership & Departmental Administration
- Strategic Comms Planning
- Issues/Crisis Management
- Media/Public Relations
- Publications Planning
- Internal Communications
- Web/Intranet Management
- Digital Advertising

WORK EXPERIENCE

President | Marketing & Strategic Comms

MEDIA3SIXTY / 2012-Present

Business development, marketing and public relations strategy and implementation

Exec. Director, Marketing & Community Relations

Marshall Medical Center / 2010-2024

Executive communications, issues management, marketing strategy and implementation

Manager, Marketing & Communications

Dignity Health / Woodland Memorial Hospital / 2006-2010

Physician clinic marketing, advertising and outreach, hospital communications and public relations

West Region Marketing Comms Manager

Frontier Communications / 2004-2005

Consumer advertising for US Western Region

Sr. Communications Specialist / Public Affairs

Kaiser Permanente / 1998-2004

Corporate communications, government relations, community outreach

Regional Communications Coordinator

Mercy Healthcare Sacramento / Methodist Hospital / 1996-1998

Hospital communications and community relations

Managing Editor, Newspaper

Sandigan California / 1991-1995

Editor and administrator, advertising sales, print production and distribution

CERTIFICATIONS

University of California

Certificate Program of Study, Marketing, Communications & Public Relations

Accreditation in Public Relations

Public Relations Society of America (PRSA)





Certificate, Healthcare Marketing

Society for Healthcare Strategy Market Development



Agrifino Edralin

DIRECTOR & EDITOR

-  (916) 662-7901
-  agrifino@media3sixty.net
-  El Dorado Hills, CA
-  www.media3sixty.net

EDUCATION

University of Southern California

1991 / Los Angeles

Completed coursework towards
BA/English

EXPERTISE

- Multimedia Production
- Animation and Design
- Storyboarding
- 2D/3D Animation & Visual Effects
- Directing and Cinematography
- Campaign Management
- Project Management
- Production Coordination

WORK EXPERIENCE

Director & Producer

MEDIA3SIXTY / 2012-Present

Oversaw advertising campaigns, focusing on planning, collaboration, and leadership. Managed budgeting, scheduling, and production for multimedia projects. Expert in lifelike animation creation, storyboard development, and animation execution using computer and traditional techniques.

Senior Editor & Motion Graphics

Comcast / 2009-2012

Created 2D and 3D animations using computer programs, with expertise in detailed graphics and creative-technical designs. Skilled in enhancing realism through light and texture techniques. Experienced in storyboard development, focusing on key scenes and character growth in animations.

Director of Video

Capital Christian Center / 2006-2009

Coordinated camera, lighting, design, and sound crews, managed shot planning, directed live broadcasts, films, and recordings, collaborated with technical directors, and controlled program pacing, edited raw footage, and reviewed final products for corrections.

Senior Producer /Director / Editor

Comcast 2000-2006

Managed video camera operations, edited broadcast productions, led meetings, conducted budgeting, scheduling, planning, and marketing activities, and selected effective shots for cohesive storylines.

AWARDS

2023 Medallion Awards

"Free", Contra Costa College; Issued by National Council for Marketing & Public Relations

2023 Davey Award (Silver)

"Science, Art, & Athletics", Contra Costa College issued from annual International Davey Awards


2023 Video Campaign School/Universities (Gold)

"Free", Contra Costa College issued by Vega Digital Marketing Awards



Lucho Ortega

CREATIVE DIRECTOR

-  (916) 505-3045
-  ortegalucho@gmail.com
-  Elk Grove, CA
-  www.luchortega.com

EDUCATION

Academy of Art University

1991-1995 / San Francisco

Bachelor of Arts degree in Advertising Art Direction

EXPERTISE

- Art Direction
- Creative Ideation & Direction
- Graphic Design
- Adobe: Photoshop, InDesign & Illustrator
- Copywriting
- Photography
- Illustration

WORK EXPERIENCE

Independent Art Director / Creative Director

Lucho Creative Services / 2019-Present

Ideation, art direction, creative direction and design on demand. Offering the breadth of skills and knowledge gained throughout an accomplished career which runs the gamut from logo design to fully integrated advertising campaigns. Clients include: 62Above, RSE, Misfit, PorterCo, Media3Sixty, Mnemonic & more.

Senior Art Director

Mering/Carson (Now Shipyard) / 2001-2019

Responsible for collaborating with writing partner to create advertising campaigns. Solve visual style and treatment for print, digital and broadcast. Create the overall design and direct and manage art directors, designers, illustrators and photographers who develop artwork for layouts. Clients include: Visit California, Disney, NFL, Tahiti Tourism, Fiji Tourism, Sacramento Kings, Pebble Beach Resorts, Major League Soccer, and more.

Art Director

Butler Shine Stern & Partners / 1995-2001

Creative ideation and art direction. Assisted creative directors and senior art directors with concept creation and design. Managed photographers and illustrators. Additional duties include producing mechanicals, drawing storyboards and illustrations. Clients include: Round Table Pizza, Syfy Channel, Specialized Bicycles, Anchor Blue, Borders Books, Jamba Juice, Noah's Bagels, DreamWorks, and more.

REFERENCES

Greg Carson

President, 62 Above
C: 916.477.0258 / gregc@62above.com

Jeffrey Butterworth

Founder, CCO, Butterworth Collective
C: 916.505.3434 / jeffreymbutterworth@gmail.com

Scott Conway

Creative Director, Misfit
C: 916.832.0311 / sconway@agencymisfit.com





Colm Conn

Sr. Art Director, Noble West
C: 916.496.1216 / colmc@wearenoblewest.com



Matthew Keogh

SENIOR EDITOR

-  (916) 502-5613
-  keogh.matthew@gmail.com
-  Sacramento, CA
-  www.matthewkeogh.com

EDUCATION

Sacramento City College

1993-1997 / Sacramento

Comprehensive and diverse study of design, art, media, and music

EXPERTISE

- Adobe Premiere
- Adobe Photoshop
- Adobe After Effects Logic
- Animate
- WordPress
- Illustrator

WORK EXPERIENCE

Freelance Multimedia Designer

1996-Present

Specialized in creating dynamic multimedia content, leveraging skills in design, animation, and video production. Delivered tailor-made solutions for various clients, ensuring high-quality, engaging, and innovative visual experiences.

Senior Editor

MEDIA3SIXTY (Contract)/ 2017-Present

Oversaw post-production processes, expertly editing video and audio to produce polished final products. Utilized advanced editing techniques and creative storytelling skills to enhance the narrative and visual impact of multimedia projects.

Project Manager / Designer

PageWeavers, LLC. (Contract) / 2002-2017

Led and coordinated design projects from concept to completion, ensuring they met client specifications and deadlines. Blended project management skills with design expertise to deliver high-quality results while managing resources and team collaboration.

Multimedia Director

Noble Image Web Design/ 1999-2002

Directed a range of multimedia projects, overseeing the creative process and technical execution. Focused on delivering compelling content, integrating various media forms such as video, animation, and graphics to create cohesive and impactful narratives.

RECOGNITION

2004

Winner of a Sacramento Web Award: "Dottie" for mckayphotography.com

2001

Winner of a "Dottie" award for wsrins.com, two other sites that I designed became finalists

2000

3 website designed: Finalists in the "Dotties", all featured original music production

1993

Natural media shown in an exhibit at the Crocker Art Museum; Featured twice in The Sacramento Bee

5. Technical Equipment to Be Used in Production

Our production will utilize state-of-the-art equipment to ensure the highest quality output. Below is a list of the core technical equipment and software we will employ:

- a. **Cameras:** 6K cameras with cinema lenses, gimbals, and handheld rigs for dynamic shooting
- b. **Audio Equipment:** Boom mics, lavalier microphones, and portable audio mixers for high-quality sound capture
- c. **Lighting Gear:** Professional LED and softbox lighting for consistent and natural illumination
- d. **Drones:** Licensed drone operators using drones with 4K cameras for aerial footage
- e. **Editing Suite:** Adobe Premiere Pro, DaVinci, After Effects, and Final Cut Pro for video editing and motion graphics
- f. **Graphics and Animation:** Adobe Illustrator, and Photoshop for static and animated design. Maya 2024, After Effects & Cinema 4D for animation.
- g. **Project Management:** Kantata system to manage timelines, tasks, and communication with IWMA staff

II. Creative Outline: Timeline & Deliverables

Part 1: Approach Outline from Prompts

1. **Prompt 1:** Demonstrating the story of a blue bin recycled item compared to that same item being landfilled.
 - a. **Concept:** "Recycled or Rejected?"

We're gonna tell the story of what happens when you make *the* choice—to *recycle* or not. And here's where it gets interesting: on one side, we're going to see what happens when the can goes into the blue bin. On the other? The sad story of when it gets tossed in the landfill. It's like a Marvel multiverse, but with trash!

Tagline: "Choose the Journey That Counts."

- b. **The Storyline** (like a Netflix drama, but with a soda can)
 - i. **Opening Scene:** A hand hovers over the two bins, blue recycling bin and trash can. The suspense is real. We cut to split screens: on one side, the can goes into recycling; on the other, tossed into the trash.
 - ii. **Recycling Side:** The can's journey becomes this heroic saga. It gets collected, sorted, melted down—*boom*, it's reborn, maybe as part of a new bike or even another soda can. Cue the triumphant music!
 - iii. **Landfill Side:** Meanwhile, the other side is not looking great. Our poor can is dumped in a landfill, buried, and just sits there. *Forever*. A slow, rusty decline, and no one even remembers it was once *sparkly*.

- iv. **Finale:** The recycled can's back on the shelf, ready for a second life. But the landfilled can's screen fades to black. Like a bad breakup—no closure. Just lost potential.

c. **Visual Techniques**

- i. **Split Screen:** We're showing both journeys side by side, like a "Sliding Doors" moment, but for cans.
- ii. **Color Schemes:** Bright, hopeful colors for the recycling path (think blue skies, green trees). But on the landfill side? Muted, grim tones—grey and brown, like a sad day with no coffee.
- iii. **POV Shots:** Ever wanted to know how it feels to *be* a soda can? You're getting the can's-eye view, so you *feel* what it's like to get recycled... or not.
- iv. **Facts in Text Overlays:** On the recycling side, it's all feel-good facts like, "This can will be back on the shelf in 60 days!" On the landfill side, some hard truths like, "Will stay here for 500 years..." Ouch.
- v. **Soundtrack:** Upbeat music on the recycling side, while the landfill has sad violin music from every dramatic movie trailer.

2. **Prompt 3:** Narrative dispelling the "Myths of Recycling"

a. **Concept:** "Myth Busters: Recycling Edition"

So, here's the idea: By using quick, memorable graphics, energetic text, and engaging animations, we're turning those myths on their heads, making recycling simple, clear, and accessible. In the end, we're not just busting myths—we're building confidence, making everyone feel like a recycling expert, and keeping more recyclables out of the landfill.

In this campaign, we'll walk viewers through the top myths about recycling, setting the record straight with *clear visuals*, *dynamic graphics*, and *strong, kinetic typography* to deliver fast, impactful truths. This isn't just about information—it's about showing people why recycling matters, how easy it is, and that it's a collective action in which everyone can succeed in.

Tagline: "Recycling Made Simple: Truth Over Myth."

b. **The Storyline** (Myth vs. Fact Breakdown)

- i. **Opening Scene:** A series of animated "myth" headlines flash across the screen with each myth inside a trash can icon, symbolizing misconceptions that need to be tossed out. The background darkens as we're about to dive in.
- ii. **Myth #1: "One Dirty Item Ruins the Whole Bin"**
 - A soiled takeout container is animated, dripping and looking very "guilty." This item gets tossed in a virtual recycling bin, and a red "X" appears.
 - **Fact Overlay:** Using kinetic type, "Most facilities sort these items!" pops up, and an infographic of a recycling facility's sorting process appears, clarifying that even "imperfect" items can be recycled properly.
- iii. **Myth #2: "It All Ends Up in the Landfill Anyway"**

- Motion graphics show a recycling truck heading toward a landfill. But—plot twist—it detours to a recycling facility instead!
 - **Fact Overlay:** Words like “Sorted,” “Processed,” and “Recycled” animate in bold, showing that most recycling actually does go through a successful process. An animated percentage chart shows the success rates of recycling programs to drive the point home.
 - iv. **Myth #3: “Recycling Doesn’t Really Help the Environment”**
 - An animated earth appears looking distressed, and a statistic about landfill waste pops up next to it. The screen darkens.
 - **Fact Overlay:** Bright icons of trees, animals, and the earth’s atmosphere fill the screen, and kinetic type reads, “Saves resources. Protects wildlife. Reduces pollution.” An infographic visually connects recycling to these environmental benefits.
 - v. **Myth #4: “Only Certain Plastics Are Recyclable”**
 - An animated stream of plastic items labeled with different recycling symbols scrolls by, with a big red “No” stamped over them.
 - **Fact Overlay:** Kinetic typography clarifies which types of plastics can be recycled locally, and an animated map shows the symbol variations to look out for, empowering viewers to recycle correctly.
 - vi. **Final Message:** All the myths crumble and disappear as they’re debunked. The screen brightens, revealing a vibrant, rotating recycling symbol surrounded by icons representing clean earth, plants, and people recycling.
- c. **Visual Technique: Infographic Animation Style (example)**
- i. **Infographic Pop-Ups:** As we bust each myth, infographics make the facts clear and digestible. For example, showing how sorting facilities work or what symbols to look for on recyclable plastics.
 - ii. **Kinetic Typography:** Large, bold text dynamically moves and emphasizes the main “myths” and “facts,” making the information urgent and important.
 - iii. **Color Contrast:** Use dark tones for the myths (to symbolize misinformation) and bright greens, blues, and whites for the facts (representing clarity and truth).
 - iv. **Motion Graphics Icons/Characters:** Fun, animated icons (like trucks, earth symbols, plastic containers) break down each concept visually, making it engaging and easy to follow.
 - v. **Split Screen Transitions:** When busting a myth, we split the screen to show what’s “perceived” versus “actual.” For instance, when showing that not everything goes to a landfill, a split-screen animation clarifies how recycling facilities separate waste.
 - vi. **Data Visualizations:** Use animated stats and graphs to visually dispel myths, like showing the percentage of recyclables that get processed versus landfilled.

3. **Prompt 4:** SLO County’s anaerobic digestion facility turns food and yard waste into organic compost but also electricity— highlighting the benefit of encouraging organic waste recycling.

Our campaign follows a friendly, engaging on-camera host who asks common questions about what happens to organic waste. They answer each question with clear, simple explanations, *backed by kinetic type and infographics* that appear around them to reinforce key points. Through green screen magic, they’re transported into virtual settings—showing them inside the anaerobic digestion facility, standing beside a compost pile, or even near a glowing light bulb powered by composted waste! This visual flexibility makes each step of the process both informative and visually exciting.

Tagline: "Compost Today, Power Tomorrow."

a. **The Storyline** (Our Host’s Journey in the Virtual World)

i. **Opening Scene: Opening Scene:**

- Our host appears in a virtual SLO County setting, holding an apple core and some yard clippings. They ask, “Did you know these can help power our county?”
- The screen fills with animated text: “Turn Waste into Compost and Energy!” Our host explains that by using the anaerobic digestion facility, organic waste becomes both compost *and* electricity.

ii. **Question 1: “How Does This Facility Turn Waste into Energy?”**

- The green screen background changes to a digital rendering of the facility, with our host standing next to animated digester tanks and processing equipment.
- As they explain, motion graphics show how food waste enters the digester, is broken down by microbes, and releases biogas.
- **Infographic Overlay:** A colorful diagram of the digestion process appears next to our host, illustrating the stages—“Waste In,” “Biogas Out,” and “Power Generated.”

iii. **Question 2: “What’s the Environmental Impact of This Process?”**

- Our host “teleports” to a vibrant, virtual landscape filled with green trees and compost-rich soil.
- Kinetic type pops up with impactful statements like “Less Landfill Waste!” and “Reduced Greenhouse Gases!” as they explain the environmental benefits of anaerobic digestion.
- **Data Visualization:** An animated graph shows the reduction in landfill waste due to anaerobic digestion, while icons represent CO₂ and methane being mitigated.

iv. **Question 3: “What’s in It for Me?”**

- The background switches to a cozy kitchen, where our host explains how easy it is to separate food waste and the benefits of participating in organic waste recycling.

- **Infographics:** Next to the host, animated icons appear showing “Less Waste” and “Free Compost” as they explain that recycled waste creates nutrient-rich compost and renewable energy that benefits the community.
 - As they speak, a virtual light bulb “lights up” to represent the energy generated by the facility, driving home the concept that waste powers homes, businesses, and the local grid.
 - v. **Final Message:**
 - Our host reappears in front of a virtual SLO County map, which highlights areas that benefit from the energy generated by composting. Kinetic text reinforces the tagline: “Compost Today, Power Tomorrow.”
 - They encourage viewers to “get involved” by composting and recycling organic waste, promising it’s a simple way to make a big impact for their community.
- b. Visual Technique: Spokesperson Explainer + Documentary Style (example)**
- i. **Green Screen Virtual Environments:** Customizable backgrounds transport our host to different locations, like the anaerobic digestion facility, a forest, or even a kitchen, making it easy to illustrate each concept in a dynamic way.
 - ii. **Kinetic Typography:** Large, bold text appears and moves as the host introduces key benefits like “Biogas for Power,” “Reduced Emissions,” and “Free Compost,” reinforcing each point with energy and clarity.
 - iii. **Animated Infographics:** Simple, effective infographics appear on screen, breaking down complex ideas like anaerobic digestion and showing the steps with clean visuals.
 - iv. **Data Visualizations:** Charts and stats pop up next to the host to emphasize the facility’s impact on reducing landfill waste and greenhouse gases, and creating renewable energy.
 - v. **Visual Metaphors:** Fun icons like light bulbs, trees, and compost bags help convey benefits visually, making the story relatable and memorable.

Part 2: Original Storyline Promoting Resource Recovery, Source Reduction, or Landfill Diversion

"Waste to Worth: The Life of a Second Chance"

This storyline follows a single, seemingly insignificant item—like a worn-out T-shirt—as it embarks on two possible paths: one leading to the landfill and the other to resource recovery.

The narrative uses split-screen storytelling, with one side showing the T-shirt being discarded and ending up in a landfill, and the other showing it being donated, recycled into fabric fibers, and given a new life as eco-friendly insulation. Along the way, motion graphics and statistics illustrate the environmental benefits of resource recovery, emphasizing the value of small actions like choosing to recycle or donate over disposal.

The storyline concludes with a call to action: “When you choose recovery, waste gets a second chance—and so does our planet.” The messaging highlights that everyone can participate in resource recovery and source reduction through everyday decisions.

Part 3: Centralized Theme, Slogan, or Unifying Aspect

Theme: "Small Acts, Big Impact: Rethink, Recover, Reimagine"

This campaign revolves around the concept that seemingly small, individual choices—like sorting recyclables correctly or composting food scraps—can collectively have a substantial environmental impact. The theme emphasizes empowerment and participation, encouraging residents to rethink waste, recover resources, and reimagine waste streams as valuable materials.

The slogan “Small Acts, Big Impact” will be used throughout the campaign to create a consistent and motivational message, tying together the diverse topics in the video series under a unified purpose.

Part 4: Execution Strategy, Deliverables, and Timeline

1. Execution Strategy:

The campaign will focus on clear, engaging, and accessible messaging delivered through video content optimized for multiple platforms, including IWMA’s website, social media channels, and community events. Videos will be short and visually dynamic, using motion graphics, interviews, and real-world footage to reinforce the campaign’s messaging.

2. List of Deliverables:

- a. Video content library of B-roll footage.
- b. Library of high-quality still images (at least 100).
- c. Four (4) finalized videos including the following:
 - i. Narrative repackaged to fit 10, 30 and 90 second timeframes.
 - ii. Resized to fit an aspect ratio appropriate for distribution to the following media outlets:
 - Television broadcasting and streaming
 - IWMA and member jurisdiction websites
 - Instagram and related social media sites
 - iii. Additional lengths and file formats if requested by the IWMA.

3. Proposed Timeline:

a. Pre-Production (4 weeks)

- i. Kick-off meeting with IWMA to align on goals and messaging
- ii. Scriptwriting, storyboarding, and shot list approval
- iii. Location scouting and securing permissions for b-roll footage

b. Production (6 weeks)

- iv. Principal filming (including interviews and stop-motion scenes)
- v. Collection of b-roll footage of SLO County's recycling and composting facilities

c. Post-Production (8 weeks)

- vi. Editing, motion graphics, and animation
- vii. Voiceover recording and audio design
- viii. Review rounds with IWMA for feedback and revisions

d. Final Delivery (2 weeks)

- ix. Export final videos in MP4 format (HD and 4K resolutions)
- x. Provide IWMA with access to all raw footage and b-roll
- xi. Delivery of short-form versions for social media use

Part 5: Ideal Outcome and Community-Wide Outreach Campaign

The ideal outcome for this project is a highly engaging video series that educates the public, promotes behavioral change, and fosters community involvement in waste reduction and resource recovery efforts. The campaign's success will be measured by increased community participation in recycling, composting, and landfill diversion programs.

IWMA can employ the finished video series across multiple platforms, including social media campaigns, website integration, public service announcements, and community workshops. Additionally, the videos can be featured at school programs, environmental events, and civic meetings to reach a broader audience.

By reinforcing the message of "Small Acts, Big Impact", the campaign will create a shared sense of responsibility and empowerment within the community, inspiring residents to actively contribute to sustainable practices and environmental stewardship.

III. Proposed Budget

The proposed fee/cost estimate encompasses a comprehensive breakdown of billable hours and hourly rates for our dedicated team.



Projected Cost for San Luis Obispo County's Video Content Production

SERVICES	UNIT	UNIT PRICE	EST. HOURS	TOTAL
PRE-PRODUCTION				
Meetings, Coordination	1	\$50	6	\$300
Script Writing	1	\$150	15	\$2250
Production Scheduling	1	\$75	10	\$750
Casting Talent (optional)	1	\$400	1	\$400
Talent Fees - Full Day (optional)	1	\$850	1	\$850
Lodging (optional)	1	\$400	2	\$800
PRODUCTION				
Director/Producer	1	\$125	20	\$2500
Director of Photography	1	\$200	20	\$4000
Grip & Lighting Team - Full Day	1	\$2000	2	\$4000
Audio Equipment/Engineer	1	\$100	20	\$2000
Makeup Artist - Full Day (optional)	1	\$900	2	\$1800
Drone - Full Day (optional)	1	\$750	1	\$750
Kraft Services/Lunch	1	\$400	2	\$800
Green Screen Studio - Full Day (optional)	1	\$1200	1	\$1200
Props (optional)	1	\$300	1	\$300
Professional Photographer - Full Day (optional)	1	\$1500	1	\$1500
POST-PRODUCTION				
4k Editorial, Mixing, Color Grading, Compressing	1	\$125	50	\$6250
Motion Graphics Animation	1	\$125	20	\$2500
3D Animation (optional)	1	\$125	1	\$125
Professional Voice-Over (1 min length)	1	\$200	1	\$200
Royalty-Free Music	1	\$125	2	\$250
TOTAL COST PER VIDEO				\$25,800*

* Total does not include (optional) items.

IV. Client References

1. Valley Transit Authority (VTA)

Dino Guevarra, Market Development Manager, 408-321-5527
Fernandino.Guevarra@vta.org

Scope: Develop concepts, pitch ideas for committee approval, hire talent, makeup artists, create custom artwork, shoot, light with grip team, audio recording, creative direct overall project, edit existing artwork & prepare for animation, animate, sound design, edit, hire voice over talent, Mix audio, and color grade footage.

Types of Projects: Broadcast PSAs/TV Commercials, Website Content, Video Explainers, Inhouse looping videos

Personnel Needed: Producer/Creative Director, Graphic Designer, Animator, Editor, Director, Director of Photography, Grip Team, Makeup Artist, Sound Engineer, Craft Services.

2. Department of Water Resources

Ryan McKinney - Graphics & Video Specialist: 916-653-9784,
Ryan.McKinney@water.ca.gov

Scope: The creative directs the overall project, edit existing artwork & prepare for animation, animates, sound design, edit, select & hire voice-over talent, mix audio.

Types of Projects: Broadcast PSAs, Website Content, Social Media Content, In-house looping videos

Personnel Needed: Producer/Creative Director, Graphic Designer, Animator, Editor

3. California School Board Association

Troy Flint - Chief Information Officer: 916-669-3246, tflint@csba.org

Scope: Develop concepts, pitch ideas for committee approval, hire talent, makeup artists, create custom artwork, shoot, light with grip team, audio recording, creative direct overall project, edit existing artwork & prepare for animation, animate, sound design, edit, hire voice over talent, Mix audio, and color grade footage.

Types of Projects: Website Content, Social Media Content, Inhouse looping videos, Videos Live Events

Personnel Needed: Producer/Creative Director, Graphic Designer, Animator, Editor, Director, Director of Photography, Grip Team, Makeup Artist, Sound Engineer

V. Existing and Potential Conflicts of Interest

MEDIA3SIXTY (M3S) currently does not provide services to any public clients within San Luis Obispo County. As a result, no actual or potential conflicts of interest exist at this time with respect to our representation of the Integrated Waste Management Authority (IWMA).

In the event any future partnerships with other public clients in the County arise, MEDIA3SIXTY is committed to proactively identifying and disclosing any potential conflicts of interest to IWMA. We will work closely with the IWMA to resolve or mitigate any concerns, following these principles:

1. **Transparency:** We will immediately notify IWMA of any new engagements that could create a potential conflict of interest.
2. **Mitigation Plan:** If a conflict is identified, we will develop a mitigation plan in collaboration with IWMA to avoid compromising the project's integrity or any client relationships.
3. **Avoidance:** In circumstances where conflicts cannot be mitigated effectively, we are prepared to decline conflicting engagements to maintain our commitment to IWMA's objectives and public trust.

Our goal is to ensure that our work for IWMA is executed with the highest level of integrity, avoiding any conflicts that might impact the success of the project.

VI. Disclosure of Litigation

MEDIA3SIXTY (M3S) has no history of civil or criminal litigation, nor has the company been subject to any indictments. Additionally, there are no legal actions involving any of our joint ventures, strategic partners, team members, or subcontractors.

We understand that this is a continuing obligation, and we commit to promptly informing the IWMA of any new litigation, should it arise, within five (5) days of commencement.

VII. Additional Information

MEDIA3SIXTY (M3S) operates offices and conducts business in both California and Washington, allowing us to efficiently serve clients throughout the West Coast. Our presence in California ensures seamless coordination and accessibility for the IWMA project, while our team remains available for in-person meetings, site visits, and production work as needed.

We also want to open the opportunity to create extensive experience producing multilingual content, ensuring accessibility to diverse communities should deem necessary.

We have successfully partnered with government agencies, including Valley Transit Authority, the California Department of Water Resources, and the Department of Motor Vehicles, delivering high-quality visual content that met public communication needs with this approach.

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To verify most current certification status go to: <https://www.caleprocure.ca.gov>



Office of Small Business & DVBE Services

Certification ID: 2001461

Legal Business Name:
MEDIA3SIXTY

Doing Business As (DBA) Name 1:

Doing Business As (DBA) Name 2:

Address:
1101 Senegal
Way El Dorado
Hills
CA 95762

Email Address:
lourdes@media3sixty.net

Business Web Page:

Business Phone Number:
916/662-7901

Business Fax Number:

Business Types:
Ser vice

Certification Type	Status	From	To
SB(Micro)	Approved	11/29/2023	11/30/2025

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Questions?

Email: OSDSHELP@DGS.CA.GOV

Call OSDS Main Number: 916-375-4940

707 3rd Street, 1-400, West Sacramento, CA 95605

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

I, **STEVE R. HOBBS**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF REGISTRATION

to

MEDIA3SIXTY LLC

A/**AN CALIFORNIA LIMITED LIABILITY COMPANY**, effective on the date indicated below.

Effective

Date: 08/30/2023 UBI

Number: 605 316 267



Given under my hand and the Seal of
the State of Washington at Olympia, the
State Capital

Handwritten signature of Steve R. Hobbs in blue ink.

Steve R. Hobbs, Secretary of State

Date Issued: 08/30/2023



Recycle



REQUEST FOR PROPOSAL FOR VIDEO CONTENT PRODUCTION

Devin Fei-Fan Tau
No Sunrise Wasted
1400 NW Irving St, Suite 604
Portland OR 97209
415.786.7080
devin@nosunrisewasted.com
nosunrisewasted.com





No Sunrise Wasted, LLC
1400 NW Irving St, Suite 604
Portland OR 97209
415.786.7080

November 1st, 2024

SLO County IWMA
Attn: Ashley Kuder
870 Osos Street
San Luis Obispo, CA 93401

Dear Ms. Kuder:

This cover letter is submitted on behalf of RFP Video Content Production for the San Luis Obispo County Integrated Waste Management Authority released on September 24, 2024.

We at No Sunrise Wasted are excited about the prospect of developing the concept and the eventual filming of the 4 finished videos to help promote recycling in San Luis Obispo County.

Please review the attached submission packet at your convenience. The proposal pricing is binding for 60 days from November 1st, 2024.

Sincerely,

Devin Fei-Fan Tau
Director | Producer
No Sunrise Wasted

COMPANY BACKGROUND

No Sunrise Wasted is a distinguished film production company that exemplifies expertise in various facets of filmmaking, ensuring we meet the qualifications demanded in the industry. With a comprehensive understanding of film theory, storytelling techniques, and industry standards, we approach projects with both creativity and academic rigor.

We believe we are well-suited to take on the San Luis Obispo County Integrated Waste Management Authority (IWMA) video series based on our track record of creatively driven, mission-focused work that directly aligns with the IWMA's goals of responsible waste reduction and community engagement. Our approach to this campaign would emphasize relatable, educational storytelling crafted to resonate with SLO County's unique environmental and cultural identity, using a positive, fact-based message that encourages participation in waste reduction and recycling.

At No Sunrise Wasted, we pride ourselves on our compelling storytelling that not only conveys essential information but also evokes the "why" behind each message. Each video will focus on educating and empowering the viewer, using characters, local visuals, and relatable scenarios to make the importance of waste reduction tangible. From families separating recyclables at home to local business owners discussing waste reduction strategies, the campaign would interweave narratives that humanize and inspire, using a vibrant, positive tone to drive engagement.

We recognize the importance of creating messages that unite rather than divide. With a rich history in producing inclusive content, No Sunrise Wasted specializes in developing narratives that reach audiences across political and generational lines. Using straightforward language, relatable visuals, and community-focused themes, our videos would break down the steps to recycle and compost while explaining the broader benefits, from economic savings to environmental health. Our team excels at simplifying complex issues, making recycling both actionable and appealing to all viewers in SLO County.

We have also produced several projects that balance educational messaging with high production value, including promotional campaigns, short and long form documentaries. Our past work includes campaigns for educational institutions, city

governments, mission-driven non-profits, foundations and the federal government—all of which required similar scope, tone, and educational goals as the IWMA project. Our commitment to producing cinematic-quality, accessible content makes us confident in meeting the IWMA's standards for impactful and visually engaging video.

Our production team brings extensive experience with the technical aspects needed for high-quality video. We have a complete set of professional-grade equipment for video and audio recording, editing, and motion graphics, ensuring that every aspect of the IWMA videos meets top production standards. Each video will be expertly produced, with attention to clarity, sound, and visual appeal, ensuring a polished final product that holds audience attention and meets IWMA's quality requirements.

We have researched SLO County's unique demographics and environmental profile to ensure our approach resonates locally. By using visuals from recognizable SLO landmarks and incorporating testimonials from local residents, our campaign will reflect the lifestyle and values of the SLO community. Additionally, our commitment to sustainability and DEI initiatives aligns with IWMA's objectives to foster inclusivity and environmental responsibility within SLO County's diverse communities. As an added bonus, our Director | Producer Devin Fei-Fan grew up in nearby Southern California and has lived in the state for 20 years.

While we have not worked directly with environmental clients addressing waste management, recycling, and sustainability advocacy, we believe our background gives us insight into the nuanced challenges specific to IWMA. At the end of the day, we believe in the shared goal of engaging audiences to foster sustainable behavior change.

In sum, No Sunrise Wasted brings the creative storytelling, technical expertise, and mission-driven perspective necessary to produce an educational and engaging video series for the IWMA. With a unifying theme, our video series will inspire San Luis Obispo County residents to embrace responsible waste management practices and promote active participation in IWMA's programs, contributing to a cleaner, greener future for San Luis Obispo County.

Lastly, from a certification perspective, No Sunrise Wasted is also an Oregon State Certified Minority Business Enterprise and Emerging Small Business (OR CERTIFICATE ID#12617).

For a successful production process that truly represents the IWMA's mission and resonates with SLO County residents, we anticipate collaborative support and open communication from IWMA staff at each stage. No Sunrise Wasted envisions IWMA staff as essential partners in helping us capture the most accurate and impactful message, while we handle the creative and technical aspects to bring the campaign to life. Here are a few expectations for IWMA's involvement and support:

We'd appreciate a designated IWMA representative to serve as the main point of contact for all project communications. Regular check-ins—either monthly or as determined—will ensure alignment on goals, allow for updates on progress, and provide an opportunity for feedback. This representative would also facilitate input from other key IWMA team members when needed, especially during concept approval and major project milestones.

IWMA's local expertise is invaluable for ensuring that our messaging aligns with the specific needs and interests of SLO County residents. We anticipate that IWMA staff will share insights on resident engagement patterns, recycling practices, and any known challenges or misconceptions regarding waste management in the area. This guidance will help us tailor the campaign content to address common concerns and better engage diverse audiences. This is anything in addition to the Residential Outreach Survey Findings by Gigantic Idea Studio.

To ensure the educational accuracy of each video, we ask for IWMA's support in fact-checking our scripts and messaging to confirm alignment with current recycling guidelines, local policies, and waste management practices in SLO County. This collaborative review will help create videos that are both inspiring and reliably informative.

We envision using locations within SLO County, such as the local Materials Recovery Facility (MRF) and recognizable local landmarks, to capture the community's unique character. IWMA's assistance in securing filming permits or providing recommendations and/or introductions to applicable locations would streamline our

production schedule. Additionally, if there are particular stakeholders—such as local leaders, IWMA team members, or engaged residents—who could provide meaningful testimonials or insights on camera, IWMA’s facilitation of these connections would add depth and credibility to the campaign. We may potentially request help gaining filming access at a local landfill (per the Q&A Section)) and Kompogas SLO.

To summarize, IWMA’s partnership would ideally provide:

- A designated project representative for consistent communication and feedback
- Access to data on community waste practices and recycling participation
- Fact-checking assistance to ensure content accuracy
- Help with filming permits (if needed) and location recommendations within SLO County
- Connections to local stakeholders for potential on-camera interviews

With these forms of assistance, we are confident that No Sunrise Wasted can create a video series that effectively motivates SLO County residents to embrace responsible waste practices while authentically reflecting the IWMA’s mission.

PORTFOLIO OF PAST WORK



NO SUNRISE WASTED SIZZLE REEL (2024)

<https://vimeo.com/512621169>



"THE ROAD HOME" (2022) TRAILER

<https://vimeo.com/725481458>

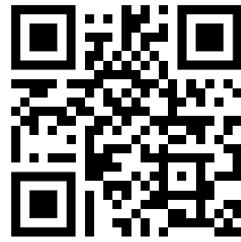


"WHO'S ON TOP?" (2021)
NARRATED BY GEORGE TAKEI
TRAILER

<https://vimeo.com/373964774>



PARTNERS IN DIVERSITY
2024 BRAND PROMO
<https://vimeo.com/942502954>



PORTLAND EVENTS AND FILM OFFICE
2024 BRAND PROMO
<https://vimeo.com/941467698>

CAMERA AND FILM EQUIPMENT PACKAGE

Cameras	Audio Equipment
2 x Canon EOS C70 4K Camera	2 x Sennheiser XSW-D LAVALIER SET Digital Wireless Omni Lavalier
Canon 5Dmiii Camera	2 x Sony ECM-44B Omnidirectional Lavalier
GoPro 10 (for behind the scenes)	Sennheiser MKE 600 Shotgun Microphone
	Marantz Professional Audio Scope SG-5B Shotgun Microphone
Other Camera Related	Rode Microphone Boompole
Manfrotto 612 Nitrotech Fluid Video Head	4 x Tascam DR-10L Lavalier audio recorders
Sachtler Tripod flowtech® 75 aktiv MS	TASCAM DR-60DmkII recorder
Edelkrone SliderPLUS v5 PRO Long	2 x Sony MDR-7506 Professional Folding Headphones
Lenses	Grip and Electric
3 x Viltrox 1.33x Anamorphic Lenses 25MM, 50MM, 75MM	Matthews C Stands w/Turtle Base
3 x Canon CNE Prime Lenses 24MM, 50MM, 85MM	Matthews Baby C Stand w/Turtle Base
3 x Canon L-Series Zoom Lenses 16-35MM, 24-70MM, 70-200MM	Light Stands
Venus Laowa 24mm f/14 2x Macro Probe Lens	5in1 60" reflector (silver, gold, white, black, diffusion)
LensBaby Twist 60	Flags 2'x3' single diffusion, 2'x3" double diffusion, 2'x3' solid
	Roll of Duvetyne 60" wide
Wireless Transmitter	10 Yards of Muslin (White)

2 Teradek ServPro	10 Yards of Muslin (Cream White -- warmer)
Lighting	Diffusion Paper
2 x Aputure 600d	Polarizing Gel Roll ND 6 60" wide
Aputure 300d	Stingers
2 x Aputure Amaran 200D	Apple Box Family
2 x Aputure Amaran 100D	Sandbags
Amaran P60c	C47s
Amaran T2c	
Amaran T4c	Computer Equipment
6 x Aputure Smart Bulbs - B7C	Apple IPAD Pro 12.9"
2 x Aputure Amaran AL-F7 On-Camera LED Light	Apple MacBook Pro 16"
Aputure Light Dome 150 Diffuser 60"	Apple Studio
Aputure Light Dome II Diffuser 36"	2 Apple Studio Displays
Aputure Light Dome SE Diffuser 33"	Adobe Creative Cloud
Aputure Light Dome Mini II Diffuser 22"	Premiere Pro
Aputure LANTERN w/Skirt	Photoshop
Aputure Spacelight	After Effects
Aputure FRESNEL 2X (120d/300d, Amaran)	Illustrator
Aputure Barn Doors (300d/120d/Amaran) w/honeycomb screen	Bridge
Amaran T2c Grid - 45 Degrees	DaVinci Resolve
Amaran T4c Grid - 45 Degrees	Tangent Ripple Console
2 x Snoods (120d/300d, Amaran)	
F10 Fresnel (for 600D)	
F10 Barn Doors (for 600D)	

KEY PERSONNEL



Devin Fei-Fan Tau
Director | Producer

Devin is a gay, Asian-American filmmaker whose storytelling speaks out against the imposed silence he experienced from both his native and adopted cultures since immigrating to the United States as a child four decades ago. Devin received his BS University of California at Berkeley (Business), and an AAS Portland Community College (Video Production).

His narrative and documentary films have screened theatrically across the US, film festivals around the world, multiple online platforms, airlines, PBS and the premium cable network, Starz.



Ryan Claypool
Director of Photography

Ryan Claypool, is an award winning filmmaker and television producer. He has filmed across Australia's Simpson desert for Red Bull and Men's Journal and in -30 degree Alaskan weather for Discovery Channel's Bering Sea Gold. Ryan received his Bachelor's in Cinema, Photography and Philosophy from Southern Illinois University and has two Emmy awards for his work on Discovery Channel's Deadliest Catch.

He has spent multiple years filming in Alaska on different projects such as: 6 seasons on Deadliest Catch, 5 seasons of Bering Sea Gold, Klondike Trappers. Along the way, he has established a kinship with local indigenous tribes.



Nick Sanders
Editor

Nick has worked in post production for over 20 years in Los Angeles. His diverse experience spans the full spectrum of all things tv and film, from short 30 second TV spots to feature length documentaries and narrative films. He graduated from Middle Tennessee State University with a Bachelor's degree in Audio, Video and Music.

Past notable clients include: BBC, Nissan, Ford, Vizio and the Los Angeles Times.

DEVIN FEI-FAN TAU

415.786.7080
devin@nosunrisewasted.com

Director | Producer

FILMMAKING EXPERIENCE

No Sunrise Wasted, Portland, OR — Director | Producer

2016 - PRESENT

Direct and produce films ranging from commercials, documentaries, documericals to narratives (local to international stories).

Role:Title:Genre:Release Month/Year

Dir/Prod:"The Gallery":Feature Narrative:12.2025
Dir/Prod:"XOXO Conference":Commercial:10.2024
Dir/Prod:"Partners in Diversity Promo":Commercial:08.2024
Dir/Prod:"Prosper Portland Promo":Commercial:06.2024
Dir/Prod:"The Solitude of Night":Narrative:05.2024
Dir/Prod:"Man at Night":Narrative:04.2024
Dir/Prod:"Fred Hutch":Commercial:12.2023
Dir/Prod:"Prosper Portland Promo":Commercial:10.2023
Dir/Prod:"Prosper Portland Promo":Commercial:09.2023
Dir/Prod:"Half Sisters":Feature Narrative:07.2023
Dir/Prod:"Multnomah Athletic Foundation": Commercial:03.2023
Dir/Prod:"Let's Go!":Commercial:-2.2023
Dir/Prod:"The Road Home":Feature Doc:09.2022
Dir/Prod:"Zongoria":Animated Short: :In Development
Dir/Prod:"Girls Rugby Inc.":Commercial:5.2022
Dir/Prod:"Japanese American Museum of Oregon":Commercial:05.2021
Prod:"Afuera":Narrative:03.2021
Dir/Prod/Writer:"Drive":Spec Commercial:11.2020
Dir/Prod/Writer:"Who's on Top?" narrated by George Takei:Feature Doc:04.2020
Dir/Prod:"Red Cube PDX" featuring Rezz:Commercial:03.2020
Dir/Prod:"Portland Expo Center":Commercial:2019-2024
Dir/Prod:HomePlate Youth Services":Commercial:11.2019
Dir/Prod:"Alice in Nite Hawk":Narrative:10.2019
Dir/Prod/DP:"Amsterdam: A Canal Life":Commercial:07.2019
Dir/Prod:"Stanford Design Challenge":Commercial:06.2019
Dir/Prod:"Portland Blues and Jazz Dance Society":Commercial:04.2019
Dir/Prod:"Cross Fit TripleCity":Commercial:03.2019
Dir/Prod:"Rebelloop":Commercial:12.2018
Dir/Prod/Edit:"Sacred Fire Creative":Commercial:12.2018
Dir/Prod/DP:"Bonne Soirée, Paris!":Commercial:11.2018
Dir/Prod/Edit:"Well Suited":Commercial:07.2018
Dir/Prod:"Malignant":Narrative:06.2018
Dir/Prod/Edit:"Yard PDX":Commercial:06.2018
Dir/Prod/Edit:"Stanford Design Challenge":Commercial:05.2018
Dir/Prod:"Unicorn":Narrative:03.2018
Dir/Prod/DP/Edit:"Hola! Espana!":Commercial:03.2018
Dir/Prod/Edit:"Bethlehem House of Bread":Commercial:02.2018
Dir/Prod/Edit:"Stanford SCL Symposium":Commercial:10.2017
Dir/Prod/Edit:"Stanford Distinguished Careers Institute":Commercial:10.2017
Prod/AD:"Mr. Peterson":Narrative:09.2017
Dir/Prod/DP/Edit:"Paris, Je T'aime":Commercial:09.2017
Dir/Prod/DP/Edit:"La Couleur de Bourgogne":Commercial:09.2017
Dir/Prod/DP:"People. Places. Peru":Commercial:08.2017
Dir/Prod:"Mensch (Human) 48 Hour Film Project":Narrative:07.2017
Dir/Prod:"EVE: The Prologue":Narrative:06.2017
Dir/Prod/DP/Edit:"Stanford Design Challenge":Commercial:06.2017
Dir/Prod/DP/Edit:"Bill Dolan Guild Mortgage":Commercial:05.2017
Dir/Prod/DP/Edit:"Iceland: Beyond the Northern Lights":Commercial:05.2017

PASSIONS

International traveler 5 of 7 continents (as of 2017)

USTA 3.5 league tennis player

Alpine skier

Classical musician (clarinet and piano)

FOREIGN LANGUAGE

Chinese Mandarin

GRANTS | HONORS RECIPIENT

2022 Prosper Portland Post Production Grant Panelist

2022 Oregon Film Office LOPIF and ROPIF:
"The Road Home"
"Half Sisters"

2021 Oregon Media Arts Fellowship Grant Panelist

2021 Regional Arts & Culture Council (RACC) Make Learn Build Grant Panelist

2021 Oregon Arts Commission Artist Relief Grant Recipient

2020 Oregon Film Office LOPIF and ROPIF:
"Who's on Top?"

2020 Regional Arts & Culture Council (RACC) Grant Panelist + Project Grant Recipient

2019 Portland Film Office Post-Production Grant Recipient

2019 Oregon Dance Commission - Commissioned Director

2018 Regional Arts & Culture Council (RACC) Project Grant Recipient

Dir/Prod/DP/Edit:"PCC Basketball Recruiting":Commercial:05.2017
Dir/Prod/DP:"Stockholm Bullar":Commercial:03.2017
Dir/Prod/DP/Edit:"Kim Borcharding Real Estate":Commercial:01.2017
Dir/Edit:"Fast Break":Documentary:12.2016
Dir/Edit:"High Expectations":Documentary:11.2016
DP:"Invention of Life":Narrative:09.2016
Dir/Prod/DP/Edit:"BMW X1":(Spec) Commercial:09.2016
Dir/Prod/Edit:"Last Stroke" 48 Hour Film Project:Narrative:07.2016
Dir/Edit:"Sarah" Camions of Care:Documentary:05.2016
Dir/Prod/DP/Edit:"DJ":Documentary:05.2016

Film Instructor

2024 - Present

Oregon Corrections Enterprise | Salem and Wilsonville, OR
Developed curriculum and teach Adults in Custody (AICs) at Oregon State
Correctional Institution (OSCI) and Coffee Creek Correctional Facility

PRIOR WORK EXPERIENCE

Clothing Buyer / Apparel Merchandising

2005 - 2014

Director of Merchandising, Hanna Andersson, Portland, OR
Merchandiser, Gap Inc. including Gap Global, Gap China, babyGap, GapKids,
Banana Republic + Old Navy), San Francisco, CA + New York, NY

Mergers + Acquisitions/Corporate Finance

1997 - 2005

Mentor Graphics, AltaVista + BMC Software

EDUCATION

University of California Haas Business School, Berkeley, CA

BS Business Administration

Portland Community College, Portland, OR

AAS Video Production

VOLUNTEER EXPERIENCE | PRO-BONO CLIENT WORK

Multnomah Athletic Club (MAC), Portland, OR

2021 - Present

Tennis Committee Member
Diversity, Equity & Inclusion Committee Member

Oregon Media Production Association (OMPA), Portland, OR

2020 - 2021

Diversity Committee Member

Multnomah Athletic Foundation, Portland, OR

2023

Girls Rugby Inc., Portland, OR

2022

HomePlate Youth Services, Beaverton, OR

2019

Bethlehem House of Bread, Tigard, OR

2018

FILM FESTIVALS | AWARDS

Half Sisters
1 "ReFrame" winner

The Road Home
1 finalist

Who's on Top?
1 "Best Feature" winner,
8 official selections

Alice in Nite Hawk
4 awards | 8 official selections

Malignant
1 award | 6 official selections

Unicorn
11 official selections

Mensch (Human)
3 awards | 1 official selection

EVE: The Prologue
3 official selections

CREATIVE OUTLINE: TIMELINE AND DELIVERABLES

PART 1 - OVERALL APPROACH

The creative approach to the story of a blue bin recycled item is rooted in learnings from the Gigantic Idea Studios Survey Results:

- The tone should be educational in nature and appeal to the diverse target SLO County audience
- Audience is slightly more female (based on the survey responses), suburban, living in a single family home and 50+ or older
- Opportunity to leverage people's positive attitudes about recycling
 - Improve their understanding of what is recyclable
 - Improve their understanding of what is compostable (and also that it's the law)
 - Reduce their cynicism and uncertainty about the recycling lifecycle
- Point people to IWMA.com website as the official recycling / composting subject matter expert

Hence, the creative pitches attempt to incorporate one or more of the above learnings.

PART 1 - PROMPT 1

PROJECT **No Sunrise Wasted | SLO #1**

PAGE **1** / **3**



Music begins.



Voice Over:
Every item we throw away has a journey waiting to unfold.



Imagine this empty aluminum can.



In one path, it's tossed in the trash... but in the other, it takes a trip to the recycling bin. Let's see how these journeys compare.



Here, in the landfill...



this can becomes buried...



...taking hundreds of years to break down. Sadly, it may never have a chance to shine again.



But in the recycling bin, this same can gets a second life.



It's cleaned...



...sorted...



...melted down...



...and reformed—ready to become something new.



And it can be back on the shelf in as little as 60 days! By recycling, you're helping to reduce waste, conserve energy, and keep our environment clean. Every item counts.



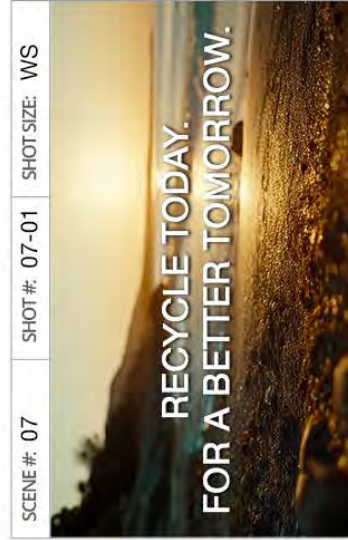
Whether it's a can, a plastic container, or a cardboard box,



...every item in the blue bin makes a difference.



Together, we can create a brighter, cleaner future.



TITLE CARD AND VOICE OVER:
"Recycle Today. For a Better Tomorrow."



Music ends.

PART 1 - PROMPT 3

Upbeat music fades in.

TITLE CARD: S.L.O. COUNTY I.W.M.A. LOGO AND URL.

Scene: 12-year-old bi-racial Avery and Mom are in the kitchen, standing by the recycling bin. Avery notices the parent tosses a plastic bottle into the trash.

AVERY: (eye roll, slightly exasperated) “Mommy, that’s supposed to go in the recycling, not the trash!”

MOM: (sighs, skeptical and doubtful) “Does it even matter? I heard that half the stuff we recycle doesn’t even get recycled. So, why bother?”

AVERY: (grabs the bottle, excited to explain) “Actually, it does matter! A lot of things we put in the recycling do get recycled, but only if we’re doing it right.”

MOM: (arms crossed, but curious) “Alright, I’m listening. What’s the catch?”

AVERY: “There’s no ‘catch,’ just a couple of rules! First, stuff has to be clean and empty. Like this bottle – if it has leftover juice, it’s gonna mess things up.”

(holds up bottle, tilts to show it’s empty)

MOM: “So, rinse out things before tossing them in?”

AVERY: “Exactly! And only put in things that are actually recyclable: plastic bottles, cans, paper, cardboard. No greasy pizza boxes or plastic bags, though.”

MOM: (nodding, interested) “Alright, fair. But some people say it just ends up in the landfill anyway.”

AVERY: “That used to happen more, but now recycling plants are better at sorting and reusing things. And when we recycle right, we actually save a ton of energy and resources – it’s like giving things a second life!”

MOM: “Hmm, so recycling isn’t a waste if we do it right?”

AVERY: (grinning) “Yep! But if you’re ever unsure, check our local recycling rules. Some places are a little different. Just a quick search – or ask me!”

MOM: (chuckling, impressed)

“Alright, kid, you win. Next time, you’re my recycling coach.”

AVERY: (laughs, holding the bottle up proudly) “Deal. Recycle Today. For a Better Tomorrow.”

TITLE CARD: RECYCLE TODAY. FOR A BETTER TOMORROW.

TITLE CARD: S.L.O. COUNTY I.W.M.A. LOGO AND URL.

Music fades out as the screen fades to black.

PART 1 - PROMPT 4

Upbeat music fades in.

TITLE CARD: S.L.O. COUNTY I.W.M.A. LOGO AND URL.

Scene: Aerial shot of San Luis Obispo County's green fields and neighborhoods, vibrant under the morning sun.

NARRATOR: (friendly, upbeat) "Did you know that what's in your food and yard waste bins is helping power San Luis Obispo County—and making it greener too? Thanks to SLO County's Kompogas Anaerobic Digestion Facility, your leftover food scraps and yard trimmings aren't just 'waste' anymore. They're the start of something powerful!"

Cut to the Anaerobic Digestion Facility in action: composting trucks, large processing tanks, workers on-site, and turning waste into compost and energy.

NARRATOR: "Here's how it works: every time you toss out food scraps or yard trimmings, they're collected and brought here. Using a process called anaerobic digestion, the facility breaks down the waste to produce two amazing results: clean, renewable electricity and rich, organic compost. This compost goes back to our gardens and parks, enriching the soil and keeping SLO County beautifully green!"

Visual of residents putting compost in bins; happy families at a park; fields being enriched with compost.

NARRATOR: "And there's one more reason to get involved—California's SB 1383. It's now the law to separate compostable items from other trash to reduce harmful greenhouse gases and protect our environment. It's a simple step for us, but it has a big impact on air quality and the future of our planet."

Scene shifts to diverse families, individuals, and business owners using compost bins and smiling, feeling good about contributing.

NARRATOR: "So remember, composting isn't just a great habit—it's a way to power our community, support local agriculture, and create a cleaner, more sustainable future. Join us in making a difference!"

NARRATOR: (enthusiastic close): "Compost today, power tomorrow. Together, we're making SLO County better—one bin at a time!"

TITLE CARD: COMPOST TODAY. POWER TOMORROW.

TITLE CARD: S.L.O. COUNTY I.W.M.A. LOGO AND URL.

Music fades out as the screen fades to black.

PART 2

Title: "The Ripple Effect"

Upbeat music fades in.

TITLE CARD: S.L.O. COUNTY I.W.M.A. LOGO AND URL.

Opening Shot: We open on a family gathered in their cozy kitchen, celebrating a birthday. Everyone's excited as the birthday boy cuts into his cake, surrounded by family. A child looks at a half-eaten plate of food, hesitates, then sneaks it into the trash can. As it lands, we zoom in on the plate and the world suddenly freezes.

NARRATOR (VO): "Every item we throw away tells a story. But what if the story didn't end here?"

Transition: The camera follows the food scraps down a cinematic journey through the landfill, showing an endless line of discarded items — paper, plastic, and food. It's dark, dreary, and seems endless.

NARRATOR (VO): "Each piece could have had a new beginning. What if that birthday cake could be composted and help plants grow? What if that old gadget could be taken apart, rebuilt, or even turned into something brand new?"

Cut to Montage:

- #1 The cake leftovers decomposing in rich, dark soil, nurturing vibrant green plants.
- Old electronics being carefully dismantled, their parts reassembled into new gadgets.
- Glass bottles being melted down and transformed into beautiful new bottles and jars.
- A young child picking out vegetables from a thriving garden, helped by compost-rich soil.

NARRATOR (VO): "When we choose to reduce, reuse, and recycle, we don't just keep things out of the landfill. We breathe new life into them."

Closing Scene: We return to the family, who now have a small compost bin in the kitchen. The child from earlier places food scraps in the compost, smiling proudly. The screen fills with images of people recycling, reusing, and composting as the family laughs and enjoys their time together.

NARRATOR (VO): “Small choices today create a lasting impact for tomorrow. Start a ripple. Join the movement for resource recovery and landfill diversion.”

TITLE CARD: RECYCLE TODAY. FOR A BETTER TOMORROW.

TITLE CARD: S.L.O. COUNTY I.W.M.A. LOGO AND URL.

Music fades out as the screen fades to black.

PART 3

The slogan "RECYCLE TODAY. FOR A BETTER TOMORROW." is a simple yet powerful phrase that resonates across diverse groups by focusing on a universally shared goal—a brighter future. Here's how it unifies and connects across various demographics:

Inclusivity in Message: The slogan's core values—environmental responsibility and forward-thinking—are widely understood and valued. It taps into the universal concept of leaving a better world for future generations, which resonates with individuals regardless of age, gender, socio-economic background, or political affiliation.

Age Appeal: For younger generations, this message encourages immediate action and responsibility, aligning with their awareness of climate change and sustainability. Older generations can also identify with the sentiment, as it relates to legacy and stewardship, providing a sense of purpose and continuity that they can support.

Simplicity and Accessibility: The straightforward language makes it accessible to people with different education levels and socio-economic backgrounds, ensuring that the slogan's message doesn't get lost in translation. It's memorable and easy to understand, encouraging everyone to feel part of the solution, no matter their starting point.

Non-Partisan Focus: Recycling is a widely accepted practice that doesn't strongly align with any particular political ideology, making the slogan a unifying, non-controversial call to action. By focusing on a shared goal—"a better tomorrow"—it appeals to people from all political backgrounds who value progress, responsibility, and improvement.

Empowerment Through Action: The word "Today" in the slogan creates a sense of urgency, emphasizing that each individual has the power to contribute positively right now. "For a Better Tomorrow" emphasizes hope, showing that small steps today lead to significant positive changes for the future, making everyone feel included in the journey toward sustainability.

This slogan, therefore, acts as a bridge, reinforcing that each individual has a role to play in creating a positive environmental impact. By aligning with shared values of responsibility, hope, and inclusivity, it can effectively foster a cohesive campaign across various demographics.

PART 4

Preproduction Phase (December 2024 - March 2024)

Goal: Develop scripts, creative assets, and logistics to ensure efficient production and alignment with project goals.

December 2024: Project Kickoff and Initial Research

- Project kickoff meeting with key stakeholders
- Review of current IWMA campaign materials, goals, and target demographics
- Initial creative brief outlining concepts, objectives, and messaging
- Research and brainstorming session on core themes (e.g., recycling, waste reduction)

January 2025: Concept Development & Scripting

- Draft scripts for all four commercials
- Storyboards and visual references
- Feedback session with IWMA to refine concepts and incorporate feedback
- Revisions to scripts and storyboards as needed

February 2025: Casting, Location Scouting, and Scheduling

- Casting call and selection of talent
- Finalized location list and scouting sessions
- Scheduling production dates and assembling crew
- Risk assessment and mitigation planning (e.g., permits, weather considerations)

March 2025: Final Preproduction Preparations

- Finalized scripts, shot lists, and call sheets for each commercial
- Preproduction meeting with crew and stakeholders to align on production plans
- Logistics and equipment preparation, including renting necessary gear
- Contingency plans in place for production challenges

Production Phase (April 2025)

Goal: Complete all filming for the four commercials within the allocated timeframe.

April 2025: Filming

- Completion of all filming within scheduled time (approximately 1-2 days per commercial)
- Daily check-ins with team to review footage and ensure alignment with creative goals
- Backup of footage each day to ensure data security

Postproduction Phase (May - July 2025)

Goal: Edit, refine, and finalize the commercials for launch.

May 2025: Initial Editing

- Rough cuts of each commercial delivered to stakeholders for initial review
- Initial round of feedback collected from IWMA
- Adjustments to pacing, visuals, and any necessary reshoots identified

June 2025: Final Editing and Sound Design

- Final edits incorporating feedback from May reviews
- Sound design and/or music added
- Color correction and visual effects
- Drafts of each finalized commercial for IWMA review

July 2025: Final Approval and Delivery

- Final versions of each commercial with IWMA approval
- Delivery of commercials in required formats (e.g., social media, broadcast)
- Final meeting to review project outcomes, metrics, and any final documentation

Other Logistics

Bimonthly progress and status meetings between No Sunrise Wasted and IWMA and to ensure project priorities and alignment and to ensure there are no surprises to deliverables.

PART 5

The ideal outcome for the San Luis Obispo County Integrated Waste Management Authority (IWMA) commercials project is a series that creatively educates viewers on recycling practices and waste management, fostering an inclusive, community-wide commitment to environmental sustainability. This video series should effectively communicate San Luis Obispo's commitment to stewardship and reflect the spirit of its residents — mindful of the future, collaborative, and invested in local culture and preservation. With the slogan, "RECYCLE TODAY. FOR A BETTER TOMORROW." at the heart of the campaign, the messaging will be simple, accessible, and non-partisan, appealing to residents of all ages and backgrounds. Through creative storytelling, relatable scenarios, and locally resonant visuals, these commercials aim to instill a sense of personal empowerment and pride in recycling efforts.

Creative and Educational Elements: Each commercial should balance visual appeal with informative content, using relatable characters or scenarios that reflect the diversity of San Luis Obispo's community, such as students, families, and local business owners, all participating in recycling efforts. Through concise explanations of proper recycling techniques, the series can demystify waste sorting, show the benefits of reducing landfill contributions, and even clarify myths about recycling's impact. Featuring engaging animation, catchy soundbites, or interactive visuals, each commercial should underscore the ease and immediate impact of proper recycling habits, positioning each viewer as a valued participant in creating a greener San Luis Obispo.

Slogan and Inclusivity: "RECYCLE TODAY. FOR A BETTER TOMORROW." serves as the unifying call-to-action, embodying inclusivity and a forward-thinking perspective. This slogan reinforces that recycling is a simple, universal action with far-reaching benefits for everyone in the community, regardless of age or political views. It appeals to all ages by being both simple enough for children to understand and resonant enough for adults to embrace. Empowering in tone, the slogan encourages residents to recognize their ability to contribute positively to the environment with small, manageable steps that accumulate into long-term impact. A voiceover repeating the slogan could reinforce its message, turning it into a memorable refrain that resonates across different media platforms.

Alignment Across All Parties: Collaboration between IWMA, production partners, and local stakeholders is essential to ensure the commercials align with the project's goals and priorities. All involved should share a common understanding of the campaign's primary objectives, such as promoting recycling as a practical and impactful action for everyone. Regular check-ins, feedback sessions, and clear deliverables during the pre-production, production, and post-production phases will maintain this alignment. By emphasizing key milestones and staying attuned to community feedback, all parties can work towards creating a video series that both educates and inspires.

Community-Wide Outreach Campaign: Upon completion, the commercials can be released through a variety of channels — from local television and radio to social media, community centers, and schools. Hosting launch events or incorporating the videos into community activities could further engage the public, fostering a sense of collective responsibility. Partnering with local influencers, schools, and environmental organizations, IWMA could maximize reach and encourage residents to share the videos, creating a ripple effect that brings “RECYCLE TODAY. FOR A BETTER TOMORROW.” into daily conversations and actions. Ultimately, the campaign can become a cornerstone of San Luis Obispo's environmental identity, inspiring sustainable practices that continue well into the future.

BUDGET

Pre-production		<u>\$/hour</u>	<u>#/hours</u>	<u>Subtotal</u>	
	Director / Producer	\$250	120	\$30,000	
	1st AD	\$150	40	\$6,000	
					\$36,000
Production	Director / Producer	\$250	50	\$12,500	
	1st AD	\$150	50	\$7,500	
	Director of Photography	\$100	50	\$5,000	
	1st AC	\$75	40	\$3,000	
	Gaffer	\$80	40	\$3,200	
	Grip	\$70	40	\$2,800	
	PA	\$30	40	\$1,200	
	Talent	\$100	30	\$3,000	
	Talent	\$100	30	\$3,000	
	Talent	\$100	30	\$3,000	
	Drone Pilot	\$1,000	1	\$1,000	
	Craft Services	\$500	4	\$2,000	
	Airfare	\$3,000	1	\$3,000	
	Lodging + Food	\$5,000	1	\$5,000	
	Per Diem	\$100	15	\$1,500	
	Location Rental Fee	\$1,000	3	\$3,000	
	Equipment	\$3,000	4	\$12,000	
	Production Insurance	\$1,000	1	\$1,000	
					\$72,700

Post Production					
	Director / Producer	\$250	40	\$10,000	
	Editor	\$100	120	\$12,000	
	Colorist	\$80	40	\$3,200	
	Stock Footage	\$1,000	1	\$1,000	
	Music	\$1,000	1	\$1,000	
	Closed Captions	\$500	1	\$500	
	Hard Drive	\$250	1	\$250	
					\$27,950
Contingency	Contingency @	\$13,350	1	\$13,350	
	8.9%				\$13,350
	TOTAL - FIXED FEE BID				\$150,000

REFERENCES

Jenny Kim
Executive Director
Partners in Diversity
(971) 400-8730
JKim@partnersindiversity.org

Joseph Spicer
Marketing Manager
Oregon Corrections Enterprises
(503) 798-0963
jspicer@oce.oregon.gov

Jeremiah Stromberg
Assistant Director
Oregon Department of Corrections
(503) 956-3966
Jeremiah.P.Stromberg@doc.state.or.us

CONFLICTS OF INTEREST

N/A. No Sunrise Wasted does not currently have any public clients in San Luis Obispo County.

DISCLOSURE OF LITIGATION

N/A. No Sunrise Wasted has not nor has ever had any part in civil or criminal litigation. None of our joint ventures, strategic partners, prime team members or subcontractors have been party to civil or criminal litigation.

No Sunrise Wasted will adhere to this continuing obligation and will disclose any litigation to IWMA within five (5) days after the litigation has commenced.

ADDITIONAL INFO | MBE CERTIFICATION

Certified Profile

LOSE WINDOW

1100

Business & Contact Information

BUSINESS NAME	No Sunrise Wasted LLC, DBA No Sunrise Wasted
OWNER	Mr. Devin Tau
ADDRESS	1400 Northwest Irving Street Suite 604 Portland, OR 97209 [map]
PHONE	415-786-7080
FAX	415-786-7080
EMAIL	devin@nosunrisewasted.com
WEBSITE	http://nosunrisewasted.com
ETHNICITY	Asian Pacific
GENDER	Male
COUNTY	Multnomah (OR)

Certification Information

CERTIFYING AGENCY	State of Oregon
CERTIFICATION TYPE	MBE - Minority Business Enterprise
CERTIFIED BUSINESS DESCRIPTION	Specializing in film making, preproduction, story development, script writing, shot list, location scouting, production, motion and still photography, sound recording, crewing, post-production, editing, retouching, color grading, original music, motion graphics/titles

Commodity Codes

Code	Description
NAICS 512110	Motion picture and video production
NIGP 91546	Film Production
NIGP 91569	Motion Picture Production and Distribution Services

Additional Information

SERVICE DISABLED?	No
CONSTRUCTION?	N-Non construction
GENERAL LOCATION	Willamette Valley
ESB TIER LEVEL	Tier 1
OR CERT ID	12617

This profile was generated on 10/14/2024

ADDITIONAL INFO | ESB CERTIFICATION

Certified Profile

CLOSE WINDOW 

Print

Business & Contact Information

BUSINESS NAME	No Sunrise Wasted LLC, DBA No Sunrise Wasted
OWNER	Mr. Devin Tau
ADDRESS	1400 Northwest Irving Street Suite 604 Portland, OR 97209 [map]
PHONE	415-786-7080
FAX	415-786-7080
EMAIL	devin@nosunrisewasted.com
WEBSITE	http://nosunrisewasted.com
ETHNICITY	Asian Pacific
GENDER	Male
COUNTY	Multnomah (OR)

Certification Information

CERTIFYING AGENCY	State of Oregon
CERTIFICATION TYPE	ESB - Emerging Small Business
CERTIFIED BUSINESS DESCRIPTION	Specializing in film making, preproduction, story development, script writing, shot list, location scouting, production, motion and still photography, sound recording, crewing, post-production, editing, retouching, color grading, original music, motion graphics/titles

Commodity Codes

Code	Description
NAICS 512110	Motion picture and video production
NIGP 91546	Film Production
NIGP 91569	Motion Picture Production and Distribution Services

Additional Information

SERVICE DISABLED?	No
CONSTRUCTION?	N-Non construction
GENERAL LOCATION	Willamette Valley
ESB TIER LEVEL	Tier 1
OR CERT ID	12617

This profile was generated on 10/14/2024

10/28/24

Prepared for
SLO County IWMA
Attn: Ashley Kuder
870 Osos Street
San Luis Obispo, CA 93401

RFP - San Luis Obispo County
Integrated Waste Management Authority, CA

Proposal prepared by
Out West Digital LLC
Patrick Muniz: Creative Producer
(310) 974 - 2233
Patrick@outwestdigital.com

Out West Digital LLC
UEI : LHWXRSFD1L87
CAGE: 9XLH2
DUNS #: 084610618

NAICS CODES:
512110, 512120, 512199, 541430, 541613 ,541921, 541922



Out West Digital LLC
Is a certified small business



Dear Ashley,

We are excited to submit our proposal for the IWMA's Video Content Production project. At Out West Digital, we believe in the power of collaboration and are eager to partner with the IWMA to create a video series that resonates deeply with the diverse residents of San Luis Obispo County.

Our team has extensive experience in communicating environmental messages effectively and will craft engaging videos that dispel misconceptions and inspire action. We are confident that our collaborative approach will result in a successful campaign that promotes responsible waste management throughout the county.

Thank you for your consideration.

Sincerely,
Patrick Muniz
Founder / Creative Producer
Out West Digital

1. Qualifications of Contractor and Personnel

Portfolio of Past Work:

Our portfolio showcases our expertise in various video styles and formats, including live-action, animation, documentary, and motion graphics, with a particular emphasis on storytelling and educational content.

- **Primient: Community and Sustainability:** This video highlights Primient’s commitment to community and environmental responsibility, showcasing our ability to tell a compelling story with strong visuals and a clear message in just one minute, emphasizing the positive impact of sustainable practices.
- **Link:** <https://vimeo.com/1009352222/15e5fbd496>
- **Time Well Spent | Visit Arroyo Grande, California:** This 30-second scripted video demonstrates our ability to work with actors to create fun, engaging content. Its playful tone aligns with our proposed Video Themes 1 and 2, where relatable characters and scripted interactions will effectively communicate the importance of recycling and composting.
- **Link:** <https://vimeo.com/1009364853/76d4d0d76f>
- **Abbie "Getting to know you":** Though not focused on waste management, this 90 second video effectively demonstrates how a 1-on-1 conversational format can deliver engaging and relatable content. Its authentic tone and natural interaction make it an ideal model for IWMA’s “Recycling Myth-Busting Challenge,” where casual, informative discussions can resonate with the audience. (See video theme 3 & 4)
- **Link:** <https://vimeo.com/804382350>
- **Santa Barbara Zoo: Meet the Animals:** In this video we blend educational content with engaging storytelling as we interview animal and environmental specialist such as Nadya, a Conservation and Science Associate, who explains the importance of preserving the Central Coast ecosystem. This video highlights our ability to film experts on location, which translates directly to shooting experts at the MRF for IWMA, ensuring the seamless integration of informative dialogue and compelling visuals in a dynamic, real-world setting.
- **Link:** <https://vimeo.com/513703793>
- **Rooted in Nature: Halter Ranch’s Journey to Organic:** Though not produced by OWD, this video highlights the exceptional work of our talented cinematographer. It captures Halter Ranch Vineyard’s journey to becoming a certified organic vineyard and reflects our team’s commitment to showcasing sustainability through high production quality and compelling storytelling.
- **Link:** <https://vimeo.com/1022536464/8ef05f830e>

Statement of Qualifications

Out West Digital (OWD) not only meets but exceeds the qualifications outlined in Section II, A., through our deep commitment to sustainability and environmental awareness, aligning closely with the Integrated Waste Management Authority's (IWMA) mission. The OWD team possesses a strong creative voice and effective storytelling skills, enabling us to craft cohesive messages that resonate with diverse and polarized audiences. Our robust portfolio showcases proven experience in producing high-quality video content relevant to IWMA's focus areas.

In addition to technical expertise in advanced video and audio recording equipment, our familiarity with San Luis Obispo County equips us with valuable insights into the local community's needs. Our past collaborations with organizations in environmental and resource management further highlight our ability to address the challenges faced by the IWMA, positioning us as an ideal partner for this project.

Expectations of IWMA Staff

To ensure a smooth and efficient production process, we kindly request the following from the IWMA staff:

- **Dedicated Point of Contact:** A designated IWMA representative to facilitate communication throughout the project.
- **Information and Materials:** Provide relevant background information, data, and existing marketing materials, including access to survey data and other key statistics related to this subject when needed. This will ensure a well-informed and cohesive marketing strategy.
- **Location Access:** Assistance in securing permits and access to filming locations, including the MRF and other relevant sites.
- **Stakeholder Involvement:** Participation in key project milestones, such as script reviews, rough cut screenings, and final approval through zoom calls or alternate forms of communications.

Resumes of Team Members and Duties Assigned to Relevant Personnel

Our team comprises highly skilled professionals with extensive experience in video production and related fields. The key personnel assigned to this project include:



Patrick Muniz: Executive Producer/Director - With over 10 years of experience in branded content, Patrick will oversee the entire project, ensuring creative excellence, strategic planning, and successful execution aligned with IWMA’s goals. His extensive background in film production and storytelling will be key in crafting compelling narratives that resonate with the audience and deliver the desired impact.

Elizabeth “Liz” Hazard: Producer Liz Hazard is a highly creative producer and writer with a proven track record of success. She has partnered with leading companies like Primient, RXO, Encompass Health, and McLane Inc., developing impactful video and photo campaigns. Liz brings her expertise to the IWMA project, where she will oversee all production aspects to ensure flawless execution and delivery.



Slava Narozhnyi: Cinematographer - Slava, a SLO native, will lead the visual capture of the project, bringing his passion for stylized and composed Imagery to every shot. His deep connection to the Central Coast and expertise in capturing stunning visuals will ensure high-quality footage that showcases the beauty and diversity of San Luis Obispo County.

Richard Winkeller: Editor / Photographer - Richard will not only shape the raw footage into a cohesive and engaging final product, but he will also capture the still photography for the project. His keen eye for detail, honed through both narrative and commercial storytelling for brands such as Adobe, BuzzBallz, pens.com, and Samsonite, ensures that both the video series and the photography will be polished, impactful, and visually compelling.



List of Technical Equipment to be Used in Production

We utilize state-of-the-art video, audio, and photography equipment to ensure high production value and technical excellence.

Our equipment list includes:

Cameras: Sony FX9, Sony FX3 (4K Ultra HD)

Photography:

Sony A7III, Sony A7SIII with a range of lenses for high-resolution still photography.

Audio Recording:

Zoom F3 for high-quality audio recording

Boom microphone setup

Lavaliers for capturing dialogue

Shotgun mic for scratch audio on camera

Manual sync in Adobe Premiere (timecode sync available if required)

Lighting:

Nanlite 720x with 150 Dome Softbox (key light)

Amaran 200x with softbox or Fresnel and barn doors (rim light)

Pavo Tube for fill light

Amaran 200x with spotlight and gobo for texture effects

Floppy flags to control light spill and create moodiness in the shots

Post-Production:

1. Adobe Creative Suite: Premiere Pro for video editing, Photoshop for photo editing, After Effects for motion graphics, and Audition for post-audio mixing.

2. Motion Array: For post-production effects, animation, titling, fonts, and stock footage if needed.

3. Vimeo & Dropbox: For post-production revisions and secure file transfers.

This setup ensures that all video and still photography content produced will meet IWMA's high standards, with the flexibility to adapt to various lighting conditions and production needs.

2. Creative Outline: Timeline and Deliverables

Part 1 & 2:

Original Storyline to Promote Resource Recovery, Source Reduction, or Landfill Diversion w/ techniques or creative devices.

Prompt 1 - Video 1: “A Tale of Two Bottles: But where do they go?!”

This engaging video follows the parallel paths of a single-use plastic bottle, showing the environmental impact of recycling versus landfilling. Through the experiences of two generations—Grandma and her granddaughter (Gen z) — the story highlights how a simple choice, like placing a bottle in a recycling blue bin instead of the trash, can have a significant effect on the environment. The video splits into two scenarios: one where the bottle is recycled, processed at a Materials Recovery Facility (MRF), and repurposed into new products, and another where the bottle ends up in a landfill, contributing to pollution and long-term harm.

At the MRF, the recycling process is thoroughly explored as an expert takes viewers through each step—sorting, cleaning, and preparing the plastic for shipment. Once the materials are shipped, they’re transformed into everyday items like clothing fibers, eco-friendly packaging, or park benches. (Illustrated with engaging pop-up graphic cutouts) This comprehensive view not only educates viewers but also answers Grandma’s question, “But where does it go?!” by clearly showing the tangible benefits of recycling.

Creative Devices:

- **Pop-Up Graphics:** As the bottle is recycled, animated cutouts will pop up to explain each step of the recycling process (e.g., sorting, cleaning, repurposing), making the information more engaging and digestible.
- **Generational Dialogue:** The interaction between Grandma and her granddaughter creates a relatable narrative, blending personal experience with education. This dialogue drives the story forward and ties in the audience emotionally.
- **Expert Commentary:** An expert at the MRF will explain the recycling process, answering the common question: “Where does it go?” Graphics and visual aids will be used to make the information clear and compelling.

Tone:

Educational, engaging, and optimistic, with a personal touch through the intergenerational relationship. The tone builds trust and confidence in the recycling system while showing how small decisions can lead to significant outcomes.

Prompt 2 - Video 2 : “From Kitchen to Farm: Sustainable SLO”

This video tells the story of a local San Luis Obispo chef preparing their signature fish and chicken tacos for a private event. Unknowingly, they discard food scraps into the trash, destined for the landfill.

Through engaging visuals and a compelling voiceover, we educate the chef and viewers about the harmful methane gas produced by food waste in landfills. We highlight the positive impact of composting, where food scraps are transformed into nutrient-rich soil.

The chef's discarded scraps take center stage as we follow their journey to a composting facility (ADF). We witness the transformation process and see how the compost ultimately nourishes local farms. The story comes full circle as the chef receives a delivery of fresh produce grown with the help of their composted scraps (illustrated with a local farm's logo on a wooden crate).

The video culminates with a celebratory scene on the patio as the chef proudly serves their guests delicious, sustainably-sourced food.

With the tagline "From Kitchen to Farm: Sustainable SLO," this campaign emphasizes the powerful impact of composting and inspires the San Luis Obispo community to embrace simple, everyday actions that contribute to a greener future for all.

Creative Devices:

- **Narrative Voiceover:** The voiceover will narrate the chef's journey, contrasting the environmental impact of food scraps in landfills versus composting. This external narration will guide viewers through the composting process and emphasize the full-circle impact.
- **Visual Juxtaposition:** Through a split-screen and moving cut out graphics, we'll show food scraps in a landfill contributing to methane emissions, while on the other, food scraps are processed into compost. This stark contrast visually reinforces the message.
- **Chef's Journey:** The chef serves as the relatable protagonist, unknowingly illustrating how composting can turn food waste into valuable compost that nurtures local farms.
- **Local Identity:** To ground the narrative in San Luis Obispo, a local farm's logo will appear on wooden crates in the kitchen, tying the chef's story back to local sustainability efforts.

Tone:

Inspiring and community-focused, with a sense of discovery as the chef—and the audience—learn about the composting process. The tone is approachable and educational, encouraging small but impactful actions in daily life.

Prompt 3 & 4 - Video 3 & 4: Recycling Myth-Busting Challenge

For the Recycling Myth-Busting Challenge video, we will conduct 2-3 separate sessions with different participants to create diverse, engaging content that showcases a range of perspectives and reactions. Participants will draw cards from a stack placed on a table, with each card presenting a question or statement about recycling. They'll guess the correct answer and discuss their reasoning, choosing from multiple-choice options (A, B, or C) or writing their answers down. Afterward, a moderator or expert will reveal the correct answers, clearing up misconceptions and providing valuable insights about recycling. The participant with the most correct answers will win a prize, such as an item made from recycled plastic or metal, showcasing the tangible benefits of recycling.

The "Recycling Myth-Busting Challenge" aims to dispel recycling myths while inspiring viewers to adopt better recycling habits. Myths like "All recyclables end up in landfills" or "Recycling doesn't really help the environment" will be directly countered with facts and real-world examples from San Luis Obispo County's recycling facilities and introduce that waste can be turned into energy as well. (ADF)

By making the content interactive and enjoyable, the video encourages higher engagement and fosters better understanding of recycling practices. Using a three-camera system, we'll capture the participants' real-time emotions and authentic reactions, making the experience lively and relatable.

Creative Devices:

- **Interactive Format:** The challenge format is engaging, inviting participants to draw cards, guess answers, and learn from the expert's explanations. This gamified approach makes learning fun and engaging for viewers.
- **Three-Camera System:** The multi-camera setup captures participants' real-time reactions, ensuring the content feels dynamic, relatable, and authentic. Close-up shots will focus on facial expressions, while wider shots will capture the full interaction.
- **Animated Graphics:** After participants answer, we'll use animations to illustrate why the correct answer is true, providing clear, visual breakdowns of the facts behind common myths.
- **Tangible Prizes:** Winners will receive prizes made from recycled materials, such as 3D-printed items or products from IWMA's partners. This reinforces the positive impact of recycling while showcasing the real-world value of these efforts.

Tone:

Lively, playful, and educational, with a focus on clearing up misconceptions in a fun, engaging way. The game-show format brings an element of entertainment while delivering facts in an accessible manner, encouraging viewers to rethink their recycling habits.

Part 3: Centralized Theme & Slogan

Theme: “Small Choices, Big Impact”

This theme unifies the campaign by emphasizing how everyday decisions—whether recycling, composting, or diverting waste—can lead to significant environmental improvements.

Slogan: “Small Choices, Big Impact : Sustainable SLO”

The slogan unifies all four videos, underscoring the goal of making San Luis Obispo a model for sustainability through smart waste practices. It emphasizes the community’s collective responsibility in shaping a greener future, reinforcing local pride in sustainability efforts.

Part 4. Execution Strategy

Timeline Overview:

*Subject to change on availability of locations and participants.

- **Week 1-4: Pre-Production**

Finalize scripts, secure filming locations, talent, participants, and coordinate with recycling/composting facilities.

- **Week 5: Production**

Filming on-location with the Grandmother and Granddaughter, chef, MRF, and participants for the Myth-Busting Challenge. Photograph candid photos, portraits, and suggested photos according to mood board and shot list.

- **Week 6-9: Post-Production**

Editing, adding graphics, animations, and expert commentary. Select and edit photos.

- **Week 10: Launch**

Release videos on social media, local TV, and through community partners. Release photos for campaign material.

Estimated Shooting schedule

The project includes producing four themed videos, each featuring distinct creative elements and locations. Photography will be scheduled intermittently throughout the day as appropriate. Below is an estimated breakdown of shoot days per video, including pre-planning and setup days as outlined in the RFP:

DAY 1

- TRAVEL: Drive to SLO from LA (4hrs) - 7a - 11p
- MRF - Location scout - 11:30p - 1p
- ADF - Location scout - 1:30p - 2:30pm
- House (Location 1) - Location scout, pre - light - 3p - 7p

DAY 2

Location 1 - House

Grandma & Teen - Patio & side of house (blue bin area)

- Setup (camera, makeup/hair (MU/H), talent, mics, etc.) - 9a - 10a
- Patio & Blue bin scene (or side of house) with Grandma and Teen - 10a - 2p
- Lunch - 2p - 2:30p

Local Chef - Kitchen & Side of building (Green bin area)

- Pre - setup (camera, MU/H, mics etc.) - 3p - 4p
- Shoot Kitchen scene with Chef - 4p - 6p
- Wrap 7pm

DAY 3

Location 2 - MRF

- MRF - Setup (camera, mics, etc.) - 8a - 10a
- Shoot Experts and BRoll at MRF 10a - 1:00p
- Lunch - 1:00p - 1:30

***Travel to Anaerobic digestion facility (ADF) - 30 min move**

Location 3 - ADF w/ Experts

- Setup (camera, mics, etc.) 2p - 3:30p
- Shoot Experts and BRoll at MRF 3:30p - 5:30p
- Wrap by 6pm

DAY 4

Location 4 - Open space area w/table for Recycling Myth-Busting Challenge

Participants

- Pre - setup (Scout, camera, mics, lights, etc.) - 8a - 11a
- Shoot participants / group 1 at location 11a - 1:00 pm
- Lunch - 1p - 1:30p
- Shoot participants / group 2 at location 2p - 3:30 pm
- Shoot participants / group 3 at location 3:30p - 5 pm
- Wrap by 6pm

DAY 5

- Equipment returns
- Return back to Los Angeles

Post-Production outline

Phase 1: Organization & Review

1. Ingest & Organize Footage
2. Initial Review & Selection

Phase 2: Video Editing

1. Rough Cuts (3 revisions)
2. Fine Cuts
3. Versioning
4. Color Correction & Grading
5. Sound Mixing & Mastering
6. Graphics & Animation

Phase 3: Output & Delivery

1. Format & Export: Broadcast ready, Website optimization, Social media resized and cropped.
2. Quality Control process
3. Delivery & Archiving

Deliverables List:

- **Video Content Library:** A comprehensive library of B-roll footage, properly organized and labeled.
- **Image Library:** A curated collection of at least 100 high-quality still images, suitable for various uses.
- **Four Finalized Videos repackaged to fit 10, 30, and 90 second videos slots (landscape mode):**

Video 1: “A Tale of Two Bottles” (Resource Recovery)

Video 2: “From Kitchen to Farm: Sustainable SLO” (Source Reduction & Composting)

Video 3 & 4: Recycling Myth-Busting Challenge (Educational, Interactive)

- **Supporting Materials:**

Social Media Clips: Short (Portrait mode) versions of each video for TikTok, Instagram, and Facebook.

Part 5: Ideal Outcome & Community-Wide Outreach

Ideal Outcome:

The campaign successfully educates and engages the community, encouraging widespread adoption of smarter waste practices, from recycling to composting. By blending narrative-driven stories with interactive content, the videos will make complex topics accessible and fun. This will lead to an increase in correct recycling and composting habits, a reduction in landfill waste, and a deeper understanding of resource recovery processes.

Community Outreach:

IWMA can use the finished video series as a centerpiece for a broader community-wide outreach campaign. Videos will be shared on social media, at community events, in schools, and through local partnerships. Local influencers and eco-advocates will be enlisted to share the content and create conversations around sustainable waste practices. The campaign will integrate with IWMA's website, providing additional educational resources, interactive guides, and real-time updates on the impact of community recycling and composting efforts.

3. Budget, Retainer, and/or Rates

1. Crew and Production Fees				
Role	Rate per Day	Qty	Days Required	Total Cost
Creative Producer / Director	1200	1	3	\$3,600
Project Manager	420	1	3	\$1,260
Cinematographer/Drone Op.	1080	1	3	\$3,240
Photographer	960	1	3	\$2,880
Sound person	960	1	3	\$2,880
Production Assistants (Local) 2 PAs, 6 days	300	2	3	\$1,800
Make up / Stylist	840	1	1	\$840
			Crew Total	\$16,500
2. Equipment Rental (Local Rental House)				
Equipment	Rate per Day		Days Needed	Total Cost
Camera Package (2x Cinema-grade(4k))	590	1	3	\$1,770
Large Dome + 2 Soft Light kit	177	1	3	\$531
Heavy C-Stands	35.4	5	3	\$531
Misc. Grip / Gaffer Gear	236	1	3	\$708
Sound gear kit	354	1	3	\$1,062
Props	472	1	1	\$472
Make up Kit	75	1	1	\$75
			Equip. Rental Total	\$5,149
3. Travel Expenses				
Item	Rate			Total Cost
Gas and Mileage \$0.65/mile (~50 miles/day)	0.65	400	1	\$260
Meals and Incidentals	25	7	4	\$700
Airfare N/A	0	0	0	\$0
Car rental N/A	0	0	0	\$0
Accomidations	150	2	4	\$1,200
			Travel and Gas Total	\$2,160
4. Post-Production Costs				
Service	Rate		Days Needed	Total Cost
Editing (Richard)	690	1	10	\$6,900
Graphics / Animation	575	1	6	\$3,450
Music Licensing (stock)	472	4	1	\$1,888
			Post-Production Total	\$12,238
5. Pre-Production Planning				
Service	Rate		Days Needed	Total Cost
Pre-Production	590	2	5	\$5,900
Location scouting	300	2	1	\$600
Writer (script, questions for game)	590	1	2	\$1,180
			Pre-Production Total	\$6,500
6. Talent				
	Rate			Total Cost
Actor 1 - Grandmother	880	1	1	\$880
Actor 2 - Granddaughter	550	1	1	\$550
Actor 3 - Chef (Local SLO Chef)	550	1	1	\$550
Actor 4 - Dinner Guests	220	4	1	\$880
Participants	110	6	1	\$660
Voiceover actor	550	1	1	\$550

Agency Fee (20%)			0.2	396
			Talent Total	\$4,466
7. Miscellaneous Costs				
Item	Rate			Total Cost
Contingency for Miscellaneous Expenses (Permits, insurance, COI, Parking, etc.)		1	1	\$800
Food for Chef props	330	1	1	\$330
			Misc. Costs Total	\$1,130
Total Budget				
Item	Total Cost			
Crew (On-Site)	\$16,500			
Equipment Rental	\$5,149			
Travel and Gas	\$2,160			
Post-Production	\$12,238			
Pre-Production	\$6,500			
Talent	\$4,466			
Miscellaneous Costs	\$1,130			
Total	\$48,143			
PAYMENT REQUIREMENTS: 50% deposit due up front with signed contract.				
50% balance due upon completion of project.				

References:

1. AppCast, Inc.

- Contact Name: James Sumner
- Email Address: james.sumner@appcast.io
- Phone Number: (603) 790 - 3959

• **Description of Services:** Out West Digital collaborates with AppCast to produce high-quality video and photo campaigns for several of their clients, including Encompass Health, RXO, McLane Inc., Sysco, and Primient. Our work focuses on employer branding and recruitment videos, capturing company culture, leadership, sustainable programs, and DEI&B initiatives. These projects are tailored to attract top talent and enhance the client's brand identity.

2. Visit Santa Ynez Valley

- Contact Name: Danielle Laudon Ruse
- Email Address: Danielle@visitsyv.com
- Phone Number: (805) 450-8841

• **Description of Services:** Out West Digital is currently producing a promotional campaign for the Santa Ynez Valley to connect visitors with the region's local businesses, including restaurant chefs, hotel staff, and shop owners. The campaign emphasizes the authenticity of everyday charm in the surrounding towns of the Santa Ynez Valley and its people. Our team's strategic photo and video plan has fostered a deeper connection with visitors by leveraging storytelling and captivating visuals.

3. En Fuego Events

- Contact Name: Andres Nunez
- Email Address: info@surfbeerfest.com
- Phone Number: (805) 448-7070

• **Description of Services:** Out West Digital is partnering with en Fuego Events, The Buellton Chamber of Commerce and Visitors Bureau, and the city of Atascadero to produce a video series that highlights the cities vibrant small businesses, laid-back lifestyle, and local culture. Over the span of 3 days we captured the essence of the cities through interviews with local businesses including the mayor of Atascadero. Both projects aimed to engage residents and visitors by showcasing each city's unique character and community spirit through compelling visual storytelling and promotional content.

5. Identify Existing and Potential Conflicts of Interest

As of the date of this proposal, Out West Digital (OWD) does not currently provide services to any public clients in San Luis Obispo County, nor do we foresee any conflicts of interest with our representation of the San Luis Obispo County Integrated Waste Management Authority (IWMA).

If any potential conflicts arise in the future, OWD is committed to resolving, mitigating, or avoiding these conflicts through the following measures:

- **Transparent Communication:** Promptly disclose any potential conflicts to the IWMA and work collaboratively to identify suitable solutions.
- **Segregated Teams:** Allocate separate resources and personnel for projects with conflicting interests, should the need arise, to maintain project independence and integrity.
- **Conflict Avoidance Policy:** Continuously monitor our client base to identify and avoid engagements that may conflict with IWMA objectives or operations.

OWD maintains this commitment to uphold trust, transparency, and the highest professional standards in all our engagements.

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OWD maintains this commitment to uphold trust, transparency, and the highest professional standards in all our engagements.

6. Disclosure of Litigation

Out West Digital (OWD) confirms that there is no current civil or criminal litigation or indictment involving our company, our joint ventures, strategic partners, prime contractor team members, or subcontractors. We understand that this is a continuing obligation and commit to notifying IWMA in writing within five (5) days of any future litigation should it arise.

7. Additional Information

OWD is based in Los Angeles, California, strategically positioned to serve clients throughout California, including San Luis Obispo County. Our team includes professionals skilled in video production, photography, scriptwriting, graphic design, and post-production, all readily available for this project.

Video Delivery Details:

Final Revisions: Once you've seen the first cut, you'll have a chance to share your thoughts with us. There are up to two rounds of revisions allowed at this stage with the client and Out West Digital. These revisions must be within reasonable expectations and within the scope of the original video concept. You'll have 24-48 hours (not limited) to get back to us with your feedback to ensure we stay on time and on budget with your deadlines. Any additional special modifications (e.g., rotoscoping, visual effects) that are outside the scope of the project are subject to additional editor fees at \$150/hour.

OUTPUT: With the final cut complete and your approval signed-off, we create high quality files of your video that can be used for a variety of formats, be it for the web, trade shows or broadcast television.

Note: Any subsequent rounds of edits after final delivery, will reflect a cost of \$150/hour.
Included:

Crew Overtime:

The overtime rate for film set workers in California is 1.5 times their regular rate of pay for hours worked over eight in a day, and double time for hours worked over 12 in a day.

Sirena MEDIA



**REQUEST FOR PROPOSAL
VIDEO CONTENT PRODUCTION**

Point of Contact
Silvia Santilli - CEO
silvia@sirenamedia.com
Phone: 786-468-3326

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- 3. Budget/Cost
- 4. Client References
- 5. Conflicts of Interest
- 6. Disclosure of Litigation
- 7. Additional Information

COVER LETTER

We are pleased to submit our proposal for Video Content Production in response to the RFP issued by the San Luis Obispo County Integrated Waste Management Authority (IWMA). We fully understand the County's need for a video series that promotes responsible waste reduction and proper disposal practices, aiming to increase community participation in blue and green bin programs while fostering a more sustainable future for the County.

Our founder Silvia Santilli, brings extensive experience as a video producer and a deep commitment to environmental stewardship. In Brazil, she participated in Compost São Paulo, a project focused on distributing composting boxes to residents and studying the benefits of urban composting. In North Bay Village, Florida, she contributed to the Plastic Free NBV initiative led by Vice-Mayor Marvin Wilmoth, producing an animated video to educate the community on protecting marine life in Biscayne Bay. Silvia also actively serves on the local Community Enhancement Board, where she advocates for sustainability and resilience.

Additionally, we are proud of our recent federal contract through SAM to produce instructional videos for the Defense Logistics Agency (DLA). In this project, we will develop content focused on the proper disposal and reutilization of excess Department of Defense (DoD) property, covering processes such as transfer to other federal agencies, donation to local organizations, public sales, and other methods of redistribution.

As an added value, we offer our expertise in YouTube SEO to expand the reach of the proposed video series. This includes a complimentary comprehensive analysis of the IWMA's YouTube channel, with a focus on optimizing these videos to increase subscribers, views, and overall engagement.

Sirena Media is enthusiastic about the opportunity to support IWMA's mission and contribute to the County's sustainability initiatives. We look forward to the potential of working together on this impactful project.

Silvia Santilli

10/27/2024

1. QUALIFICATIONS OF CONTRACTOR AND PERSONNEL



1. QUALIFICATIONS OF CONTRACTOR AND PERSONNEL

Sirena Media brings extensive experience in producing impactful videos for both community-focused and governmental projects. We have successfully collaborated with key stakeholders, such as the Mayor and Vice-Mayor of North Bay Village, the NBV Police Department, and the North Miami Community Redevelopment Agency, uniquely positioning us to contribute significantly to this project.

While we have not yet worked directly with San Luis Obispo County, we bring a fresh perspective, ensuring that we will engage closely with local stakeholders to understand the community's specific needs. We are excited to bring innovative ideas that align with the IWMA's goals.

As a certified Woman-Owned Small Business (WOSB), Sirena Media is deeply committed to inclusivity. Our team, comprising individuals from various nationalities and backgrounds, offers unique perspectives that enrich our creative approach. We have in-house language capabilities in English, Spanish, and Brazilian Portuguese, ensuring our content is accessible to diverse audiences. Our focus on inclusivity ensures that the IWMA's message will resonate with a wide cross-section of the community.

We are fully equipped with cutting-edge production tools, including professional-grade Canon and Panasonic cameras and lenses, alongside industry-leading Sennheiser and Rode Pro audio solutions for exceptional sound quality. Our setup also features a GVM teleprompter and motorized slider for smooth, professional-grade shots, as well as Neewer lighting kits and accessories from Tilta, and Manfrotto like tripods and mounts for versatile, stable setups. Our post-production process is powered by the Adobe Suite, with Premiere Pro and After Effects ensuring top-quality editing and motion graphics. Additionally, we have access to a vast library of high-quality music, sound effects, and footage, enabling us to deliver polished, professional content tailored to your project's needs.

1. CONT.

For the successful completion of the video production, we will need your assistance in securing access to key locations and resources. The IWMA Project Coordinator will serve as our primary point of contact, facilitating communication and coordination between Sirena Media and relevant county staff. Your guidance in identifying suitable locations, such as recycling centers, compost sites, and other facilities, will help ensure that our filming aligns with the project's objectives. Additionally, your team will be instrumental in recommending key personnel for on-camera interviews.

Support in providing access to county equipment, such as recycling trucks and bins, will be crucial for accurately representing the county's waste management processes. We may also need assistance with coordinating permits and permissions for filming in county or state-controlled areas, as well as any insights into location-specific requirements to enhance the authenticity of the final production.

The client will also provide Sirena Media with branding guidelines, including logo usage, color schemes, typography, and any specific visual or tone requirements, to ensure consistency with the Client's brand identity.

OUR TEAM

Sirena Media is a dynamic agency with an in-house creative team proficient in video production, editing, graphic design, and digital signage.

Silvia Santilli – Co-Founder
Creative Director & Project Manager

Leads the charge in idea development, content research and scriptwriting. With almost 10 years of experience, Silvia is all about teamwork and meticulousness, never shying away from asking plenty of questions to ensure we nail the perfect outcome for each project.

Nestor Hidalgo-Gato – Co-Founder
Senior Videographer & Editor

Nestor is the creative powerhouse behind both the production and post-production phases. With 15 years of experience in the video industry and television, he has played a vital role in crafting captivating documentaries and bringing various visual narratives to life.

Nichollas Nicolau
Graphic Designer & Editor

With his exceptional design skills and editing expertise, Nicholas brings concepts to life with creativity and precision. His commitment to quality ensures that every project reaches its full potential.

Rogério “Bill” Silveira
Sales Director

Bill excels at building strong client relationships and driving sales for almost 18 years. With his expertise and dedication, he ensures our clients receive exceptional service and our sales team achieves success.

Luciana Mankel
Content Production

Luciana oversees the creation of our content, ensuring it is top-notch every time. With her eye for detail and passion for storytelling, her unwavering dedication sets the gold standard for our team.

Richard Rodrigues
Production Assistant

Richard wears many hats, from setting up equipment to assisting with filming and providing support to our team. With his can-do attitude, Richard is the behind-the-scenes hero!

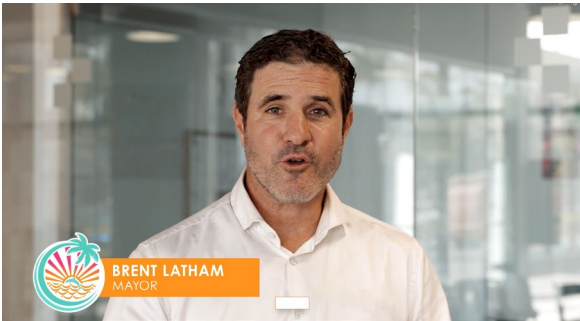
OUR PORTFOLIO

KEY PROJECTS

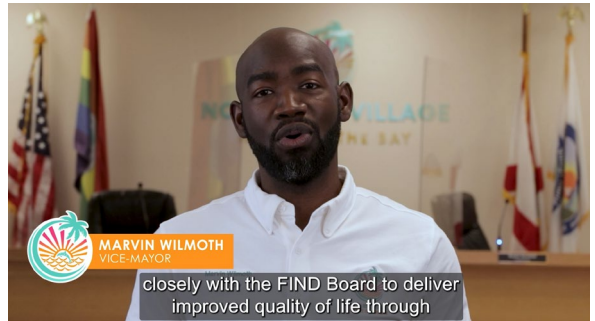
GOVERNMENTAL AGENCIES



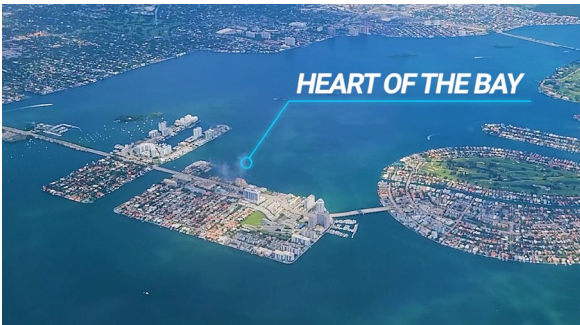
NORTH BAY VILLAGE
EST. 1945



City Partnership with Health Clinic
<https://vimeo.com/723839341?share=copy>



Find Project with Vice-Mayor
<https://vimeo.com/734426741?share=copy>



Call for Artists
<https://vimeo.com/734427839?share=copy>



Workforce Housing in NBV
<https://vimeo.com/723838651?share=copy>

KEY PROJECTS

GOVERNMENTAL AGENCIES



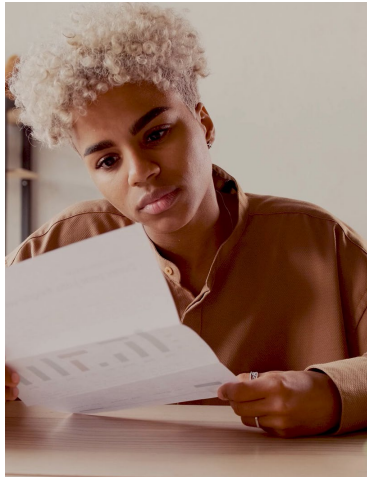
Fraud Prevention Tip #1

<https://vimeo.com/723835182?share=copy>



Fraud Prevention Tip #3

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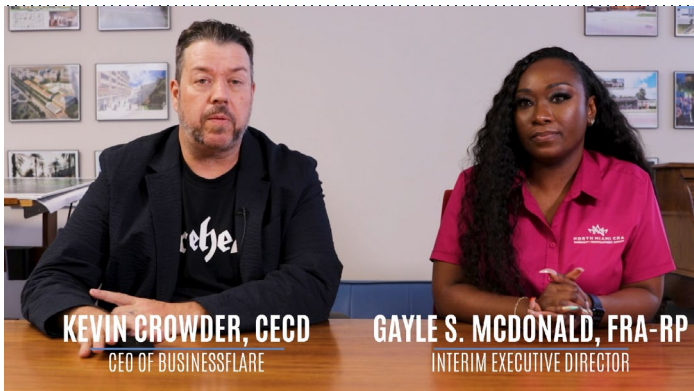


Fraud Prevention Tip #2

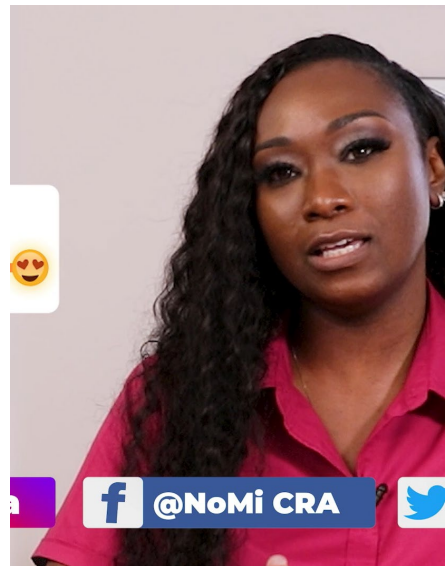
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KEY PROJECTS

GOVERNMENTAL AGENCIES



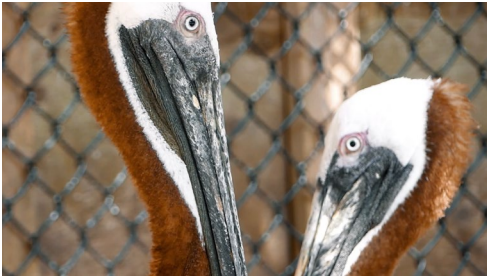
<https://vimeo.com/723838275?share=copy>



<https://vimeo.com/723837670?share=copy>

KEY PROJECTS

CORPORATE VIDEOS



Pelican Harbor Seabird Station
<https://vimeo.com/574623159?share=copy>



Ferreira Animal Clinic
<https://vimeo.com/574617478?share=copy>



Pilates Miami Studio
<https://vimeo.com/574621505?share=copy>



Pilates Miami Social Media
<https://vimeo.com/574621141?share=copy>

KEY PROJECTS

TRAVEL VIDEOS



Travel Video - Cancun, Mexico

<https://vimeo.com/718906722?share=copy>



As a non-profit organization, increasing visibility within our community is imperative. Silvia and her team delivered a professional and eye-catching promotional video that will allow us to better share our story with the community. Throughout the production process, they were communicative, flexible, and very timely in their work. We would definitely recommend Sirena Media to any local businesses!



HANNAH MCDUGALL

Communications Coordinator



Travel Video NY, NY

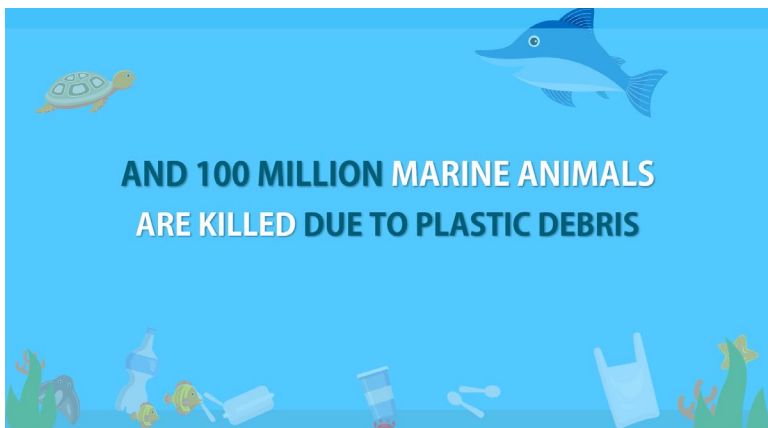
<https://vimeo.com/593961924?share=copy>

KEY PROJECTS

MOTION GRAPHICS



Beachfront Realty Social Media
<https://youtu.be/-YIRuJOWPfA>



Animated Video for Plastic Free NBV
<https://vimeo.com/889660181?share=copy>



Sirena Media is a phenomenal video production company! Silvia and the entire team were VERY thoughtful, professional, and creative throughout the whole production. They made the entire process so much easier than we anticipated and the end product was stunning! The content they produced has dramatically and positively enhanced the image of our studio! Thank you!!!

”

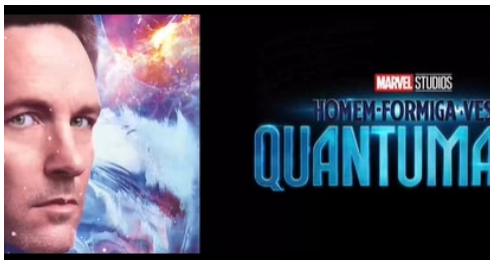
MICAELA VARELA
Owner of Pilates Miami

KEY PROJECTS

DIGITAL SIGNAGE



Equinox Corporate (Brazil)
<https://vimeo.com/463468794>



Digital Signage for Cinema (Brazil)
<https://vimeo.com/equinoxcontent/combohomemformiga>



Digital Signage for Cinema (Brazil)
<https://vimeo.com/348409923>



Sirena has provided me with a wide range of services. Their team is very professional and creative, and the results on social media were really amazing! We have some ongoing projects with them and I am certain our clients will be very happy for the outcome!



ROGERIO "BILL" SILVEIRA JR.
CEO Equinox Digital

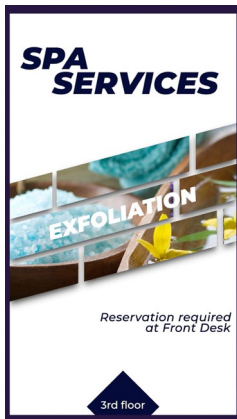


KEY PROJECTS

DIGITAL SIGNAGE



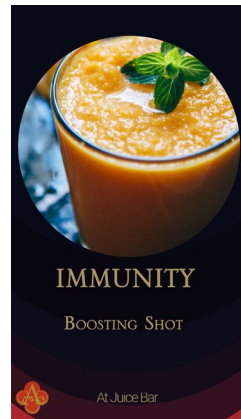
THE ESTATES AT ACQUALINA™
The World's Finest Residences®



<https://vimeo.com/923515001/d6dd866af1?share=copy>



<https://vimeo.com/923514912/00b7faeb22?share=copy>



<https://vimeo.com/923514842/1c1dc88398?share=copy>



Internal Communication
<https://vimeo.com/923514862/b2f700fd41?share=copy>

KEY PROJECTS

YOUTUBE CHANNELS & SEO



Tche Gourmet
@chefreginanunes · 2.38K subscribers · 4 videos
Descubra todos os segredos para ganhar 5 mil reais por mês vendendo Tábua de Frios G... >
instagram.com/chefchegourmet and 1 more link
Subscribe View channel stats

Home Videos Community

- COMO ENCANTAR SEUS CLIENTES**
Como encantar seus clientes com Tábua de Frios Gourmet
1.8K views · 1 year ago 74k
- COMO PRODUIZIR DO ZERO!**
Como produzir uma tábua de frios do zero a entregal
60K views · 1 year ago 3 VPH >100k
- COMO SELECIONAR OS MELHORES INSUMOS PARA SUAS TÁBUAS DE FRIOS**
Dicas incríveis de como selecionar os melhores insumos para tábua de frios...
3.6K views · 1 year ago 10k
- O QUE EU PRECISO PARA COMEÇAR AS TÁBUAS GOURMET**
O que eu preciso para começar as Tábua de Frios Gourmet
5.9K views · 1 year ago 25k

Video SEO



Luana Tavares
@luanatavares029 · 812 subscribers · 33 videos
Olá, sejam muito-bem-vindos e bem-vindas ao meu canal! >
Subscribe View channel stats

Home Videos Shorts Playlists Community

Latest Popular Original Top Keywords

- Minhas propostas, meu propósito! #4**
+ de 35 milhões de Brasileiros Sem Acesso a Internet
277K views · 1 year ago 100k
- INACREDITÁVEL: Mais de 35 milhões de brasileiros não têm acesso à Internet**
202K views · 1 year ago 100k
- Por Mais Participação Feminina na Política e no Mercado**
151K views · 1 year ago 100k
- Pessoas Esperando Há Anos por uma Cirurgia. Esse é a Realidade Atual!**
128K views · 1 year ago 100k
- Minhas propostas, meu propósito! #5**
Principais Serviços em um só Lugar e um Único Login
97K views · 1 year ago 100k
- UMA HISTÓRIA E UM PROPÓSITO**
76K views · 1 year ago 100k
- Menos Oração Nem Nam e Mais Emprego e Renda para Jovens**
63K views · 1 year ago 100k
- COMO É ESTUDAR EM OXFORD**
45K views · 2 years ago 100k


Channel SEO and Video Production

KEY PROJECTS

YOUTUBE CHANNELS & SEO

Before Video Optimization

THUMBNAIL



SOCIAL

Incredible engagement rate 100.0% YouTube

100% like ratio 28 YouTube Likes 0 YouTube Dislikes

Connect to get more FB stats? Auth Facebook

SEO

24.9/100 vidIQ SEO score 7/13 desc word count 95


2 end screens 1 desc link count 0

COMPARE VIEWS IN THE FIRST 28 DAYS

Change of the Thumbnail to Increase Clicks

After Video Optimization

THUMBNAIL



SOCIAL

Incredible engagement rate 87.9% YouTube 12.1% FB

100% like ratio 29 YouTube Likes 0 YouTube Dislikes

Connect to get more FB stats? Auth Facebook

SEO

100/100 vidIQ SEO score 5/11 desc word count 494

6 desc link count 0

COMPARE VIEWS IN THE FIRST 28 DAYS



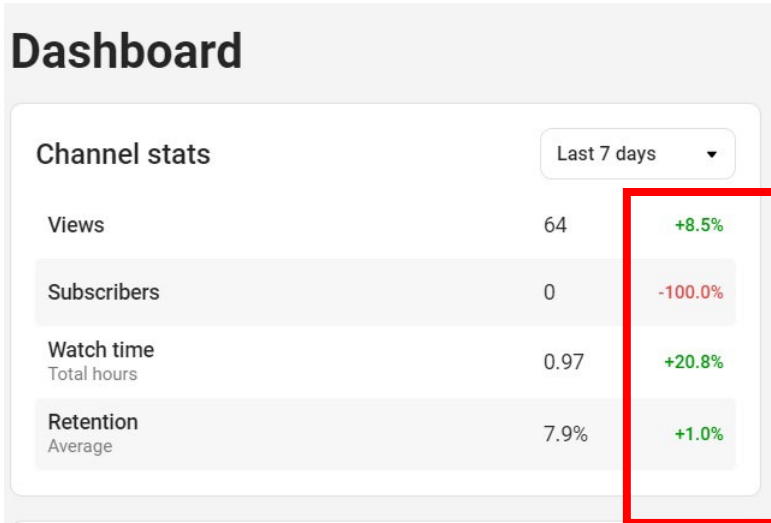
KEY PROJECTS

YOUTUBE CHANNELS & SEO

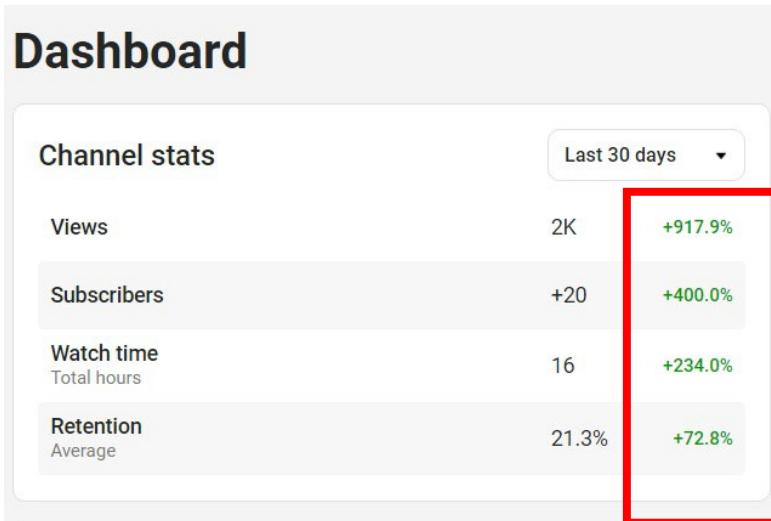


Armazem Pop Channel
Video SEO and Thumbnails

Before Channel Optimization Oct/04



After Channel Optimization Nov/11



KEY PROJECTS

YOUTUBE CHANNELS & SEO

Before Video Optimization

THUMBNAIL

SOCIAL

Great engagement rate 99.3% YouTube

1,846 YouTube Likes ≈13 fb likes

0 reddit upvotes
0 reddit comments
0 reddit posts

Connect to get more FB stats?
Auth Facebook

SEO

0/100 vidIQ SEO score 0/20 desc word count 157

0 end screens 3 desc link count 0

After Video Optimization

THUMBNAIL

SOCIAL

Great engagement rate 99.2% YouTube

2,109 YouTube Likes ≈17 fb likes

0 reddit upvotes
0 reddit comments
0 reddit posts

Connect to get more FB stats?
Auth Facebook

SEO

97.6/100 vidIQ SEO score 2/20 desc word count 157

2 end screens 3 desc link count ≈4,198 yt search views
≈28K suggests views ≈687 referred views

COMPARE VIEWS IN THE FIRST 28 DAYS

Tche Gourmet
@Chefreginanunes
4 videos 8 years old

Subs 2.89K Views 91.1K

92.8/100 vidIQ SEO score 2/20 creator suggested

2. CREATIVE OUTLINE: TIMELINE AND DELIVERABLES



2. CREATIVE OUTLINE: TIMELINE AND DELIVERABLES

Sirena Media's approach begins by establishing a comprehensive framework to guide the project from concept to completion. To ensure smooth communication, we recommend that the Client designate a primary point of contact who will work closely with our Project Manager throughout the project. This collaboration ensures efficient communication, timely feedback, and consistent progress, keeping the project on track and meeting quality standards.

The project kicks off with initial meetings to discuss core themes, objectives, and the overall tone of the videos. These sessions are crucial for brainstorming ideas and developing detailed storyboards that outline the narrative structure. The preliminary storyboards are crafted to align the visual elements with the Client's mission and strategic goals, ensuring a cohesive vision throughout the production.

Our creative direction balances clarity with emotional impact, utilizing cinematic techniques such as wide shots, close-ups, and dynamic camera movements to enhance viewer engagement. By blending technical information with human-centered storytelling, we ensure the content resonates with a diverse audience.

In post-production, we further elevate the narrative with graphic elements like lower thirds, title animations, and infographics, making key information visually accessible. The final editing phase includes audio mixing and color grading to ensure that each video is polished and professional.

2. CREATIVE OUTLINE: TIMELINE AND DELIVERABLES

Part 1: Creative Approach to the Video Prompts

Video 1 - Blue bin recycled X Landfilled – Title: “The Life After Trash”

Concept	This video will use a dual storytelling approach to compare two different outcomes for an item like a plastic bottle. The first part will show the bottle going through the recycling process, from collection, sorting and repurposing into a new and relatable product. The other part will show the bottle in a landfill, where it sits unused, causing long-term environmental impact.
Techniques	We will film real-life footage at a Materials Recovery Facility (MRF) to show how recyclables are processed, and contrast that with shots of a landfill to highlight the negative impact of waste buildup. Infographics will be layered throughout the video providing real data and showing economic benefits to the County. Warm, vibrant colors will represent the recycled path, while the landfill scenes will be shown in gray tones, emphasizing the stark environmental difference between the two outcomes.
Messaging	<i>“Your efforts matter. Here’s how recycling is making a difference.”</i>

Video 2 – Composted X Landfilled – Title: “A Tale of Two Futures”

Concept	This video will examine the fate of organic waste, like a banana peel or yard waste, highlighting how composting enriches the soil and supports local farms, preserving the scenic beauty of SLO County’s landscape. In contrast, placing the same item in a landfill leads to methane emissions and environmental harm.
Techniques	Filming at local composting facilities and gardens to show the composting process and its benefits. Time-lapse footage will demonstrate the transformation of organic waste into soil. Landfill footage will highlight the environmental damage caused by untreated organic waste. Animated infographics will be used to educate and inform the community.
Messaging	<i>“Your food waste isn’t wasted – it’s helping to grow something new.”</i>

2. CONT.

Video 3 – Myths of Recycling – Title: “Let’s Clear Up the Confusion”

Concept	This video will tackle common misconceptions around recycling, such as doubts about whether recyclables are truly processed or whether recycling efforts matter. It will address questions raised in the IWMA survey, directly responding to residents’ concerns like “What happens to recyclables?” and “Are they shipped offshore?”.
Techniques	We will employ a fact-vs-myth structure, combining real-life filming with animated visuals to dispel common misconceptions. Filming expert interviews will provide credible insights into the recycling process, while testimonials from local residents will offer a personal and relatable perspective. To enhance viewer engagement, we will use dynamic visual pop-ups that appear when myths are presented, visually breaking them down with fact real information.
Messaging	<i>“Recycling isn’t as complicated as you think.”</i>

Video 4 – SLO Facility– Title: “Waste to Energy – The Power of Organics”

Concept	This video will showcase how SLO County’s anaerobic digestion facility converts organic waste into both compost and renewable energy. We will show how this dual benefit supports sustainability and energy self-reliance for the community. By highlighting the connection between organic waste recycling and the energy it generates, we aim to encourage participation in green bin programs.
Techniques	We will film at Kompogas SLO to provide a visual walkthrough of the waste-to-energy process, showcasing how organic waste is converted into electricity. Real-life footage of residents combined with shots of local vineyards, will highlight the agricultural benefits of composting. Infographics will break down how many households are powered by the facility’s energy. To illustrate the impact of waste-to-energy conversion, we could use time-lapse shots showing local homes and farms gradually lighting up.
Messaging	<i>“Each choice matters. Make the right one for a better future.”</i>

Parts 2, 3, 4 and 5 - Creative Approach

The video series will showcase the journey of recyclable or compostable items, following their transformation from waste into valuable resources like recycled materials, compost, or energy. Along the way, viewers will see how small daily actions contribute to resource recovery, landfill diversion, and local job creation, emphasizing both the environmental and economic impact. Each video will reinforce the message that proper waste management benefits San Luis Obispo County by reducing costs and supporting local industries.

With the campaign's unifying theme, "**Small Choices, Big Impact**", the videos will highlight how simple actions like recycling and composting are practical, cost-effective solutions for long-term sustainability. This message will resonate throughout, encouraging residents to take part in preserving the County's natural beauty for future generations.

The goal is to drive increased community participation in these programs, offering clear, easy-to-follow guidance that inspires action. Through social media, community events, and educational outreach, the campaign will foster lasting engagement with IWMA's waste management initiatives, helping SLO County meet its sustainability goals while reducing environmental impact and waste management costs.

Execution Strategy:

Given the extended contract period, we believe the video scripts should be carefully and thoroughly planned to ensure maximum impact. Each video should be designed to educate, inspire, and engage the audience, making complex waste management processes easy to understand. Moreover, it is essential that each video concludes with a clear Call-To-Action, encouraging viewers to actively participate in green bin recycling or other waste reduction efforts.

Parts 2, 3, 4 and 5 – Cont.

Sirena Media recognizes the critical importance of adhering to project deadlines. While this timeline serves as a guide, it remains flexible to accommodate your feedback and unforeseen circumstances. The Client will communicate which videos should be prioritized, allowing us to adjust the production schedule accordingly. Deliverables can be staggered as needed or provided as a complete package by the final project deadline.

- **Pre-Production (Weeks 1-3):** Develop detailed scripts based on the approved concepts, finalize storyboard drafts, and secure filming locations (Kompogas SLO, MRF, local farms). This phase will also include obtaining any necessary permits, scheduling interviews, and preparing the production team for the shoots.

- **Production (Weeks 4-6):** Begin filming on-site at selected locations, capturing core footage, including interviews with local experts, b-roll of SLO’s landscapes, waste management facilities, and additional footage for energy generation and composting processes. Our suggestion is at least two trips to filming locations to account for varying light and weather conditions, ensuring high-quality shots. For this project, Sirena Media’s core crew will consist of a **Director/Executive Producer, Senior Videographer, Production Assistant,** and a **Photographer**. If additional support is needed, we can include a Drone Pilot for aerial shots and an Audio Specialist to ensure high-quality sound capture.

- **Post-Production (Weeks 7-10):** Edit the footage, integrate motion graphics, and add animated infographics. This phase will involve reviewing drafts with the client and making necessary revisions. Sound design and final video optimization for multi-platform distribution will also be completed during this period.

- **Final Review and Delivery (Weeks 11-14):** Conduct a final review with IWMA, make any adjustments based on feedback, and deliver the completed video series. This will also include handing over additional b-roll footage and still imagery for future outreach use.

2. CONT. (A GLIMPSE INTO OUR CREATIVE PROCESS)

1. Virtual Meeting After Award Notice

We will start with a virtual meeting and dive deep into discussions to explore the vision of your project, making sure every perspective is heard and valued. This is where creativity flourishes, so feel free to share any and all ideas! Through insightful questions, we will work together to craft a plan that is tailored to your needs and dreams.

2. Pre-Production

Now that we have agreed on the creative brief, it's time to bring your ideas to life. We will craft storyboards and scripts tailored to your project. Before diving into the excitement of the production phase, we will ensure final scripts approval from your team. At this stage, we will finalize the production schedule and initiate the filming process.

3. Production

The production stage is where the magic truly happens! This is the moment when we bring our creative visions to life on screen, combining captivating B-roll footage, and dynamic graphic elements. Sirena Media's crew will travel to the County's sites and begin filming on location.

4. Post-Production After Step 3

This is where we fine-tune every detail from audio engineering to color correction, graphics, and transitions. We will make sure everything aligns perfectly with your brand guidelines. After incorporating your feedback and adding those final touches, get ready to be wowed by the polished final versions of your project.

3. BUDGET/COST



3. BUDGET/COST

Location	Scouting days	Filming days	Sirena Crew
SLO County (pre-production)	1-2	-	2
SLO County Waste Management Facilities & Interviews (production stage)	-	Two trips of 2-4 days (TBD)	3-5 (TBD)

DELIVERABLES

4 Full HD videos of 90 seconds (repackaged for 10 and 30 sec.) 2 revision rounds

Videos optimized for various media outlets formats

Video content library of B-roll (raw footage)

Library of high-quality still images (at least 100)

As an added value, we offer a complimentary analysis of the IWMA YouTube channel, including SEO improvement for these video series

COST ESTIMATE

Pre-production - \$10,300

Production - \$41,800

Post-production - \$18,000

Travel expenses - \$9,900 (estimate)

TOTAL COST: \$80,000

Proposer agrees to hold prices for 120 days after the day set for the receipt of proposals.

Optional Add-ons:

Service	Cost
Professional Voiceover male/female (TBD)	\$600 per video
Drone Footage	\$1,200 full day (subject to space regulations)
Additional Filming Day (Travel included)	\$2,900 per person
Spanish Subtitles	\$500 per video

General Payment Conditions (negotiable):

Clause	Details
Payment schedule	50% due upon contract signing to cover for production initial costs; remaining balance due upon project completion
Travel expenses	Billed at actual costs incurred during the project
Scope changes	Requires a client-approved change order; additional costs billed as a separated fixed fee or per negotiation terms

4. CLIENT REFERENCES



4. REFERENCES

Please refer to "Our Portfolio" for description of previous work performed.

Awarded and awaiting commencement

Defense Logistics Agency Disposition Services (DoD)

Jason Shamberger

Public Affairs Contracting Officer Representative

The City of North Bay Village & Police Department

Leonardo Cosio

Chief of Staff

lcosio@nbvillage.com

786-750-0873

North Miami Community Redevelopment Agency

Gayle S. McDonald

Interim Executive Director

gmcdonald@northmiamifl.gov

305-895-9839

Pelican Harbor Seabird Station

Hannah McDougall

Communications Director

hannah@pelicaharbor.org

305-762-7633

Plastic Free NBV Project

Marvin Wilmoth

Former Vice-Mayor of North Bay Village

mwilmoth@nbvillage.com

305-756-7171



5. CONFLICTS OF INTEREST
6. DISCLOSURE OF LITIGATION



5. CONFLICTS OF INTEREST

Sirena Media currently has no public clients in San Luis Obispo County, and there are no known actual or potential conflicts of interest that might arise from our representation of the IWMA.

6. DISCLOSURE OF LITIGATION

Sirena Media has no civil or criminal litigation or indictments involving the company, its joint ventures, strategic partners, prime contractor team members, or subcontractors.

ADDITIONAL INFORMATION



7. ADDITIONAL INFORMATION - CAPABILITY STATEMENT



CAPABILITY STATEMENT

VIDEO PRODUCTION

Services

CORE COMPETENCIES

- ✓ Video Direction & Editing
- ✓ Scriptwriting & Storyboard
- ✓ Public Service Announcement
- ✓ Training & Educational Videos
- ✓ Video Content for Digital Signage

DIFFERENTIATORS

- ✓ Extensive experience working with governmental agencies in Florida
- ✓ Able to produce videos in English, Spanish and Portuguese
- ✓ YouTube SEO video strategy to increase engagement

PAST PERFORMANCES

Defense Logistics Agency with DoD
Awarded and awaiting commencement

City of North Bay Village
PSA Videos with the Mayor & Vice- Mayor

North Miami CRA
Redevelopment Plan Impact PSA Videos

Pelican Harbor Seabird Station
Volunteering and Donation Call to Action

North Bay Village Police Department
Fraud Tips Video Series






COMPANY DATA

NAICS: 512110, 512120
CAGE: 9Q4E6
UEI: DG9GP4YLTGG3

COMPANY INFO

SILVIA SANTILLI | 786.468.3326
silvia@sirenamedia.com
www.sirenamedia.com

CERTIFICATIONS









1865 79th St CSWY 11E, North Bay Village, FL, 33141

RECOMMENDATION LETTER



NORTH BAY VILLAGE
EST. 1945

North Bay Village

1666 Kennedy Causeway, Suite 300 North Bay Village, FL 33141
Tel: (305) 756-7171 Fax: (305) 756-7722 Website: www.northbayvillage-fl.gov

December 22, 2023

Subject: North Bay Village Recommends Sirena Media

To Whom It May Concern:

Sirena Media has consistently demonstrated excellence as a vendor, particularly in the field of Video Production services. Our professional relationship has spanned across multiple projects, with our collaboration beginning in 2021. Throughout this period, Sirena Media has consistently met and exceeded expectations, delivering high-quality work, and showcasing a deep understanding of the intricacies involved in video production.

Given our positive and sustained experience, I am pleased to offer my full endorsement and enthusiastic recommendation of Sirena Media's video production services. Their professionalism, reliability, and ability to consistently deliver outstanding results make them a valuable and trusted partner in any project or creative endeavor.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ralph Rosado".

Dr. Ralph Rosado
Village Manager
North Bay Village

CERTIFICATIONS

State of Florida

Woman & Minority Business Certification

Sirena Media LLC

Is certified under the provisions of
287 and 295.187, Florida Statutes, for a period from:
01/11/2024 to 01/11/2026



J. Todd Inman
Florida Department of Management Services



Office of Supplier Diversity
4050 Esplanade Way, Suite 380
Tallahassee, FL 32399
850-487-0915
www.dms.myflorida.com/osd

INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
02/12/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER: Andor Tabelem Miami Insurance Brokers andor@mibrk.com		CONTACT NAME: PHONE (A/C, No, Ext): 855-566-1011 FAX (A/C, No, Ext): E-MAIL: ADDRESS: Support@coterieinsurance.com															
INSURED: Sirena Media LLC 1865 79th St CSWY 11E, 11E, North Bay Village, FL 33141		<table border="1"> <thead> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A: Clear Spring Property and Casualty Company</td> <td>15563</td> </tr> <tr> <td>INSURER B:</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </tbody> </table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Clear Spring Property and Casualty Company	15563	INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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COVERAGES **CERTIFICATE NUMBER** **REVISION NUMBER**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTD	TYPE OF INSURANCE	ADDITIONAL INSURED	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	X	X	CCG-00135913-00	02/12/2024	02/12/2025	EACH OCCURRENCE \$1,000,000
	<input checked="" type="checkbox"/> Hired Non-Owned Auto GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC Other: _____						DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000
	AUTOMOBILE LIABILITY: <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$	
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTIONS \$					EACH OCCURRENCE \$ AGGREGATE \$	
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICE/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A			E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks: Schedule, may be attached if more space is required)
 1865 79th St CSWY 11E,
 11E, North Bay Village, FL 33141
 Certificate holder is named as an additional insured, coverage is primary & non-contributory and a waiver of subrogation applies as per written contract with the first named insured.

CERTIFICATE HOLDER PROOF OF COVERAGE	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE David McFarland
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THANK YOU



Point of Contact
Silvia Santilli - CEO
1865 79th St CSWY #11E
North Bay Village, FL, 33141
silvia@sirenamedia.com
Phone: 786-468-3326

November 1, 2024
REQUEST FOR PROPOSAL



The National Theatre for Children (NTC)
RFP RESPONSE
for
Video Content Production



JEANNINE COULOMBE
THE NATIONAL THEATRE FOR CHILDREN (NTC)
7003 West Lake Street, Suite 200, Minneapolis, MN 55426
jcoulombe@ntccorporate.com - 763-452-1133
<https://www.ntccorporate.com>

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1. QUALIFICATIONS OF CONTRACTOR AND PERSONNEL

NTC Studios is a full-service video production agency, specializing in digital content that makes a powerful impact on our clients' communities. We are a team of storytellers that use creative and technical arts to heighten messaging, enhance community outreach efforts and engage audiences of all ages.



NTC Studios is an extension of The National Theatre for Children (NTC), an outreach and education implementation company that has been serving utilities, municipalities, government entities, corporations and non-profit organizations for 46 years. We are a WBENC-certified, woman-owned small business with a deep understanding of strategy, creativity and technology that helps our clients achieve their outreach objectives. We offer a broad range of services to boost their digital presence and effectively engage their customers, employees, and communities. Our clients trust us to pilot and scale digital storytelling projects through video production, livestream events, animation, custom websites and social media content.



NTC Studios extends NTC's reach beyond K-12 schools to provide creative solutions through digital storytelling to all age groups within our clients' communities. We're able to meet market demand and customer expectations without sacrificing our clients' budgets. We value our long-term client relationships and look forward to establishing new creative connections with clients we have yet to meet.

NTC's educational outreach has engaged communities since 1978. During that time our methods have evolved to include live performances, videos, print materials, social media content, websites and interactive livestream events. We are able to provide community-focused brand awareness and highlight the operations of government entities, municipalities, utilities, non-profits, and public and private organizations through these creative, innovative, and ever-evolving outreach solutions.

We welcome this opportunity to serve San Luis Obispo (SLO) County Integrated Waste Management Authority (IWMA) and engage the residents of your communities through this exciting new video project.

Portfolio of Past Work

Below is a link to video content from NTC Studios' portfolio of past work. The examples are in numerical order but if the list is not displayed that way, please click NAME in the header to sort the list in the intended order to watch.

[NTC STUDIOS PORTFOLIO OF PAST WORK](#)

Example work includes:

- NTC Studios overview which details our connection to The National Theatre for Children and includes a variety of work for student and adult audiences
- Energy Efficiency tips video for the fall season, in English, created for Focus on Energy
- Energy Efficiency tips video for the fall season, in Spanish, created for Focus on Energy*
- Energy Efficiency tips video for the winter season, created for Focus on Energy
- Energy Efficiency tips video for the spring season, created for Focus on Energy
- Energy Efficiency tips video for the summer season, created for Focus on Energy
- K-12 Art Contest video, created for Western Municipal Water District
- *How to Apply* educator grant video, created for Western Municipal Water District
- *Kids React* video for the promotion of educational graphic novels for K-12 students

*All seasonal videos were delivered in English and Spanish. We have provided one Spanish version as an example

More examples of our work are available, upon request.

Statement of Qualifications

We are confident that the NTC Studios team is the ideal contractor for SLO County IWMA, based on the following characteristics that align with the objectives of this RFP:

- NTC has a clear understanding of the IWMA's mission and goals, in particular your obvious love of good storytelling and your need to have creative and clear content to communicate with your community. NTC draws this understanding from our 46-year-old history of working with and providing content for water utilities and government entities as well as from the scope of work outlined in this RFP and the pre-submission meeting.
- Our creative, award-winning storytelling skills are time-tested through highly rated programming in communities across the United States.
- We have a history of delivering unified messaging to diverse communities and engaging polarized groups.
- We have demonstrated our experience in producing video content and livestream events through programming that has reached thousands of our clients' service communities across the country.
- Our in-house team has the required technical experience with the audio and video equipment necessary to produce high-quality video content, as well as proficiency with programs needed for editing, designing motion graphics, and creating animated content.

- NTC Studios' Director of Video and Livestream Production, Frank Maciel, grew up in central California and has spent extensive time in San Luis Obispo County. He has a lifelong familiarity with the region and the residents of the communities served by the IWMA.
- NTC's community outreach experience is deeply rooted in the type of programming that is the primary focus of this RFP and IWMA's objectives. We have extensive experience working with government entities, municipalities and counties on projects related to recycling, water conservation, waste reduction, anti-pollution initiatives, energy efficiency, emergency preparedness and environmental stewardship initiatives.

Basic Understanding of the IWMA's Mission and Goals



Our understanding, from this RFP, is that the IWMA seeks to educate the citizens of SLO County on responsible waste reduction and disposal through a series of no less than four videos, within a budget that should not exceed \$150,000. It is also the IWMA's hope to address the skepticism held by some SLO County residents about the end destination of the recyclables that they put into their blue bins. NTC sees a part of the mission for the video content is to not only educate residents but to

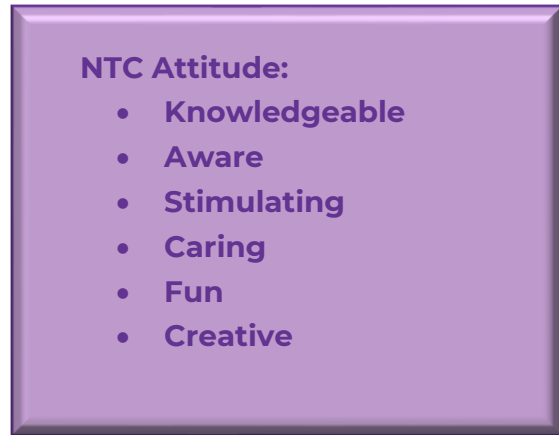
also establish trust and enhance positive goodwill between the IWMA and the urban and rural communities they serve.

Our deeper understanding, from the prompts within the RFP, is that the IWMA is looking for a creative partner that cares about the art of storytelling. Their goal is not to simply create a series of videos that teach which bin is for what, and the how and why of waste reduction and disposal. The goal is true community engagement that reaches across any barriers between individual groups within the county. To support these efforts, NTC Studios will produce a library of positive, creative, sometimes nostalgic, and ultimately engaging video content that will connect with the viewer, build trust in the IWMA's mission and stewardship goals, and ignite the adoption of positive behaviors that will benefit everyone in the county.

Creative Voice and Accompanying Storytelling Skills

NTC Studios connects our clients with their communities through the power of digital storytelling. Our creative team has extensive experience in conceptualizing cohesive campaigns, developing engaging and informative scripts, filming high-quality content, capturing crisp audio, and polishing the final product through careful editing and the addition of graphics, B-roll footage, music and sound effects. We take each client's community communication goals and develop memorable visual experiences that convey important messaging to specifically targeted audiences.

Our creative voice springs from both our company values and what we internally refer to as our attitude.



As we create any community outreach content, we are careful to apply our attitude and values so that our clients and their communities trust that the information included is honest and beneficial; that they are being treated fairly and respectfully; and that we care enough to stimulate their minds, increase their knowledge and make it a fun and engaging experience.

We believe that an effective story meets the audience where they are in life, and with this in mind, we hope to create a variety of videos for specific age and community groups.

The audience segments include but are not limited to:

- Adult members of the community
- Commercial, retail and tourism-based businesses
- Students in grades K-12

NTC Studios will focus on the specific content outlined in this RFP but we also propose the possibility of more than four videos as part of the series to strengthen its reach. It is our experience that early education is key to establishing positive behaviors, and having content that is designed to specifically reach young people strengthens outreach campaigns to adult audiences. Our proposal includes creating content for both youth and adults to meet IWMA's goals. NTC has a history of experience delivering educational content to school-age children and can bring this expertise to create an outreach campaign for SLO County that will encompass digital storytelling to both youth and adult audiences.

In addition, to further strengthen the outreach content our proposal also includes the creation of at least one video aimed specifically to reach commercial industries. It is our understanding that the amount of waste produced by restaurants, bars, hotels and other businesses in an area with so many tourists must be high. Our proposal includes a specific video that will appeal to these businesses, addressing their needs, and serving as a reminder of the importance of their participation and

cooperation in meeting waste reduction goals. Appealing to this audience segment through strong digital storytelling will benefit the campaign overall. We have crafted our proposed budget based on a total of six videos for these audience segments. NTC is, of course, open to collaboration and consultation with IWMA to meet their mission and any videos removed from the list would reduce the budget accordingly.

Ability to Create a Unified Message Understood by Diverse/Polarized Groups

The team at NTC Studios is committed to diversity, equity and inclusion through our community engagement efforts. With all our educational projects, regardless of the engagement strategy, whether through video, livestream, or live performance, we strive to reach entire communities and deliver our clients' messaging in creative ways that help change the perspectives and behaviors of residents from all walks of life. That being said, it can be challenging to construct a one-size-fits-all-groups messaging campaign, and changing the hearts and minds of any individual or group who have decided they don't trust an organization's work can be a challenge.



With that in mind, NTC will focus on the what the residents in SLO County must have in common—an affection for the surrounding landscape and a love for the SLO way of life. The messaging of our campaign will be unashamedly biased toward the opinion that there's no place like your communities, anywhere else in the world. Living there is a gift in many ways and the messaging would be

to remind the viewer that it takes each member of the community to preserve the land they love. This will be reinforced by using the landmarks, traditions and history of the region to enrich the video storytelling while also weaving in the educational messaging. The goal is to connect to the diverse groups within SLO county and also create a cohesive, unified message. The goal is for the viewer to learn the facts of course, but more importantly, to leave them with a feeling of even more pride in their community and an urge to participate in the basic waste reduction and disposal tasks that sustain the beauty that exists there.

As a company, NTC has provided educational programming to young people for 46 years. We are particularly sensitive to careful messaging and thoughtful content when attempting to affect behavior change in people of any age. Through a creative process focused on IWMA's goals, which includes research, brainstorming sessions, good ideas, great ideas and probably a few bad ideas as well as collaboration and technical expertise, NTC will land on the ideal approach to best engage *all* SLO County citizens through this video series.

Demonstrated Experience



NTC Studios has produced multiple education and awareness campaigns highlighting action steps in support of water conservation, anti-pollution initiatives, energy efficiency, waste reduction, recycling, and environmental stewardship. We created and produced a nationally syndicated television show called M@dAbout that ran for three seasons in Educational/Instructional time slots of networks across the country. Additionally, NTC Studios has created

successful community education and social media campaigns for our clients. These campaigns targeted customers to build awareness of rebate and other incentivizing programs, information on energy efficiency kits to help families save water and energy at home, and general tips to inspire behavior change within our clients' service communities. For these types of video projects especially providing captioning for non-English speakers in different languages was also employed along with the contracting of appropriate talent, when necessary, to provide both English and Spanish versions of produced videos.

NTC has a strong commitment to and respect for community education, and especially relaying specific community messaging for utilities, municipalities, and government agencies to their service communities. For 46 years, this has mainly meant using schools as community hubs to inspire students, the original influencers, to acquire new knowledge, share it with their families and communities, and encourage the adoption of beneficial behaviors. Through our creative engagement strategies, including video content production, NTC has created behavior change opportunities for many different utilities, municipalities and government agencies across the country. This combination of story-based content, creative engagement strategies and targeted outreach for entities like SLO County IWMA, sets NTC apart from many other content providers. This includes:

- Over four decades of award-winning content creation, delivered in a variety of engaging ways
- A nimble team of creatives who care deeply about our clients' needs, and work hard to meet and exceed client expectations
- Extensive experience in the world of government agencies and an understanding of how these entities operate
- Dedication to education for people of all ages, and communities of all sizes, demographics and socioeconomic statuses
- Award-winning video production that builds upon our history as storytellers, and connects our clients with their communities in memorable ways. We produce high-quality, personalized digital content that meets our clients' goals and makes an impact on their customers, employees and key stakeholders.

Technical Experience



NTC Studios has the ability to be quick and nimble for our partners. Using our in-house production services and creative and technical skills, we can streamline this project for SLO County from conception to distribution. Based on our extensive experience in both video production and educational programming, we can customize IWMA's messaging and reach your target audience efficiently, effectively, and creatively.

NTC Studios has extensive video, audio and talent resources that will support the creation and completion of the video content for IWMA, including:

- Production studio with green/blue screen
- Livestream studio with real-time distribution
- Digital editing studio
- Motion graphics, 2D and 3D animation design
- Concept treatments, script writing and storyboarding
- Sound design
- Lighting design
- Costume and makeup capabilities
- On-camera and voiceover talent

A full list of technical equipment and additional programs for video content production can be found under the **List of Technical Equipment section** of this RFP.

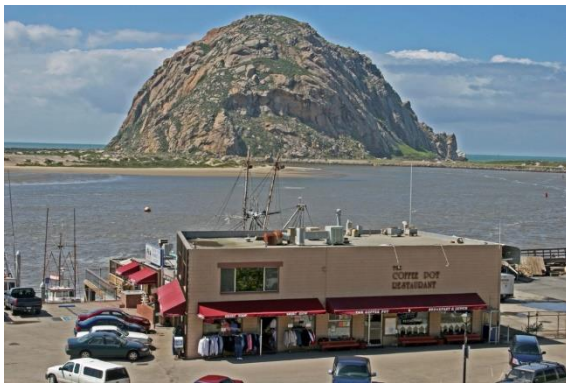
The NTC Studio technical team is knowledgeable and skilled when it comes to the use of HD cameras, the appropriate microphones for indoor and outdoor projects and state-of-the-art audio-capture equipment. We employ staff and freelance employees who stay current on the latest equipment and programs for filming, audio recording, editing, animation and the creation of graphics and special effects that complete high-quality projects.

NTC Studios also has the capability and experience to successfully plan, film, compile and edit location footage and images for video projects as well. Our team will travel to San Luis Obispo County and capture footage that will provide content for the asset library for the IWMA and create visual stories that will engage SLO County residents with important information on responsible waste reduction and disposal.

Familiarity with San Luis Obispo County

NTC has partnered with clients in California for decades. We have a permanent satellite office in Los Angeles that serves as a hub for our work throughout California. We are well versed in serving clients throughout the state.

Furthermore, to address this section of the RFP response, and our familiarity with the Central Valley and San Luis Obispo County, NTC would like to introduce you to our Director of Video and Livestream, Frank Maciel, and have him tell you in his own words his background and familiarity with the area.



“I was born in Hanford, in the Central Valley of California, and grew up as a kid in Riverdale. Every summer, we made the drive to “The Coast” as Central Valley folks called it. My mom loved a drive that only required a freeway or two, so we would hop on Highway 41 and

take the winding route west, until we could finally see The Stacks and Morro Rock. We always stayed in Morro Bay, usually for a week. The pit at Morro wasn’t sunny enough for my mom, so after breakfast at The Coffee Pot (RIP), we would usually head to Cayucos for the day. In the late afternoon, we’d head back to Morro and I’d get to wander the Embarcadero alone. I’d always check in with the sea lions at the aquarium gift shop, browse through The Shell Shop and watch a game of giant chess, if anyone was playing. In the evening, we’d sometimes head into San Luis Obispo proper to find dinner before heading back to our hotel for the night. No matter how many times I asked, we never stayed in the cave room at the Madonna Inn. “Too expensive!” But on very special occasions, we *would* take a Hearst Castle tour and look out for what remained of the zebra herd from Hearst’s private zoo.



“Too expensive!” But on very special occasions, we *would* take a Hearst Castle tour and look out for what remained of the zebra herd from Hearst’s private zoo.

We probably stopped taking vacations in the San Luis Obispo area when I hit high school but as soon as I had my own car, I would take trips there on my own. Now, as an adult, I get there at least once a year, if I can. My plan is to end up living there permanently, once I'm ready to retire and I'm no longer making videos here at NTC.

As a kid, I was pretty much limited to what my family wanted to see but over the years, I've had the chance to really explore the county. I've checked out different beaches from Avila to Pismo, visited the



winery near Harmony, sampled bars and restaurants in downtown San Luis Obispo, toured the zoo in Atascadero, and spent an afternoon or two in the quirky Cambria cemetery. As a California kid - specifically a *central* California kid - I know the people, the pace and the lifestyle of that region. I was so excited to have this RFP come across my desk and I could not be more excited to create the perfect content for IWMA and the residents of San Luis Obispo County.”

Experience in Working with Government Entities

NTC has a long history of experience working with government entities, like IWMA. NTC's first client, back in 1978, was Northern States Power, which is now a part of Xcel Energy, a provider of energy to eight different U.S. states. Since that first experience implementing educational programs on behalf of a utility, we have built an expansive portfolio of work for utilities, municipality and government agencies throughout the country.

NTC has also provided educational programming on recycling, waste reduction, wastewater management and air pollution reduction for several clients, including Long Beach Utility Providers in Long Beach, California, East Bay Municipal Utilities District and Bay Area Air Quality Management in San Francisco, California and JEA in Jacksonville, Florida.

Brief highlights from our history of working with environmental, resource management, waste management, and government agencies include:

- Over 25 years of experience providing water conservation and anti-pollution educational outreach programming on behalf of the Virginia Beach Department of Public Utilities

- Over 35 years of experience providing water conservation and anti-pollution educational outreach programming on behalf of clients in California, including California American Water, Inland Empire Utilities Agency, Suburban Water Systems and Western Municipal Water District
- Over 13 years of experience providing educational outreach programming along with energy efficiency/water conservation kits to Duke Energy customers in North Carolina, South Carolina, Indiana, Kentucky and Ohio
- Over 13 years of experience providing energy efficiency education across the state of Florida on behalf of Florida Power & Light

Our current list of clients includes 26 separate utilities and government agencies.



Summary of Expectations



The creative team at NTC Studios hopes for a collaborative experience with IWMA staff in the production of this video series. This collaboration would leverage NTC's creative outreach experience with IWMA's waste reduction and disposal expertise. NTC Studio's will manage and drive production from start to finish but with an open dialogue with the IWMA project manager to develop engaging digital storytelling that conveys the IWMA's specific messaging in a creative and memorable way. We want to work together and build trust in *our* team from *your* team by delivering content that feels like something you would create yourselves, if you had the time and bandwidth.

Here are just a few basic expectations/qualities that we value in a partner:

- Collaboration (to the extent our client is comfortable and interested) in the conception of creation of quality storytelling concepts for the creation of video content
- Reasonable access to our client's personnel, information and assets that are necessary to complete the project
- Assistance with the planning of location filming including introductions to key stakeholders and contact information for any client staff tapped for participation
- Quick response and honest, constructive feedback on time-sensitive reviews of initial concepts, scripts, video drafts and related assets
- The opportunity to respond to any issues related to the content we create, and the chance to work until we get it right

Overall, our expectation is that the IWMA will provide enough guidance and information for the team at NTC Studios to deliver a satisfying final project for IWMA. This might include but would not be limited to:

- Information on the guidelines, restrictions and requirements for all relevant community programs such as blue and green bin recycling
- A "wish-list" for any specific subjects for B-roll footage and still images to be captured for the asset library
- Assistance with obtaining any permissions or permits required for filming and photographing during our team's visit to SLO County
- Access to any existing footage and images that the IWMA would like to include in the asset library as part of our curation of the assets
- Details on any variations in waste reduction and recycling programs from community to community, within the county
- Inside information on issues that the IWMA faces when it comes to community participation, particularly the skepticism in regard to blue bin recycling efforts
- A willingness to share ideas, embrace the creative process and produce quality content that matters

Relevant Personnel



For this project, NTC Studios will utilize the following full-time staff members:

Primary Project Personnel

Eddie Eames – Director of Client Success (Functional Role: Program Manager)
Handles contracts, scheduling kickoff meetings and acts as a liaison between the client and our creative team.

Frank Maciel – Director of Video and Livestream Production (Functional Role: Creative Development)
Creates the concept for each video, writes scripts and directs the shoot(s). Approves casting, sets, costumes and music. Frank would work directly with the IWMA to provide a direct line to the creative team and ensure a successful result for the overall project.

Morgan Marx – Director, Digital and Video (Functional Role: Videographer, Lighting and Primary Editor)
Supervises everything related to the actual production of videos, including fulfilling roles as primary videographer and editor, designing and implementing lighting, and maintaining equipment. Manage any additional staff hired for filming including sound technicians and production assistants.

Kezia Florence – Print and Design Manager (Functional Role: Graphics and Additional Assets)
Designs graphics, selects and edits photo assets, and handles selection of archival and stock footage. Works to ensure adherence to all client branding guidelines.

Complete resumes of primary project personnel can be found in the **Additional Information** section of this RFP.

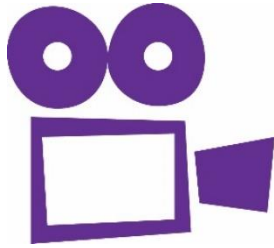
Executive Staff Oversight

Margaret Eames – Chief Executive Officer and Owner (Functional Role: Supervisor of Company Policies, Procedures and Finances)

Patrick Rowan – President (Functional Role: Supervisor of Overall Program Operations)

Nikki Swoboda – Director of Marketing (Functional Role: Sales, Marketing and Strategy)

List of Technical Equipment



This is an inventory of technical equipment, audio equipment, programs and other assets NTC Studios owns or can access for in-house video production. For equipment that we only use on occasion, we rent. For our visit to SLO County to capture footage and still images for the asset library, the plan will be to bring some photographic equipment but also rent locally.

NTC Studios Technical Equipment:

- Three Sony HD camcorders
- Multiple Ikan bi-color LED panel lights for video shoots
- Multiple overhead lighting instruments for studio production
- Zoom h6 for audio recording
- Multiple lavalier microphones for capturing actor dialogue
- Multiple boom mics for ambient sound capture and situations when lavaliers are not practical
- Green and blue screens, both portable and fixed
- Access to Final Cut Pro X and the Adobe Suite for editing and graphics
- Stock images and footage from Getty Images, Adobe Stock, and Storyblocks
- Music and SFX from Storyblocks and Pond5
- Boxcast as a video platform for livestream events
- Programs for motion graphics and additional effects:
 - Adobe After Effects
 - Adobe Premiere Pro
 - Davinci Resolve
 - Blender
 - Unreal Engine 5
 - Ableton Live 11

2. CREATIVE OUTLINE: TIMELINE AND DELIVERABLES

Part 1 – Story Approach and Creative Concepts

1) Demonstrate the Story of a Blue Bin Recycled Item Vs. Landfill of Same Item

For this story, NTC has two different concepts to propose: A more fanciful approach and a more practical approach.



On the fanciful side, the story concept would center on showing the two potential paths taken by an item; the recycled path, via the blue bin and the landfill path, via the trash, and present them in contrast to the timeline of the life of the Mission San Luis Obispo de Tolosa. The Mission is over 250 years old, and that fact would

be used to establish a baseline of time for comparing the two paths in the story.

Through a combination of real-life and illustrated visuals, the video would present the relatively short life and renewal of an item that has been properly recycled, in contrast to the unfortunately long life of that item in a landfill, then showing these life cycles compared to the life of the iconic mission. In the end, the story will show that the landfill item could “outlive” the mission. As an extra community tie-in (perhaps shown in the style of post-credits footage from a Marvel film - why not?) we could also show the new lives of recycled items in SLO County communities. How might a glass jar, cardboard box or old magazine live their post-recycled lives in the communities of Paso Robles, Cayucos, Atascadero or Grover Beach?

Knowing that some residents are skeptical about blue bin items actually being recycled, the fanciful concept although more fun, a more practical approach may be necessary. NTC’s second approach to the story concept would use footage of the actual people who touch a recycled item as the story’s backbone. From blue bin pickup through to the end of the recycling process showing the human touchpoints of the process. This would be contrasted with that journey of the same item making its way into the landfill. The approach will put real faces onto the specific steps that a blue bin item takes or not if it is thrown in the trash. This would be reinforced with real statistics on recycling goals and results in SLO County helping to counteract community skepticism.

2) Demonstrate the Story of a Composted Item Vs Landfill of Same Item



For this story, NTC’s approach would be to show how an item is composted through the stories of the different foods and flavors of the Central Coast and inland communities. NTC’s preferred approach would be to highlight specific businesses as a part of the campaign, but if IWMA is not allowed to do that, then a less specifically named business approach would be used. If possible, this concept would show the stories of compostable items from different SLO County grocery stores, hotels, bars and restaurants. The story would follow them along their successful journey to compost, while then being contrasted with the undesirable journey to landfills. This video would include a montage of different residents and locations, showing the people who grow, serve and eat local foods.

Actual man-on-the-street-style interviews could also be used. The purpose is to show the compostable journey while also using it as an opportunity to thank SLO County farmers and acknowledge their contributions and cultural influences, including residents of the Portuguese, Latinx, Asian, African American and other SLO County communities.

3) Tell a narrative dispelling the “Myths of Recycling”

Prompt not chosen.

4) Approach to Highlighting SLO County’s Anaerobic Digestion Facility and use the Benefit of It Generating Electricity to Encourage Organic Waste Recycling

NTC’s approach for this video concept would use animation to support the digital storytelling. NTC has incorporated animation in our outreach videos for younger audiences, and would apply similar techniques in this approach. It could be as simple as using motion graphics to present information in a clear, concise and visual manner or a more complicated technique of creating animated characters and employing voice talent to develop a complete animated story.



The concept for the story about SLO County’s anaerobic digestion facility, NTC would employ animation to create three wise and all-knowing characters based on SLO County icons: The Stacks at Morro Bay. The three stacks of the former PG&E power plant are well-known and even beloved to many. Animating the instantly recognizable stacks as ‘elders’ of the community will allow an approach that could speak to the hearts and memories of SLO County residents through the types of elder characters common to stories from ancient civilizations. The Stacks would present a brief history of how the generation of electricity has affected our environment, and how the generation of electricity through organic

waste recycling benefits both the landscape and citizens of SLO County. Presenting The Stacks as familiar elders who are forward-thinking, despite their history, will allow an answer to the “why” of organic waste recycling, the benefits of each SLO County citizen participating in recycling efforts, and maybe even comfort anyone who is a little devastated that the real stacks were recently put on a timeline to extinction. Even though employing animation is typically used to reach the youngest audiences; by tying it to this visual icon the animated story would have broad appeal to audiences of all ages.

Part 2 – Original Storyline Promoting Landfill Diversion

Our Landfill Diversion Story: *The SLO Life Opportunity*

There are so many opportunities available for the residents in SLO County communities:

- The opportunity to live surrounded by incredible beauty
- The opportunity to live amongst friendly, hard-working people
- The opportunity to sustain a particular way of life and worldview



For the subject of landfill diversion, our storyline would focus on opportunity as a tangible thing to be explored, embraced and acted upon. We see this as a story told through lush visuals, without dialogue. The landscape, landmarks and stunning county locales would star in a deliberately heart-tugging vision of

Music and minimal text will support images and footage of the experiences and opportunities tied to the SLO-Life:

- Morro Rock, shrouded in fog
- Birds-eye views of the historic Atascadero City Hall
- Sweeping shots of SLO County vineyards
- A pebbled beach at Pismo Bay
- The single paved street in Harmony
- Views from the bell towers of Casa Grande at Hearst Castle
- A colorful windchime swaying in a Cambria Community Cemetery tree

This visual presentation is then contrasted with the consequences of neglecting and harming these experiences and opportunities:

- A sea lion swimming through floating trash
- Red solo cups scattered on Avila Beach
- Discarded plastic items floating near the pilings of Cayucos Pier
- A landfill descended upon by seagulls

Text supported by music will serve to reinforce the message that sustainable behavior contributes to the opportunities in the area as a tangible thing. This is followed by a quick list of actions, supported by visual examples, that SLO County residents can take to support landfill diversion.

Your Opportunity to Sustain the SLO Life:

- Audit waste
- Reduce waste
- Dispose of waste properly

The story ends with a rapid-fire montage of diverse groups of people enjoying the SLO Life.

Part 3 – Unifying Aspect for Crafting a Cohesive Campaign



Our company's success with community outreach is built upon stories from the actual communities we serve, and how telling these stories creatively has helped drive the behavior change of residents in these communities. Our unifying aspect would be the inclusion of, and focus on, SLO County locations, landmarks, iconic images, traditions, and of course, the people. The goal is to

connect the “why” of responsible waste reduction and disposal to the preservation of those same locations, landmarks, iconic images and traditions by appealing to and centering the people of SLO county. We believe that both the residents and the tourists of SLO County understand a specific visual and visceral connection that binds them to the Central Coast and surroundings. Our goal is to present the educational content from a perspective that feels personal and familiar and demonstrate how the actions of any one person in the county can affect this part of California they know and love so well.

At NTC, we always joke that you must be careful with throwing out just any idea because someone is bound to like the worst of the bunch. So, if a slogan is an important part of the campaign, we would definitely want to spend some serious time brainstorming and offering legitimate options that center on the messaging you most want to reach the people in your service territory to make the biggest impact.



Part 4 – Execution Strategy, Deliverables and Timeline

NTC Studios will divide our execution strategy into the following phases:

- Virtual kickoff meeting
- Research and development
- Pre-production
- Production
- Post-production

A chart illustrating the timeline of these phases can be found here:



A description of the phases in the execution strategy are below:

Virtual kickoff meeting: February 3, 2025

- Meeting with NTC Studios team and the SLO County INWA to connect as partners, discuss goals, schedule brainstorming meetings if appropriate, solidify the timeline and confirm deliverables.

Research and development: February 3, 2025 through March 31, 2025

- NTC Studios creative team will assess any materials, footage and images provided by the LWMA and begin curation of asset library.
- NTC Studios Team will take a deep dive into the cities and districts of SLO County, focusing on the programs, issues and various community groups. This fact-finding mission will result in an outline for the general structure of the video scripts.
- NTC Studios Team will begin creation of an online campaign for residents to share footage and images. All aspects of the campaign to be approved by IWMA.
- NTC Studios team will complete R&D phase by March 31, 2025

Pre-production: March 17, 2025 through April 30, 2025

- NTC Studios will launch online campaign for footage and image sharing by residents and begin curating the asset library.
- NTC Studios team will plan the itinerary for our visit to meet the IWMA team in person and capture footage and images for the asset library.
- NTC Studios team will begin submitting script drafts and any supporting materials to the IWMA team for feedback and approvals.
- NTC Studios will submit visuals to showcase the overall look and feel of the video series to the IWMA team for feedback and approvals.

- NTC Studios team will produce any graphics, motion graphics and animation to be included in the video series.
- NTC Studios will complete pre-production and secure approvals for scripts, look and feel of video series by April 30, 2025.

Production: April 7, 2025 through June 30, 2025

- NTC Studios team will travel to SLO County for meeting with the IWMA team and capture footage and images.
- NTC Studios team will begin assembly of individual videos, including the recording of voiceover when appropriate.
- NTC Studios will produce review drafts of each video in the series for feedback and approval by the IWMA team.
- NTC Studios team will add music and sound effects to videos and submit for final review by the IWMA team.
- NTC Studios will complete production and secure approvals for final videos by June 30, 2025.

Post-production: July 7, 2025 through August 29, 2025

- NTC Studios team will edit videos into all required timeframes and platform formats.
- The IWMA team will have a “last-chance” look at all versions for any adjustments prior to launch.
- NTC Studios team will provide files, links and/or access to all project videos and the asset library.
- Final virtual meeting between NTC Studios and the IWMA team for a post-mortem on the project and any discussions related to launch of the outreach series. Snacks and beverages in both locations encouraged.
- NTC Studios will complete post-production by August 29, 2025.

Deliverables for SLO County IWMA Video Project

The following is a list of deliverables included in the NTC Studios proposal:

- Treatments, outlines and script drafts for video series
- Facilitation of social media campaign to gather footage and images from community residents
- Capture of footage and images by NTC Studios team for inclusion in asset library
- Curation of asset library of total compilation of footage and images for use by IWMA
 - B-roll footage from different cities and districts as well as specific footage related to waste reduction and disposal programs
 - Minimum of 100 high-quality still images from different cities and districts as well as specific images related to waste reduction and disposal programs

- Final video series promoting responsible waste reduction and disposal in SLO County:
 - One video for students in grades K-12 with alternate versions, articulated by grade levels
 - Single story/structure with VO and content articulated in different versions for grades K-2, 3-5, 6-8 and 9-12
 - Four videos for adult members of the county, focused on different aspects of resource recovery
 - Each video could include closed captioning in a variety of languages and could be “personalized” for different cities, districts, community groups or social media platforms
 - One video targeting commercial industries such as restaurants, bars, hotels and retail establishments
 - This video could double as a piece for residents to demonstrate to them how businesses are doing their part to support the overall effort
- Repackaged videos for various uses and platforms
 - All video narratives repackaged to fit 30, 60 and 90 second timeframes
 - Any formats needed for website, social media or other platforms
 - Any alternative versions with specific closed captioning

Part 5 – Ideal Project Outcome and How IWMA Might Employ Finished Video Series in a Community-wide Outreach Campaign

The ideal outcome for this project is that through the video content created by NTC Studios citizens of SLO County will recognize that the messaging included in the campaign emanates from a love of all communities within the county, and that the end goal is the preservation of their beauty and sustainability.

For a community-wide outreach campaign, NTC Studios has ideas that go beyond IWMA including the video series on their website, and deliver them through social media campaigns, which, of course will be done. NTC was built on educating K-12 students through outreach campaigns that use memorable creative engagement strategies to inspire behavior change and the adoption of beneficial behaviors now and well into the future. It has been an effective strategy in communities across the U.S. for decades and targeted outreach by IWMA using the video series focused on K-12 schools in SLO County will boost the impact of the campaign throughout IWMA’s service territory. NTC has specific methods to channel the video series through schools as a community hub. Every K-12 student, from Cambria Grammar School to Morro Bay High School, should have the opportunity to participate in the efforts pursued by the IWMA and embrace the adoption of behaviors that support these efforts.

NTC Studios proposes a social media campaign to encourage SLO County residents to share images and footage that could be included in the asset library. NTC Studios would facilitate a campaign across platforms such as Facebook, Instagram and VSCO to engage with amateur and professional photographers willing to share their content in support of the educational outreach being implemented. Having already researched a few SLO County Facebook groups, we're finding some beautiful content. We believe that the campaign will result in some excellent footage and images that will be added to the footage and images we will capture during our team's visit. We also believe that the campaign will build awareness of the overall outreach campaign and bolster support for its initiatives. Information on the campaign would also be included on the IWMA website and existing social media platforms.

NTC Studios could also facilitate a social media-based art contest for SLO County K-12 schools. A contest with cash prizes would also build awareness and enthusiasm for the IWMA video series. The winners of the contest could be featured in the K-12 educational video for SLO County schools and could also be used as an annual outreach and educational opportunity for the IWMA going forward. These images, as well as photographic images submitted by residents, could also be featured in an IWMA calendar that could also help to promote the program. In addition, the calendar could include QR codes that connect to the video series. NTC Studios could also handle the design and printing of this calendar, if needed. The art contest and calendar are not included in our budget proposal. It is a value-add proposition that could be discussed should we move into the consideration phase for this proposal.

3. BUDGET, RETAINER, AND/OR RATES

Our costs are broken down per the instructions in the RFP. As part of our strategy, we anticipate bringing a small crew to San Luis Obispo County to capture footage to support our storytelling but we are flexible on some details of that plan. We are also proposing the social media sharing campaign for footage and images and residents. That is included in the costs of our pre-production.



SAN LUIS OBISPO COUNTY
INTEGRATED WASTE MANAGEMENT AUTHORITY
Connecting the Community to Waste Solutions

ASSUMPTIONS

- Create 1 Student Video
- Create 4 Videos for Adults and Community Residents
- Create 1 Video for Commercial Business such as restaurants, bars, hotel and retail establishments
- 3 versions of 6 different Videos Delivered (Three @ 30 - 60 - 90 second versions)
- 5 days of on-site production (6 hours each day)
- Script and structure writing
- 3-person crew
- NTC provides and transports all equipment
- Craft Services included
- Post-production includes music, editing, graphics, Closed Captioning (CC)
- Animations and files in proper formatting for various media
- Minimum of one hundred still photos delivered
- Budget for Video Content Production, including library of B-roll and still images, shall not exceed \$150,000



Item	Description	Days/ Hours	Rate	Total Expense
Pre-Production	Scouting, planning, developing, writing, coordinating	10	\$2,040.00	\$20,400.00
Production	Narrative length - 10, 30 and 90 second timeframes, all-inclusive from concept to final edit, price assumes six videos and at least 100 still photos	12	\$2,720.00	\$32,640.00
Post-Production	Music, editing, graphics, CC, animations and file formats	15	\$2,040.00	\$30,600.00
Creative Staff	Writer, Editor, Animator, Coordinator, Photographer, Camera Operator, Producer	15	\$2,040.00	\$30,600.00
On-location filming T & E	Since we are not local to San Luis Obispo, we are offering a flat fee for a five-day location shoot for local footage and potential inclusion of interviews or other footage specific to individual stories. This assumes a maximum of four staff members/talent traveling, including filming, equipment rental, hotel, vehicle, fuel, insurance, per diem, craft services	5	\$1,330.00	\$6,650.00
Airfare and Transportation	Includes RT airfare for 3 and transporting equipment	5		\$5,800.00
TOTAL				\$126,690.00

4. CLIENT REFERENCES

Focus on Energy



Contact: Courtney Wojcik
Energy Portfolio Manager
1 South Pinckney, Suite 340, Madison, WI 53703
(608) 230-7009 – courtney.wojcik@aptim.com

During the 2023-24 school year, NTC provided both video production services and live events on behalf of Focus on Energy in Wisconsin.

For Earth Month, NTC Studios created an eight-video Earth Month campaign supporting the organization's *Focus On...* theme. The series aimed to engage community members with energy and water-saving tips. The campaign featured English-language and Spanish-language versions of each video and they were distributed through Focus on Energy's digital marketing channels.

Edison International (Southern California Edison)



2244 Walnut Grove Avenue, Quad 4A
Rosemead, California 91770
Verena Kwan, Corporate Giving,
Advisor Corporate Communications & Philanthropy
(626) 302-8315, verena.kwan@comed.com

Since 2012, NTC has implemented the *Agents of Safety* electrical safety program on behalf of Edison International. The program teaches important messages on electrical safety and energy efficiency to elementary school students in low to moderate income areas in southern California, reaching about 40 schools and Boys and Girls Clubs and approximately 13,000 students and 450 teachers in Edison's service area in Southern California annually. The program features live in-school assemblies, bilingual curriculum for Spanish speaking students, teacher guides, school posters, e-books, and online digital activities.

Since 2021, on behalf of Edison International (Southern California Edison), NTC has delivered *Ready or Not: Preparing for Wildfires*, an emergency preparedness education outreach program to elementary schools and Boys & Girls Clubs throughout Edison's service area in Southern California. The program delivers wildfire focused emergency preparedness education to K-5 school students, teachers and family members and bilingual supplemental education materials themed around the program. It reaches approximately 20 elementary schools and Boy & Girls Clubs and about 5,500 students and 250 educators in Edison's service area annually.

Delta Dental of Missouri



Contact: Jessica Gibala
Community Outreach and Events Specialist
12399 Gravois Road, St. Louis, MO 63127
(314) 402-5152 – jessica.gibala@deltadentalmo.com

NTC has provided both video production services and live events for Delta Dental of Missouri.

In Spring of 2024, NTC Studios conceived, wrote and produced a fifteen-minute program for early childhood/Pre-K students about oral and dental health. The *Land of Smiles* was offered to Head Start programs and other preschools throughout the state of Missouri. To date, a reported 2,255 students and 226 teachers have participated in the program. Along with the video and curriculum, each school received “Smile Bags” containing toothpaste, toothbrushes and dental floss.

The Delta Dental of Missouri live program for students in grades K-2 toured from September 5 through November 17, 2023 and again from January 26 through April 4, of 2024. The program reached 190 schools, 41,664 students and 2,144 educators across Missouri. We also created a video based on this program for older students. An additional 138 schools with a reported 25,573 students and 1,480 educators were engaged through the virtual-on-demand delivery option for the program.



Western Municipal Water District

Contact: Michelle Adams, MPA, CCEP
Customer Experience Manager
14205 Meridian Parkway, Riverside, CA 92518
951-571-7266 – madams@wmwd.com

In 2022, Western Municipal Water District became an NTC client when created two custom-made chapter books, one for grades K-2 and one for grades 3-5, that told the story of Western’s water and ways to conserve this natural resource. NTC wrote, designed, printed and distributed the elementary level chapter books to schools throughout Western’s service territory, as well as provided live, in-school assembly performances to a limited number of schools in their service territory. Since that first project our partnership has continued to grow and now also includes:

- An educational assembly program across the whole of their service territory and wholesale agency territory
- Creative Asset Toolkits for each of their community education programs. Each toolkit contains 7-9 pieces, including social media graphics, fliers, posters, and program sizzle reels for use on their website and social media
- Outreach support for community programs

5. IDENTIFY EXISTING AND POTENTIAL CONFLICTS OF INTEREST

There are no existing or potential conflicts of interest related to NTC Studios or The National Theatre for Children that would affect our ability to deliver quality content to the IWMA.

Although we currently have several clients in the State of California for which we develop and deliver educational programming for K-12 students, none of these clients are located in San Luis Obispo County and none of them are pursuing the same community outreach goals as outlined in this RFP.

6. DISCLOSURE OF LITIGATION

There are no issues related to litigation that we need to disclose on behalf of NTC Studios or The National Theatre for Children.

We agree that any litigation commenced after the submission of our Proposal under this RFP will be disclosed to the IWMA in writing within five (5) days after the litigation has commenced.

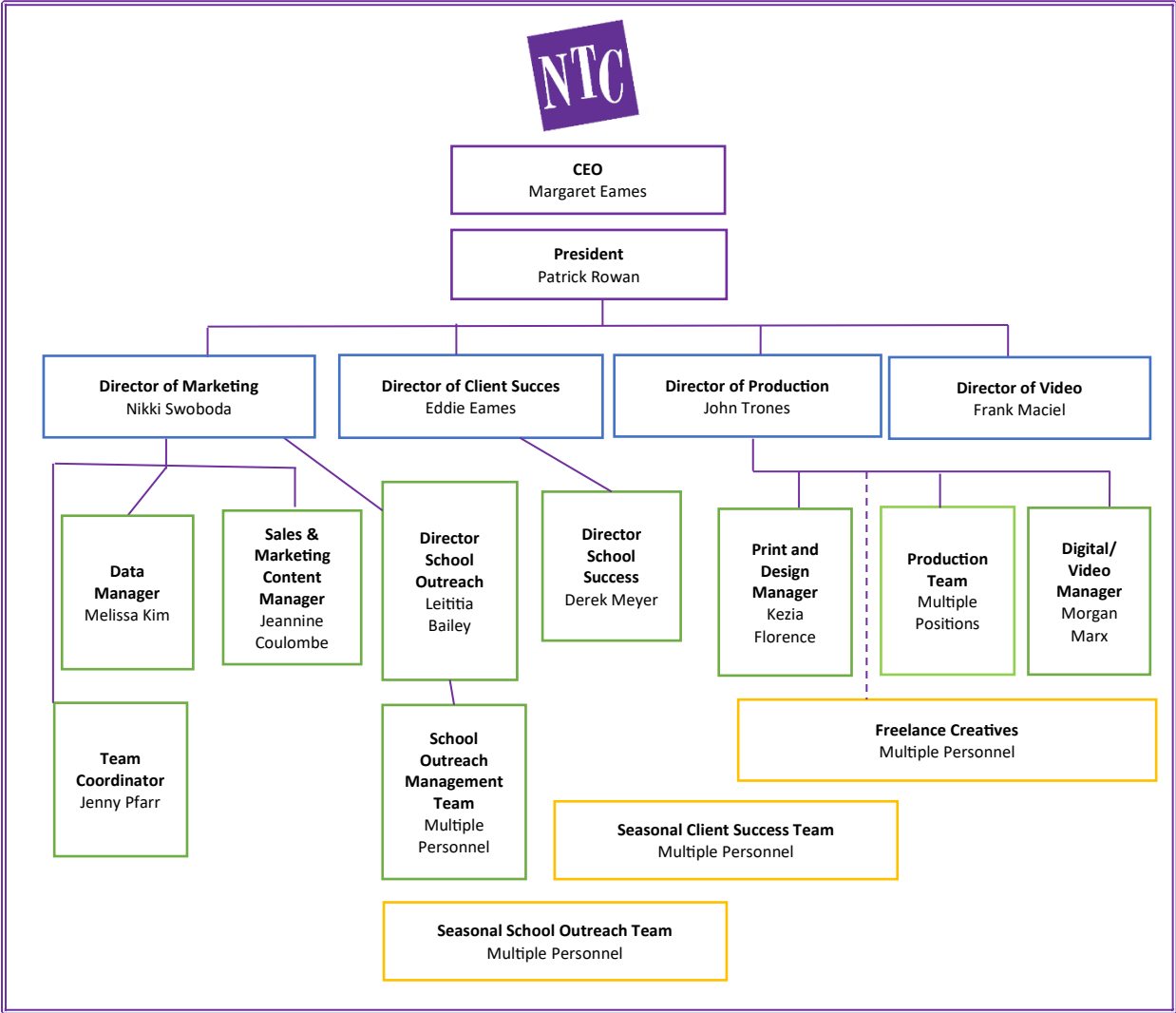
7. ADDITIONAL INFORMATION

NTC Studios and The National Theatre for Children headquarters are located in Minneapolis, Minnesota. Even though we are not local, we are confident in our ability to deliver a successful campaign for IWMA. We have extensive experience implementing educational programming and delivering video assets in California and across the United States.

Over 46 years in business as community outreach program and content creators, we have built an in-house team who handle all aspects of creative projects such as this. Under one roof, we have writers, directors, graphic designers, editors, sound technicians, animators and a pipeline of voiceover and on-camera talent. We are a one-stop shop with a team that cares deeply about creating content meant to teach, entertain and inspire.

Our intention is to send a three-person crew to SLO County to capture on-location footage to support the specific stories we develop. If that is a strain on the budget, we are capable of creating meaningful content without on-location filming, and we are open to discussion about alternative options. However, we want to create videos that feel personal to SLO County residents. We want people to see these videos, love them, share them and then act on the calls-to-action they contain. With those goals in mind, we would prefer to include that week of getting to know IWMA and capturing local colors and flavors. Still, we are flexible and dedicated to delivering high-quality content either way. Everyone at NTC Studios is excited by this opportunity to further the goals of the IWMA in order to further the incredible beauty of San Luis Obispo County. Thank you for your time and consideration.

NTC ORGANIZATIONAL CHART



RESUMES - PRIMARY PROJECT PERSONNEL

Eddie Eames

7003 West Lake Street., Suite 200, Minneapolis, MN 55426
EEames@NTCcorporate.com
763-452-1100

EXPERIENCE

DIRECTOR OF CLIENT SUCCESS/CRO

NTC

02/21/2022 - present

- Participate actively in strategic and business unit planning to develop reasonable and thorough revenue projections for annual budgets and multi-year projections.
- Responsible for closing new and existing revenue opportunities and negotiating and executing contracts between NTC and its partners. Focus on client acquisition to reach growth targets. Proactively plan and execute customers with a focus on retaining /expanding existing client relationships. Carry out price negotiations with existing and prospective customers.
- Responsible for identifying, marketing, selling and creating relationships with corporate, governmental and non-profit organizations on a local, regional and national scale who want to actively engage their desired target audiences on important societal issues. Understand customer needs and wants, value drivers, challenges and opportunities to create a tailor-made offer and program around their needs.
- Work closely with team members, assisting other managers to understand and implement policies and procedures. Manage and work as the liaison between client and NTC staff to see that all aspects of the project and/or program are communicated, executed and satisfied throughout the term of the contract.

EXPERIENCE

CHIEF MARKETING OFFICER

NTC

05/2018 – 2/21/2022

- Responsible for closing new and existing revenue opportunities and negotiating and executing contracts between NTC and its partners. Focus on client acquisition to reach growth targets. Proactively plan and execute customer leads with a focus on retaining /expanding existing client relationships. Carry out price negotiations with existing and prospective customers.
- Responsible for identifying, marketing, selling and creating relationships with corporate, governmental and non-profit organizations on a local, regional and national scale who want to actively engage their desired target audiences on important societal issues. Understand customer needs and wants, value drivers, challenges and opportunities to create a tailor-made offer and program around their needs.
- Work closely with team members, assisting other managers to understand and implement policies and procedures. Manage and work as the liaison between client and NTC staff to see that all aspects of the project and/or program are communicated, executed and satisfied throughout the term of the contract.

EXPERIENCE**DIRECTOR OF MARKETING****NTC***11/2011– 05/2018*

Responsible for identifying, marketing, selling and creating relationships with corporate, governmental and non-profit organizations on a local, regional and national scale who want to actively engage their desired target audiences on important societal issues. Understand customer needs and wants, value drivers, challenges and opportunities to create a tailor-made offer and program around their needs.

Work closely with team members, assisting other managers to understand and implement policies and procedures. Manage and work as the liaison between client and NTC staff to see that all aspects of the project and/or program are communicated, executed and satisfied throughout the term of the contract

EXPERIENCE**MARKETING COORDINATOR****NTC***08/2009 – 11/2011*

Assisted Marketing, Sales and Customer Service areas at NTC. Worked with Business Development team to create relationships with corporate, governmental and non-profit sponsors who want to actively engage students, communities and adults on important social issues. Assisted in social media campaigns, PR and development of various marketing materials.

EXPERIENCE**SCHOOL MARKETING REPRESENTATIVE****NTC***08/2008 – 08/2009*

Assisted NTC's School Marketing department with customer service, marketing, and administration. Assist school administrators and teachers, develop and utilize marketing materials in publicizing NTC's programs, data entry and records, etc. Additional responsibilities included marketing NTC's programs to schools, scheduling NTC tours, data entry

EXPERIENCE**SUPERVISOR****BROOKVIEW COMMUNITY CENTER***08/2006 – 08/2009*

- Responsible for marketing and relating information to the public concerning the programming of the Golden Valley Parks and Recreation Department and the Brookview Community Center.
- Summer Parks Supervisor:
- Plan and execute summer afternoon playground programs and work with youth specialty programs such as Preschool Programs, Drama Club, Hiking/Biking, and other Golden Valley parks programs.

EDUCATION

UNIVERSITY OF ST. THOMAS, OPUS COLLEGE OF BUSINESS

Bachelor of Business Administration (B.B.A), Marketing, Business Management, and Corporate Communications

Awards

2014 ANA Rising Marketing Star Award - ANA (Association of National Advertisers)

Kezia Florence

7003 West Lake Street, Suite 200, Minneapolis, MN 55426
Kflorence@nationaltheatre.com

EXPERIENCE PRINT AND DESIGN MANAGER NTC

09/2022 – Present

- Designs all print for both educational and outreach clients and for corporate marketing efforts
- Orders all print materials and manages a print budget, ensuring materials arrive on time and up to quality standards
- Directs art for books and graphic novels, communicating with freelance artists and translating client notes into clear feedback.

EXPERIENCE FREELANCE GRAPHIC DESIGNER

06/2018 – Present

- Collaborates with clients to create visual identities and marketing materials for their creative projects.
- Designs posters, postcards, social media graphics, logos, etc., using hand drawn and digital methods

EXPERIENCE ASSISTANCE BUYER ShopHQ, Eden Prairie, MN

03/2022-8/2022

- Assisted senior buyer with all administrative tasks, managing eight brands with multiple product launches each month
- Communicated with cross-functional teams and vendors to ensure that the correct product info is used on-air and, on the web
- Wrote and maintained all purchase orders and tracked shipments to meet delivery deadlines

EXPERIENCE JEWELRY DESIGNER Howard's Inc, Chanhassen, MN

08/2019-2/2022

- Designed jewelry and packaging for two of the Howard's brands
- Utilized trend research and sales analysis to create collections that spoke to the needs and tastes of specific customer segments
- Managed and processed over 400 products throughout the product life cycle each season

EDUCATION

University of Minnesota, Twin Cities
2019, Inter-college Program B.A.
With concentrations in Theater and Interdisciplinary Design
GPA – 3.8
Honors Program
Graduated with distinction

SKILLS/QUALIFICATIONS

- **DESIGN**
 - Arts and graphic design programs – Photoshop, Illustrator, InDesign, Procreate and GIMP2
 - Art direction, topography design, and hand-lettering
 - Packing design
 - Jewelry design
 - Proposal materials (digital and print)

- **HANDS ON**
 - Drawing and illustration
 - Experience working with factories and vendors both overseas and domestic
 - Knowledge of commercial printing
 - Comfortable in Microsoft Office (Word, Excel, Outlook, Teams, PowerPoint)
 - Comfortable in Google Suite (Sheets, docs, slides, drive)
 - Basic HTML

- **COLLABORATION**
 - Extremely organized
 - Quick learning
 - Excellent communication
 - Research
 - Works well under deadline and pressure
 - Detailed oriented
 - Works well with children
 - Excellent improviser

Frank Maciel

7003 West Lake Street, Suite 200, Minneapolis, MN 55426
fmaciel@nationaltheatre.com

EXPERIENCE DIRECTOR OF VIDEO AND LIVESTREAM PRODUCTION NTC

04.2011 – Present

- Development of educational videos and virtual events that engage K-12 students across the United States
 - Writing and direction for multi-camera filming of educational videos
 - Writing and direction for live virtual events delivered directly to classrooms
 - Design of sets and costumes for educational video content
- Development of live, theatrical, educational productions on behalf of corporate sponsors such as Southern California Edison, Duke Energy, First Energy, Florida Power & Light and Focus on Energy
- Development of new educational offerings for NTC including graphic novels, e-books and escape room games

EXPERIENCE WRITER/DIRECTOR SIX FLAGS ENTERTAINMENT CORP

10/1998 – Present

- Development of live shows and special guest experiences for several individual theme parks per year
- Writer/Director for specific Halloween events for parks in California, Minnesota and Ohio
- Writer/Director for specific summer guest experiences for parks in Ohio
- Consultant/Writer for new shows and guest experiences related to DC Comic characters, post-merger between Six Flags and Cedar Fair

EXPERIENCE PERFORMER, WRITER, DISNEYLAND RESORT
DIRECTOR, CASTING

01/1995-12/2010

- Concept/Director/Casting/Writer/Performer for *The Laughing Stock Company*, one of Disneyland’s longest-running atmosphere entertainment productions
- Concept/Director/Casting/Performer for Hollywood Backlot Stage improv-comedy show at Disney’s California Adventure
- Development and instructor of improvisation and theater arts education workshops within Disney Imagination Campus program



SAN LUIS OBISPO
COUNTY IWMA



VIDEOVETS

Request for Proposal
VIDEO CONTENT PRODUCTION
PROPOSAL SUBMISSION



October 25, 2024

San Luis Obispo County IWMA
Video Content Production
870 Osos St.,
San Luis Obispo, CA 93401
Attention: Ashley Kuder, Procurement Official

RE: Request for Proposal - Video Content Production

Dear Selection Committee,
Thank you for considering VideoVets for your video production needs. We are committed to providing the highest level of service for this project and are eager to bring our expertise to the table.

Company Overview:

VideoVets is a minority-owned-and-operated Disadvantaged Business Enterprise (DBE), Small Business (SB), and Disabled Veteran Business Enterprise (DVBE) in good standing with the California Secretary of State. We have been in business for 8 years, operating out of our main office in Sacramento, CA. Our team consists of 9 highly skilled professionals stationed at this location, all of whom will be directly involved in delivering the services outlined in this RFP.

Our Expertise:

As specialists in professional video production and photography services, we collaborate with state and local government agencies, nonprofit organizations, and private businesses nationwide to create impactful video content and effective public outreach campaigns. Our innovative perspective, deeply rooted in our filmmaking background, ensures that each project benefits from a blend of creativity and precision. Our team holds degrees in their respective fields, with many cross-trained in cinematography and editing, empowering us to deliver rapid turnarounds, dependable workflows, and efficient project development.

Our Commitment:

We guarantee the creation and distribution of targeted video and media content across diverse platforms, tailoring our approach to match the demographics and psychographics of your intended audience. Our business model is based on proven, success-driven methodologies, ensuring that we consistently meet and exceed client expectations.

Contact Information:

If you have any questions or need further information, please feel free to contact Paul Zagaris, Vice President & Project Manager, at (916) 849-9616 or via email at Paul@videovets.net.



Office Locations:

Main Office:

809 16th St.
Sacramento, CA 95814

Equipment & Server Location:

2500 E. Hawkeye Avenue
Turlock, CA 95380

Mailing Address & Server Location:

1901 Tully Road
Hughson, CA 95326

Tax Filing Address:

1309 24th Street
Sacramento, CA 95816

Sincerely,

A handwritten signature in blue ink, which appears to read "Luis Alcazar", is positioned below the word "Sincerely,".

Luis Alcazar
President



Introduction to VideoVets

VideoVets specializes in creating high-quality, visually compelling content that captures community initiatives and educates diverse audiences on key issues. Our firm is well-versed in producing impactful, fact-based content for government and community programs, making us the ideal partner to support the IWMA's mission of promoting responsible waste management in San Luis Obispo County. With a strong understanding of IWMA's goals, we are prepared to collaborate closely with your team, delivering content that not only resonates with the community but also unifies residents around a shared commitment to environmental responsibility. Our approach emphasizes transparency, open communication and comprehensive planning to ensure alignment with the IWMA's objectives, providing an efficient and precise production process.

Approach and Methodology

Our methodology is rooted in a commitment to storytelling that connects with audiences on a personal level while providing clarity on practical solutions. For the IWMA's initiative, we will develop, produce and deliver a series of videos that highlight essential aspects of responsible recycling, composting and waste management in San Luis Obispo County. Our team will handle each phase, from concept development through final editing, ensuring every video aligns with IWMA's educational objectives. Specifically, we'll film authentic experiences and interviews with local residents, IWMA representatives and waste management professionals, focusing on the environmental and personal benefits of proper recycling and composting practices. Our goal is to dispel common misconceptions, convey IWMA's critical role and present an inspiring and unified message, creating content that speaks directly to San Luis Obispo County's diverse community.

Team and Expertise

The VideoVets team comprises dedicated professionals with extensive experience producing content for municipal, environmental and community-focused programs. Our team

of directors, videographers and editors brings a deep commitment to capturing the spirit and values of each community we serve, particularly with a focus on engaging diverse audiences. We understand the importance of IWMA's message and bring experience working on projects that address environmental and resource management, ensuring our content aligns with IWMA's vision and objectives. Our



specific expertise in working with communities that have varied levels of engagement and awareness makes us well-suited to deliver content that fosters a unified understanding among residents, addressing both local pride and environmental stewardship.

Company Background

Founded in 2016, VideoVets is a full-service video production firm that handles all aspects of audio-visual production, including pre-production, production, post-production and distribution. Over the past seven years, we have established a reputation for producing high-quality, factual content that meets the distinct needs of government agencies and community-focused organizations. Our experience with municipal and environmental projects ensures we are equipped to fulfill IWMA's requirements, bringing not only technical expertise but a nuanced understanding of San Luis Obispo County's waste management landscape.

Alignment with IWMA's Mission

VideoVets is fully aligned with the IWMA's goals of promoting responsible waste disposal, recycling and composting. Our commitment



to excellence matches IWMA's objective of fostering community engagement around sustainable practices, helping to bridge gaps in understanding through factual, engaging video content. We understand the polarized views some residents may have about waste management and we are prepared to deliver messaging that unifies and educates, driving greater participation in blue and green bin recycling programs. Our experience in producing relatable, culturally relevant narratives for diverse and skeptical audiences makes us the ideal choice to support the IWMA in dispelling myths and promoting environmental stewardship.

VideoVets Mission Statement

At VideoVets, our mission is to create impactful visual content that resonates with communities and supports the objectives of the organizations we partner with. We are committed to delivering high-quality, informative video content that enhances awareness and fosters a shared sense of purpose. This mission aligns with the IWMA's goals as we aim to bolster your outreach efforts through fact-based, visually engaging content that educates and unifies San Luis Obispo County residents around sustainable waste management practices.



VideoVets

Current **Government Clients:**

Alabama Department of Rehabilitation Services (ADRS)	City of San Luis Obispo (SLO)
California Bureau of Cannabis Control (BCC)	City of Sunnyvale (COS)
California Department of Cannabis Control (DCC)	Commission on Peace Officer Standards and Training (POST)
California Department of Education (CDE)	Commission on State Mandates (CSM)
California Department of Fish and Wildlife (CDFW)	Contra Costa Transportation Authority (CCTA)
California Department of Food and Agriculture (CDFA)	County of San Mateo Human Services Agency (HSA)
California Department of Motor Vehicles (DMV)	Foothill-De Anza Community College District (FDA CCD)
California Department of Parks and Recreation Division of Boating & Waterways (DPR)	Golden Gate Bridge Highway and Transportation District (GGT)
California Department of Tax and Fee Administration (CDTFA)	Hawai'i State Energy Office (HSEO)
California Energy Commission (CEC)	Idaho Department of Juvenile Corrections (IDJC)
California Food and Drug Administration (CDFA)	Modesto Junior College (MJC)**
California Prison Industry Authority (CalPIA)	Office of Planning and Research, California Volunteers (OPR)
California Public Employees' Retirement System (CalPERS)	San Diego Unified Port District (SDUPD)
California State Controller (CSC)	Santa Clara Valley Transportation Authority (VTA)
California State University of Stanislaus (CSUS)	Solano Transportation Authority (STA)
City of Austin, Texas (COA)	Texas Workforce Commission
City of Phoenix, Arizona	University of Maine System
City of Sacramento, Office of Arts & Culture (OAC)	University of North Carolina

VideoVets Qualifications

At VideoVets, we operate as a cohesive team with a deep commitment to producing high-quality, educational visual content that clearly communicates complex subjects and aligns with IWMA's mission of promoting responsible waste management. We are well-prepared to produce the required assets for this project, including a robust library of B-roll footage, high-quality still images and at least four thematically focused videos that capture the nuances of resource recovery. With experience crafting impactful, accessible content for public-sector clients, we are equipped to deliver visuals that resonate with diverse audiences, while maintaining consistency across all media formats required by IWMA. Our team, consisting of expert videographers, editors and project managers, ensures that each phase of production aligns with IWMA's objectives and meets deadlines with precision.

Project Scope and Production Capabilities

VideoVets has extensive expertise in managing large-scale video projects and is fully capable of meeting IWMA's production needs. We will handle the entire scope of deliverables as outlined, leveraging our high-resolution equipment and technical know-how to create a versatile media library and final videos that align with IWMA's distribution requirements.

Video Content Library of B-Roll Footage: Our team will capture a comprehensive library of B-roll footage that visually supports IWMA's messaging on waste recovery and recycling



processes. This footage will showcase various locations within San Luis Obispo County, providing flexibility for future IWMA projects.

Library of High-Quality Still Images: We will also produce a library of at least 100 high-resolution still images. These images will highlight key elements of resource recovery, including recycling facilities, green and blue bin practices and community involvement, ensuring IWMA has a broad range of visuals for outreach campaigns.

Finalized Videos: We will create four themed videos focused on different aspects of resource recovery, each tailored to educate and engage residents on IWMA's waste reduction initiatives. Our approach includes:

Multi-Length Narratives: We will adapt each video to 10, 30 and 90-second formats, ensuring IWMA can leverage content across various platforms without sacrificing narrative clarity or impact.

Cross-Platform Format and Aspect Ratio Optimization: We will resize each video to suit IWMA's primary distribution channels, including



television broadcasting, websites and social media (e.g., Instagram), guaranteeing optimal quality and presentation across formats.

Additional File Formats: We will provide additional lengths and formats as needed, maintaining IWMA’s adaptability for future campaigns or audience-targeted outreach.

Cutting-Edge Equipment and Expertise VideoVets maintains a commitment to excellence, equipped with state-of-the-art technology and a team of seasoned professionals. For IWMA, we will employ our advanced camera systems, audio technology and lighting solutions to produce visually compelling content that highlights IWMA’s waste management efforts and captures attention across platforms.

High-Resolution Camera Systems: Our Panasonic AG-CX350 4K Camcorders ensure high-definition footage for all visual assets, capturing each detail with clarity and precision.

Sound Engineering Excellence: Using our Hollyland and RODE audio systems, we guarantee clear, high-quality sound in interviews and voiceovers, essential for educational content.

Professional Lighting Solutions: Our Aputure lighting kits provide consistent, professional

lighting that enhances image quality, whether capturing community scenes or IWMA facilities.

Pre-Production Planning and Execution At VideoVets, our pre-production process involves meticulous planning and collaboration with IWMA. We will begin by clarifying project goals, themes and specific content needs to ensure alignment with IWMA’s educational objectives.

Creative Concept Development: Working with IWMA’s subject matter experts, we will develop concepts that demystify resource recovery, fostering a clear understanding among residents. Each concept will emphasize factual accuracy and alignment with IWMA’s mission.

Scriptwriting and Storyboarding: We will craft scripts and storyboards that break down complex topics into accessible narratives. These will be tailored to ensure consistency in visual storytelling across all video formats.

Location and Interview Coordination: We will collaborate with IWMA to identify interview subjects and plan locations, capturing both the operational side of waste recovery and the



human impact through community voices.

Production and Post-Production Excellence

Our team excels at executing complex, multi-part productions. For IWMA, we will manage all aspects of production, ensuring that each deliverable meets IWMA's high standards.

Field and Studio Videography: We will film IWMA staff and community members, capturing their perspectives on resource recovery. Our expertise in various settings ensures each video has a polished, professional look.

Animation and Visual Effects: In alignment with IWMA's needs, we will incorporate animations that simplify waste management processes, making them engaging and easy to understand for all viewers.

Bilingual Subtitles and Branding: All videos will include subtitles and IWMA branding, ensuring accessibility and reinforcing IWMA's professional image.

Project Management and Delivery

VideoVets prioritizes efficient project management and transparent communication. We will maintain close coordination with IWMA throughout the production process, ensuring timely delivery.

Detailed Timeline Management: Our project managers will create a timeline that outlines milestones from pre-production to final delivery, keeping IWMA informed at each stage.

File Delivery and Licensing: We will deliver video files in high-resolution formats suitable for IWMA's distribution needs, handling all necessary licenses to ensure compliance.

Alignment with IWMA's Vision

VideoVets' commitment to producing impactful, educational content aligns seamlessly with

IWMA's mission. By creating videos that educate residents on responsible waste practices, we will support IWMA in promoting resource recovery and sustainability within San Luis Obispo County. Our experience with community-centered narratives and factual storytelling makes us the ideal partner to amplify IWMA's outreach efforts, fostering community engagement and shared environmental responsibility.



VideoVets Team

At VideoVets, our team is composed of highly skilled professionals with deep expertise in video production and development. Each member plays a crucial role in delivering high-quality, visually engaging content for our clients. Below is an overview of the key personnel who will be instrumental in the U.S. Consulate Casablanca's Public Engagement Campaign.

Luis Alcazar – Director of Photography

Luis oversees all aspects of cinematography, ensuring that the visual style and technical quality meet the project's objectives. His role includes selecting the right camera equipment, lenses and lighting to capture the desired look. With over a decade of industry experience, Luis is known for his keen eye for detail and expertise in visual storytelling across various media, from traditional film to digital formats.



Paul Zagaris – Project Manager

Paul is responsible for overseeing the entire project lifecycle, from planning and execution to final delivery. He coordinates between departments, manages timelines and ensures the project stays within budget. With a strong background in project management for large-scale video productions, Paul is known for his meticulous planning and ability to anticipate challenges, ensuring smooth project execution.

Reginald Waters II – Creative Director

Reginald leads the creative vision for each project, developing the artistic concepts and visual themes. He collaborates closely with the director of photography and post-production teams to maintain the creative direction from start to finish. Reginald's innovative approach and strategic thinking have been key to several high-impact projects, where his out-of-the-box thinking has led to visually compelling and effective storytelling.





Fabian Pourmand – Cinematographer

Fabian specializes in lighting, composition and the use of advanced camera technology to create visually striking narratives. He works closely with the director of photography and creative director to achieve the project's aesthetic goals. Fabian's technical expertise with camera systems and lighting setups allows him to adapt to various environments, ensuring a consistently high visual standard.

Armin Aidipour – Camera Operator & Sound Engineer

Armin's dual role involves both operating camera equipment and managing sound engineering. His responsibilities include setting up cameras, capturing high-quality footage and ensuring excellent audio during production. Armin's technical proficiency in both visual and audio elements allows him to seamlessly integrate these aspects into cohesive productions.



Justin Dailey – Senior Editor

Justin leads the post-production process, transforming raw footage into polished, impactful video content. His expertise in editing and visual effects ensures that the final product meets the highest quality standards. Justin's ability to craft seamless narratives from raw footage has been a key factor in the success of many high-profile VideoVets projects.

Nina Suntzeff – Research Analyst

Nina provides the research and analysis that informs the creative and strategic direction of VideoVets’ projects. She gathers and analyzes data to guide decision-making throughout the production process, ensuring that the content is relevant and aligned with client objectives.



Steven Lelham – Sound Engineer

Steven is responsible for ensuring top-notch audio quality in all productions. His role includes capturing clear sound during shoots and enhancing it during post-production to create a balanced and polished final product. Steven’s expertise in sound engineering is reflected in the crisp and professional audio quality of VideoVets’ productions, making him an integral part of the team.

Project Workflow and Structure

At VideoVets, our project hierarchy fosters an egalitarian approach where all team members contribute their best ideas. However, ultimate decision-making authority rests with our three Key Personnel—Luis Alcazar, Paul Zagaris and Reginald Waters II—ensuring effective coordination, streamlined workflow and optimal decision-making throughout the project lifecycle.

Travel and Operational Efficiency

We are continually working on projects throughout the United States and are adept at maintaining low overhead expenses. Traveling for film shoots has never been an issue for our team, ensuring we can deliver prompt and efficient results for our clients.



LUIS ALCAZAR

PRESIDENT
DIRECTOR OF PHOTOGRAPHY

- WWW.VIMEO.COM/VIDEOVETS
- CELL. 209.410.1765
- LUIS@VIDEOVETS.NET

WORK EXPERIENCE

**VIDEOVETS
SACRAMENTO, CA**
2016 - Present

PRESIDENT/DIRECTOR OF PHOTOGRAPHY

Owning and operating company's day-to-day film/video production, marketing, advertising and public relations operations that deal directly with local, state and federal agencies.

**CSUS STANISLAUS
TURLOCK, CA**
2010 - 2014

ANTHROPOLOGY KVAL FILM LAB TECH

Managed and maintained the University's Anthropology Film Department. Educated and trained students and faculty members with equipment. Taught students how to operate cameras, set up lighting, audio equipment and editing programs.

US NAVY
1996 - 2000

AVIATION TECHNICIAN/LOGISTICS

Purchasing agent, managed millions of dollars worth of equipment, trained and qualified sailors for licensing. Reports and inspection of specialized aviation tools. Recruitment and procurement. Video journalist covering overseas Naval news.

EDUCATION

**CSUS STANISLAUS
TURLOCK, CA**
2014

BACHELOR OF FINE ARTS

Degree in Video Production and Time-Based Media, Summa Cum Laude. Completed University's Honors Program.

MODESTO JR. COLLEGE
2002

ASSOCIATE OF SCIENCE

Degree in Computer Graphics Applications. Graduated with Honors.

SKILLS

ADOBE CREATIVE SUITE

VIDEO EDITING

APPLE'S FINAL CUT PRO

MOTION GRAPHICS

CINEMATOGRAPHER/PHOTOGRAPHER

POST-PRODUCTION

LIVE STREAMING

BILINGUAL IN ENGLISH & SPANISH

REFERENCES

PAUL ZAGARIS

VP OF VIDEOVETS

800.445.0530

ABOUT ME

A resourceful, hardworking and creative individual who completes tasks by using critical thinking and technical skills. Specializing in cinematography and multimedia production, but he is well versed in all aspects of the entertainment industry. Dedicated to creating quality content and devoted to working side-by-side with clients to create art that is both engaging and memorable.

Director of Photography at VideoVets with over 26 years of experience, he brings expertise in time-based multimedia brand and story development, working with state and federal government agencies to meet their video campaign needs.



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SACRAMENTO, CA 95814
PHONE: 800.445.0530
WWW.VIDEOVETS.NET



PAUL ZAGARIS

VICE PRESIDENT
PROJECT MANAGER

- WWW.VIMED.COM/VIDEOVETS
- CELL. 209.614.1394
- PAUL@VIDEOVETS.NET

ABOUT ME

An experienced and adaptable multimedia specialist who utilizes teamwork and collaboration to bring conceptual ideas to a working and insightful presentation. He has a deep understanding of business branding and marketing, enhancing the value he brings to content creation for his clients, preserving the legacy of the people and businesses he films and showcasing their vision and values in a creative way.

Project Manager at VideoVets with over 24 years of experience in filmmaking and marketing. He has pursued lasting business planning and implementation development, working with both public and private clients alike in contract administration and project management.

WORK EXPERIENCE

VIDEOVETS SACRAMENTO, CA

2016 - Present

PROJECT MANAGER

Managing client contracts from project development to implementation. Multimedia marketing campaign specialization. Orchestrating all aspects of video projects from initial conception to completion, expertly balancing budget constraints, timelines and quality standards. Leveraging exceptional leadership and communication skills, effectively coordinating with cross-functional teams, clients and stakeholders, consistently ensuring successful, on-time delivery of engaging and impactful video content.

CINEMATIC ADVENTURE CLUB, LLC

2014 - Present

PRODUCER

Raising funds and coordinating the creation of motion pictures. Managing all stages of film production, from initial concept and script development to final Post-Production and Distribution. Known for strong leadership skills and creative vision, consistently deliver projects on time and within budget, while ensuring a high standard of production quality that resonates with target audiences.

SCENIC OAKS FUNDING

2004 - 2013

LOAN OFFICER INMLS #2412361

Responsible for having closed over \$65.4 million in home loans. Experienced at evaluating loan applications and authorizing or recommending approval for clients. Combined in-depth knowledge of lending protocols with exceptional interpersonal skills, consistently provided excellent customer service while maintaining an impeccable record of loan portfolio management and compliance with regulatory standards.

EDUCATION

UNIVERSITY OF THE PACIFIC MCGEORGE SCHOOL OF LAW

2005 - 2010

JURIS DOCTORATE

Degree in Law with an emphasis in Contracts.

UNIVERSITY OF CALIFORNIA SANTA BARBARA

1999 - 2004

BACHELOR OF ARTS

Degree in Film Studies and Law & Society. Completed University's Honors Program.

SKILLS

GOOGLE ANALYTICS & ADWORDS

CRM & INBOUND MARKETING

BILINGUAL IN ENGLISH & SPANISH

SOCIAL MEDIA MANAGEMENT

GENERATIVE A.I. MODELING & DESIGN

PROJECT MANAGEMENT

MICROSOFT WORD & EXCEL

CONTRACTS/ADMINISTRATION

REFERENCES

LUIS ALCAZAR

PRESIDENT OF VIDEOVETS

800.445.0530



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SACRAMENTO, CA 95814
PHONE: 800.445.0530
WWW.VIDEOVETS.NET



REGINALD WATERS II

CREATIVE DIRECTOR

- WWW.VIMEO.COM/VIDEOVETS
- CELL. 916.384.5083
- REGGIE@VIDEOVETS.NET

ABOUT ME

A consummate collaborator and communicator, he uses critical thinking and project management skills to create world-class digital content to educate, entertain and persuade audiences to engage with and purchase great products and brands. Attuned to current trends in design, video production and marketing, continuously innovating fresh, relevant content.

Creative Director at VideoVets with over 13 years of experience in creative storytelling and digital design. He has been dedicated to creative idea development, embracing the art of visual and purposeful storytelling, professionally trained in cinematography, motion graphics, editing and branding, having helped Fortune 500 brands fulfill their marketing and brand design element campaigns.



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WORK EXPERIENCE

VIDEOVETS
SACRAMENTO, CA
2019 - Present

CREATIVE DIRECTOR

Designing dynamic client projects, coordinating and producing creative brand elements. Helping brainstorm and implement visionary digital assets, making key decisions about visual and narrative aspects of projects. Ensuring all final work aligns with initial conceptualization, brand identity and project objectives. In charge of artistic direction, consistency and client collaboration.

VSP VISION CARE
MARKETING
2016 - 2019

ON-AIR MOTION DESIGNER

Managed high-profile video shoots with multiple C-Suite Executives. Created over 70 high-quality videos watched by over 2.4 million people. Developed and implemented over 5,612 hours of online education. Built animated videos to promote new products to target markets.

VSP GLOBAL HUMAN
RESOURCES
2012 - 2016

MARKETING PRODUCER

Created design processes that saved \$20,000 dollars in company budget. Developed a replacement LMS system to deliver content to over 5,000 employees. Curated a library of digital content to compliment stand-up training sessions.

EDUCATION

SOUND ADVICE AUDIO
WORKSHOP
FRANK SERAFINI
2016

CERTIFICATION

Certificate in Audio Engineering and Sound Design.

THE ART INSTITUTE
OF CALIFORNIA
SACRAMENTO, CA
2010

BACHELOR OF SCIENCE

Degree in Digital Video and Film Production.

SKILLS

CONCEPTUAL DESIGN & STORY BOARDS

VIDEO EDITING

SCRIPT WRITING

MOTION GRAPHICS

PITCHING IDEAS

VIDEO PRODUCTION

PROJECT MANAGEMENT

CINEMATOGRAPHY

REFERENCES

PAUL ZAGARIS

VP OF VIDEOVETS

800.445.0530



FABIAN POURMAND

CINEMATOGRAPHER

- WWW.VIMEO.COM/VIDEOVETS
- CELL. 209.648.3783
- FABIAN@VIDEOVETS.NET

WORK EXPERIENCE

ABOUT ME

An experienced and adaptable media specialist, who utilizes teamwork and collaboration to bring conceptual ideas to a working and insightful presentation.

Cinematographer at VideoVets with over 15 years of professional experience, he is self-taught, having worked diligently to develop his artistic desire to become known for storytelling through motion pictures. As a consummate technician in the art of photography and videography, Fabian filters each narrative through the lens of mesmerizing lighting with amazing focus.

**VIDEOVETS
SACRAMENTO, CA**
2018 - Present

CINEMATOGRAPHER

Creating mood boards, lighting and shot lists based on the Director's vision. Supervision of crew on shoot day. Live streaming of events. Shooting multiple documentaries and commercials. Capturing footage using multitude of different state-of-the-art cameras, lighting and sound equipment.

**MANFRED BAUMANN
BEVERLY HILLS, CA**
2021 - Present

1ST ASSISTANT

As Manfred's 1st Assistant, he led creative direction including mood boards, lighting and set design. Management of high-profile clients that include: Martin Sheen, Christopher Lloyd, Jaimie Alexander, Joe Mantegna, Jane Goodall, William Shatner, Vernon Davis and Billy Zane.

**FABIAN POURMAND
PHOTOGRAPHY**
2008 - Present

PHOTOGRAPHER

Principal photographer and cinematographer. Traveling to different countries for editorial projects. Direct client relations and sales. Creative directing of photo and video shoots. Strategizing lighting and looks for projects.

AWARDS

**AMERICAN
ADVERTISING
FEDERATION**
2018

DELTA AWARD

Award in Branded Content and Entertainment Campaign. Most prestigious honor for work on broadcast television commercials.

SKILLS

ADOBE CREATIVE SUITE

PHOTO EDITING

APPLE'S FINAL CUT PRO

DJI AERIAL & STABILIZER PRODUCTION

LIVE STREAMING

POST-PRODUCTION

CINEMATOGRAPHY/PHOTOGRAPHER

DAVINCI RESOLVE

REFERENCES

PAUL ZAGARIS

VP OF VIDEOVETS

800.445.0530



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WWW.VIDEOVETS.NET



JUSTIN DAILEY

SENIOR EDITOR

- WWW.VIMEO.COM/VIDEOVETS
- CELL. 916.517.7618
- JUSTIN@VIDEOVETS.NET

WORK EXPERIENCE

VIDEOVETS
SACRAMENTO, CA
2016 - Present

SENIOR VIDEO EDITOR

Managing Post-Production teams. Building projects for commercial use with websites and television distribution.

BUZZFEED VIDEO
HOLLYWOOD, CA
2013 - 2015

VIDEO PRODUCER

Conceptualized and created short and long form videos as video producer, generating viral views online.

SMOSH
SACRAMENTO, CA
2011 - 2013

ASSISTANT EDITOR & DIGITAL IMAGING TECHNICIAN

Responsible for transcoding and editing footage as it was being filmed, using Adobe Media Encoder CS6 and Final Cut Pro.

ABOUT ME

An experienced filmmaker with a keen eye for storytelling, excelling at crafting impactful narratives that captivate and engage audiences. He leverages technical expertise and creative flair, consistently delivering high-quality content that aligns with a brand's vision, closely communicating with clients and exceeding expectations.

Senior Editor at VideoVets with over 13 years of experience in Post-Production video editing and motion graphics. He is trained as a problem solver, collaborating and adapting to new workflows easily, adapting client visions into finished video products and having worked as an editor for major broadcast and social media enterprises.

EDUCATION & AWARDS

NATION'S PROMISE
(FEATURE FILM)
2022

INTERNATIONAL FILM AWARDS

Winner of Best Director and Editor at Pinnacle Film Awards, Onyko Films Awards, Paris Play Film Festival, Scorpiusfest, Berlin International Art Film Festival, Telly Awards, FilmmakerLife Awards, among numerous others.

THE ART INSTITUTE
OF CALIFORNIA
SACRAMENTO, CA
2011

BACHELOR OF SCIENCE

Degree in Digital Filmmaking and Video Production.

SKILLS

ADOBE CREATIVE SUITE

VIDEO EDITING

APPLE FINAL CUT STUDIO

MOTION GRAPHICS

GENERATIVE A.I. MODELING & DESIGN

DIGITAL IMAGING TECHNICIAN

POST-PRODUCTION

LIVE STREAMING

REFERENCES

PAUL ZAGARIS

VP OF VIDEOVETS

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ARMIN AIDIPOUR

CAMERA OPERATOR & SOUND TECHNICIAN

- WWW.VIMEO.COM/VIDEOVETS
- CELL. 209.202.7016
- ARMIN@VIDEOVETS.NET

WORK EXPERIENCE

**VIDEOVETS
SACRAMENTO, CA**
2022 - Present

CAMERA OPERATOR/SOUND ENGINEER

Assisting with camera operation, lighting setup, sound recording and general production tasks. Collaborates effectively with the team to ensure smooth coordination.

EXTREME VISION FILMS
2014 - 2022

VIDEO EDITOR

Edited and enhanced raw video footage using industry-standard software. Developed creative concepts and collaborated with clients and the production team. Delivered completed projects on-time. Met and exceeded client expectations.

**TURLOCK JOURNAL
NEWSPAPER**
2004 - 2009

PAGINATOR

Collaborated with the editorial team to design and layout newspaper pages. Organized and arranged articles, images and advertisements in an aesthetically pleasing manner.

EDUCATION

**CSUS STANISLAUS
TURLOCK, CA**
2007

BACHELOR OF ARTS

Degree in Business and Art.

SKILLS

CINEMATOGRAPHY/PHOTOGRAPHY

POST-PRODUCTION

GRAPHIC DESIGN

MOTION GRAPHICS

DIGITAL AUDIO TECHNICIAN

LIVE STREAMING

SOUND MIXING

VIDEO EDITING

REFERENCES

PAUL ZAGARIS

VP OF VIDEOVETS

800.445.0530

ABOUT ME

A highly skilled and technical professional with a diverse background in photography, videography, graphic design and sound engineering, with a passion for visual storytelling. His technical expertise and artistic vision drive him to create impactful visual experiences.

Camera Operator and Sound Technician at VideoVets with over 10 years of experience in various technical roles, he thrives when showcasing his exceptional talent and dedication. He is a talented and versatile professional with a proven track record as a proficient Camera Operator and Audio Technician. He is responsible for capturing high-quality video footage by operating the camera and adjusting settings to achieve desired shots and angles. His work ensures clear and balanced audio during live events or recordings by setting up and monitoring microphones, adjusting audio levels and troubleshooting any sound-related issues.



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NINA SUNTZEFF

RESEARCH ANALYST

- WWW.VIMEO.COM/VIDEOVETS
- CELL. 415.802.9637
- NINA@VIDEOVETS.NET

ABOUT ME

An accomplished nonprofit professional with a proven success record in achieving bold fundraising goals and inspired, nuanced donor strategies engaging wide donor networks.

Research Analyst at VideoVets with over 20 years of experience developing campaigns for organizational priorities and innovative solutions to business challenges. Specialized skills in strategic planning, annual fund development, major gifts and donor/partner relationship management. Proven experience surpassing yearly fundraising goals with \$20M+ over the prior 12 years. Detail-oriented grant management and major gift fundraising strategies have led to a 214% increase in grant awards over 5 years.

Holding current certifications as Certified Fund Raising Executive (CFRE), Grant Professionals Certified (GPC) and Certificate in Fund Raising Management from Lilly Family School of Philanthropy.



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WORK EXPERIENCE

**VIDEOVETS
SACRAMENTO, CA**
2022 - Present

RESEARCH ANALYST

Directing grant and contract operations, including identifying, researching and writing opportunities from government agencies, foundations and private funders that align with company's mission and initiatives.

**DAMAR SERVICES INC.
DAMAR FOUNDATION**
2011 - Present

GRANT DIRECTOR

Annually exceeding major gifts fundraising goals. National nonprofit pioneer serving individuals from childhood through elder age with developmental, intellectual, autism and behavioral disabilities - enabling clients to realize their potential and live more successful lives.

**HABITAT FOR HUMANITY
WESTFIELD, IN**
2009 - 2010

EXECUTIVE DIRECTOR

Cultivated donor non-profit relationships, researched and wrote grants, created grant reports, established grants management software system. Pioneered first online donation program and developed new web site design and content. Created and implemented new key fundraising initiatives; corporate sponsorship and foundation grant program.

EDUCATION

**JOHN F KENNEDY
UNIVERSITY
ORINDA, CA**
2000

MASTER OF ARTS

Degree in Museum Studies. In-depth understand of the nonprofit world and practical experience in the field.

**UNIVERSITY OF
CALIFORNIA
SANTA CRUZ**
2002

BACHELOR OF ARTS

Degree in Community Studies. Interdisciplinary practice with an emphasis on community organizations, non profits and social movements and policy.

SKILLS

PROSPECT RESEARCH

GRANT AUTHORSHIP

CORPORATE & FOUNDATION PARTNERSHIPS

COMMUNICATIONS MANAGEMENT

DONOR CULTIVATION & STEWARDSHIP

BUDGETING & REPORTING

MAJOR GIFTS

DATA ANALYSIS

REFERENCES

PAUL ZAGARIS

VP OF VIDEOVETS

800.445.0530



STEVEN LELHAM

SOUND ENGINEER

- WWW.VIMEO.COM/VIDEOVETS
- CELL. 209.277.4819
- STEVEN@VIDEOVETS.NET

WORK EXPERIENCE

VIDEOVETS SACRAMNETO, CA
2021 - Present

SOUND ENGINEER

Developing and managing a comprehensive portfolio that includes various sound engineering projects and collaborations with clients. Skilled in operating advanced audio equipment, including mixing consoles, microphones, and digital audio workstations to deliver superior sound quality across various environments. Creating sound design plans, audio setups, and equipment lists aligned with the Director's vision. Supervising audio teams during live events and recording sessions. Managing live audio streaming for events. Recording sound for multiple documentaries and commercials using a wide array of cutting-edge sound technologies.

STANISLAUS COUNTY FAIR TURLOCK, CA
2016 - 2021

WEBSITE ADMIN AND IT COORDINATOR

Implemented SEO strategies to enhance website visibility and search rankings. Monitored and moderated user engagement and website traffic using analytics tools. Provided technical support, troubleshooting hardware and software issues to minimize downtime.

EDUCATION

CSUS STANISLAUS TURLOCK, CA
2017

BACHELOR OF ARTS

Degree in Business Administration with a concentration in Digital Marketing.

MODESTO JR. COLLEGE
2015

ASSOCIATE OF ARTS

Degree in Arts and Film Studies.

SKILLS

SOUNDPROOFING & ACOUSTIC TREATMENT

SIGNAL FLOW MANAGEMENT

FIELD RECORDING

AUDIO EDITING (PRO TOOLS/ADOBE AUDITION)

LIVE SOUND ENGINEERING

AUDIO SIGNAL ROUTING & LATENCY MANAGEMENT

REAL-TIME AUDIO MIXING & MASTERING

STREAMING SOFTWARE (WIRECAST/STREAMLABS)

REFERENCES

PAUL ZAGARIS

VP OF VIDEOVETS

800.445.0530

ABOUT ME

A seasoned technician, he thrives in the dynamic realm of multimedia production, where his expertise and adaptability shine. With a keen ear for detail and a passion for sonic storytelling, he collaborates seamlessly with teams to transform conceptual ideas into impactful audio experiences.

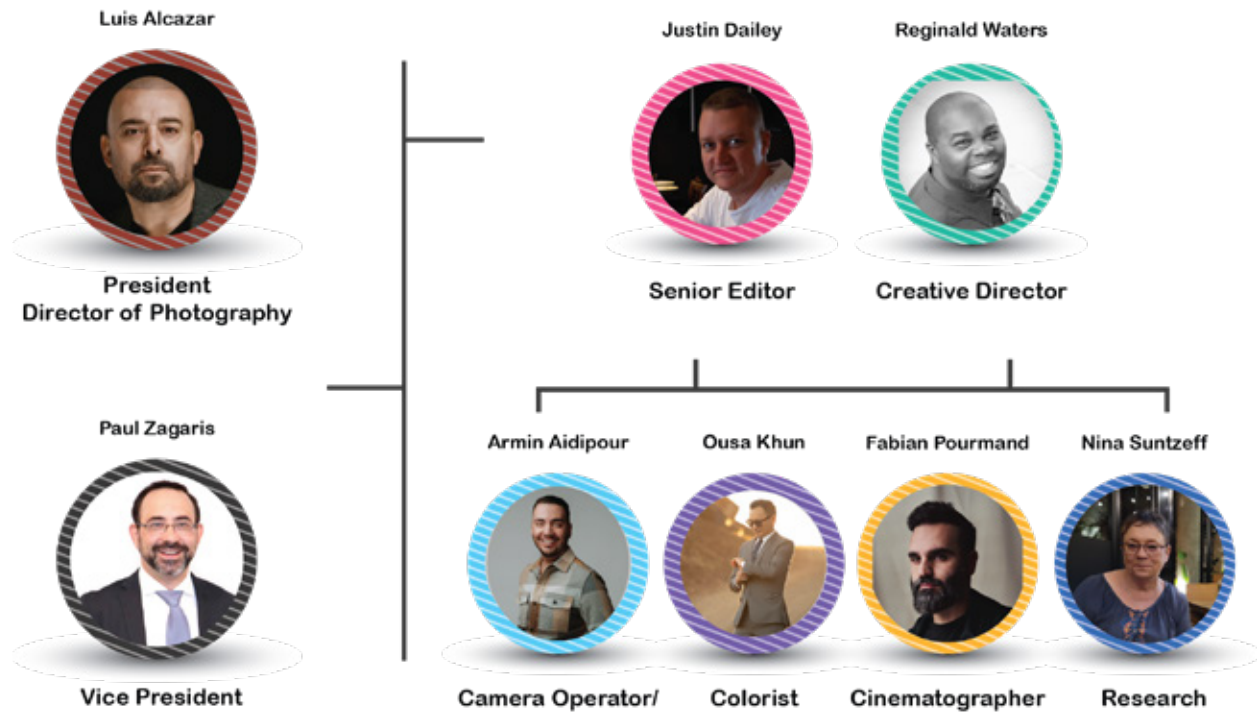
Sound Engineer at Videovets with over 7 years of experience, he brings proficiency in sound design and digital marketing. He has a professional level of expertise in audio and sound development, adept at managing projects, blending sound into the overall best auditory fidelity for all digital marketing content. With a focus on delivering excellence in every endeavor, Steven continues to elevate the art of sound engineering, leaving an indelible mark on the audio landscape.



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VIDEOVETS

Organization Chart





VideoVets Inventory List



VideoVets.net



CAMERAS



Red Komodo	1	Compact 6K camera
Red Komodo X	2	Cinema 6k camera
Sony FX 3	2	Full-frame 4K camera
Fujifilm XH2s	2	Hybrid 6.2K camera
Panasonic Ag-CX30	2	4K camcorder
Mavic Pro Cine 3	1	5.1K Cinema drone

LENSES



Sigma 18-35mm	1	Wide-angle zoom
Sigma 50-100mm	1	Telephoto zoom
Sony FE 24-70mm	1	Standard zoom lens
Sony FE 20mm	1	Ultra-wide prime lens
Sony 40mm	1	Compact prime lens
Sony 16mm 2.8	1	Ultra-wide prime lens
SLR Magic Cine 50mm 1.1	1	Fast cine prime lens

LIGHTS

Aputure 600D	1	High-output cinema LED
Aputure 300x	1	Bi-color cinema LED
Aputure Amaran 300c	1	Full-spectrum RGBWW LED
Aputure 120d	2	Professional daylight COB LED
Dracast DRPL-FL-1000B 2		High-intensity bi-color LED panel
Godox TL-60	1	Professional RGB tube light

MODIFIERS

Aputure F10 Fresnel	1	High-output Fresnel modifier
Aputure F10 Barndoors	1	Advanced light-control
Aputure Lantern	1	Professional soft light diffuser
Glow 8x8 Frame	1	Cinema-grade diffusion frame

STANDS

Impact C-Stands	3	Professional-grade grip stands
Manfrotto Light Stand	4	Heavy-duty adjustable light stand

VIDEO **VETS**

AUDIO

Zoom F8	1	High-end multichannel audio recorder
Zoom H6	1	Portable multitrack recorder
Rode TX	4	Broadcast-quality wireless transmitter
Rode NTG3B	1	Broadcast-quality shotgun microphone
Tentacle Sync	1	High-precision timecode sync device
DJI Mic 2	1	Compact professional stereo wireless system

Accessories

Hollyland Solidcom	1	Wireless full-duplex intercom system
DJI Ronin RS3 Pro	1	Advanced 3-axis gimbal stabilizer
Tilta Float	1	Professional camera stabilizer system
A&J Slider	1	High-end cinematic camera slider
Accsoon CineEye 2s	2	Professional wireless video transmitter
Portkeys PT5 II	2	Compact 5-inch field monitor
Portkeys BM5WR III	1	Professional 5-inch wireless control monitor
Atomos Ninja V	1	Professional 5-inch 4K HDR monitor/recorder

Accessories

Tilta Mirage	1	Advanced matte box system
Tilta Nucleus	1	Professional wireless follow focus system
Dana Dolly	1	Portable professional camera dolly system
Came-TV 15T Tripod	1	Heavy-duty professional video tripod
Tilta Ring Grip	1	Ergonomic gimbal support system
IDX 150 Vmount	2	High-capacity V-mount battery
IDX 97 V mount	3	Compact V-mount battery



Expectations of IWMA Staff

To ensure the success of the video series, VideoVets envisions a collaborative partnership with IWMA staff. We anticipate working closely with designated IWMA representatives who can provide guidance on messaging, access to resources and support for logistics. Here's a breakdown of specific expectations and assistance needed:

Content and Messaging Guidance

Subject Matter Expertise: We rely on IWMA's insight to ensure that all information aligns with current programs, policies and community goals. Having access to IWMA's subject matter experts for initial briefings and concept development meetings will help clarify priorities and messaging nuances.

Message Review and Feedback: IWMA's input during the scripting, storyboard and editing phases will be invaluable in ensuring that content is factually accurate, clear and aligned with IWMA's tone. We envision scheduled reviews at each major project phase to incorporate IWMA's feedback and suggestions.

Access to Locations and Scheduling Support

Location Permissions and Coordination: For filming at IWMA facilities, recycling centers



and community spaces, we will need IWMA to coordinate access and, where necessary, secure permissions. This includes introductions to facility managers or relevant personnel.

Community and Staff Scheduling: We expect IWMA's assistance in scheduling key interviews and gathering participants, such as staff members, community representatives and any essential third-party stakeholders who can contribute to the narrative of the videos.

Stakeholder and Community Engagement

Community Connection and Introductions: Since this project involves capturing diverse perspectives, IWMA's help in identifying and introducing community members or groups willing to participate on camera would be beneficial. This support would provide a more



authentic community perspective aligned with IWMA's mission.

Facilitation of Internal Communications: We ask for a central IWMA point of contact who can facilitate efficient communication across departments, ensuring all relevant IWMA teams are informed about the production schedule and activities.

Review and Approval Process

Feedback on Drafts and Revisions: For each video and still image deliverable, we will provide IWMA with drafts for review. We would appreciate timely feedback to facilitate the finalization process and maintain the project timeline. VideoVets will schedule review sessions at key points in production to align with IWMA's availability and input.

Marketing and Distribution Insights

Input on Platform-Specific Requirements: Since the videos will be distributed across multiple platforms (such as TV, social media and websites), IWMA's insights on each platform's unique audience and technical specifications will help us tailor each asset accordingly. This input will enhance the effectiveness of the final product across all intended channels.

By working together with IWMA's knowledgeable staff and utilizing their guidance, we are confident we can deliver a high-quality video series that meets and exceeds project goals, strengthens IWMA's outreach efforts and resonates with the San Luis Obispo County community.





Case Studies

VideoVets has a wealth of experience in visual production and related services, which is a testament to our ability to meet the diverse needs of clients across various sectors. As we present the following case studies, you'll find examples of our proficiency and flexibility, reflecting how we adapt to meet the unique requirements of each project.

Each of these case studies demonstrates our dedication to delivering top-tier video production services, from conceptual development to the delivery of final content. These projects highlight how we consistently integrate client branding, enhance audience engagement and leverage advanced technologies such as 360-degree video production, drone videography and immersive visual experiences.

Through these case studies, we aim to demonstrate our ability to:

- Create high-quality video content for social media, web platforms and broadcast media.
- Seamlessly incorporate organizational messaging and branding into video content.
- Engage diverse audiences through creative, impactful visual storytelling.

In the pages that follow, you will see how our team's creative approach, technical expertise and collaborative mindset have consistently surpassed client expectations. These examples underscore our commitment to excellence in video production, regardless of project complexity or scale and illustrate how we ensure that every video serves its purpose effectively.



Case Study: Alabama Department of Rehabilitation Services (ADRS)



Alabama Department of
REHABILITATION SERVICES

VideoVets was commissioned by the Alabama Department of Rehabilitation Services (ADRS) to create a high-quality Public Service Announcement (PSA) as part of their Early Intervention Public Awareness Campaign. This campaign aimed to increase awareness of early intervention services for infants and toddlers, focusing on reaching families in rural and historically underserved communities. Through our comprehensive production approach and expertise, VideoVets delivered a versatile PSA that resonated with ADRS's audience, similar to how we plan to execute IWMA's video content series on responsible waste management and resource recovery.

Project Scope and Deliverables

For ADRS, VideoVets produced a baseline PSA video of up to 2 minutes and 30 seconds, specifically designed for television, online platforms and radio/audio broadcasts. Recognizing the need to reach audiences on various media platforms, we provided multiple versions of the PSA—shortened to 1-minute, 30-second and 15-second edits—each optimized for different audience engagement windows. This adaptability directly parallels IWMA's requirement to provide multi-length versions of videos (10, 30 and 90 seconds) for distribution across television, websites and



social media. The ADRS project demonstrates VideoVets' capacity to create impactful, adaptable video content that maintains message integrity across multiple formats and platforms.

Production and Inclusivity

Our team managed all aspects of ADRS's PSA production, from concept development and scriptwriting to on-site production and post-production editing. The production involved professional talent carefully selected to represent diverse age groups, racial/ethnic backgrounds, genders and abilities, ensuring inclusivity and relatability for the target audience. This diversity in representation is essential to building audience trust and engagement—a key component IWMA also aims to achieve in educating San Luis Obispo County residents on recycling and composting practices.

In addition, to reach Alabama's bilingual audience, we provided both English and Spanish versions of the PSA, aligning with IWMA's requirement to create accessible, community-relevant content. This bilingual approach maximized the campaign's outreach and ensured ADRS's message was inclusive of non-English-speaking communities.





Post-Production and Performance Analysis

The ADRS campaign included extensive post-production services, where VideoVets refined each PSA version and provided analytic reports to measure campaign performance. These analytics enabled ADRS to assess the PSA's impact, allowing for continuous improvement and targeted future outreach. For IWMA, a similar post-production approach ensures that the video series not only meets immediate campaign goals but also provides insights that can inform future educational initiatives in waste management.

Relevance to IWMA's Project

VideoVets' work with ADRS closely aligns with IWMA's needs in several critical ways:

Comprehensive Production Capabilities:

We have demonstrated our ability to manage complex projects that include a variety of deliverables (full-length videos, B-roll libraries, still images) across different formats, lengths and platforms.

Inclusive and Accessible Content: Our experience in producing bilingual, culturally resonant videos ensures that IWMA's content will be accessible to San Luis Obispo County's diverse population.

Engagement Through Multi-Platform Adaptability: Like the ADRS PSA, IWMA's video series will be tailored to engage viewers on television, social media and web platforms, adhering to different length and aspect ratio requirements to maximize reach and impact.

[Alabama Department of Rehabilitation Services 30-Second Video](#)

[Alabama Department of Rehabilitation Services 1-Minute Video](#)

[Alabama Department of Rehabilitation Services Spanish Video](#)

[Alabama Department of Rehabilitation Services ASL Video](#)





Case Study: Breathe California





VideoVets was commissioned by Breathe California to produce educational video materials designed to help Sacramento communities better understand air quality information during wildfire events. The project’s aim was to empower teachers, parents and school children with the resources needed to navigate air quality data and adopt sustainable recycling practices. By creating videos for adults and animation for children, VideoVets effectively delivered knowledge on navigating complex environmental information, directly aligning with IWMA’s goal of educating diverse audiences on responsible waste management practices and fostering sustainable behaviors.

Project Scope and Deliverables

For Breathe California, VideoVets developed a dual-focus video series:

Educational Videos for Teachers and Parents:

These videos offered guidance on using the Air Quality organization’s website to monitor air conditions and interpret the Air Quality Index (AQI) during wildfires. This component provided critical knowledge for families and educators to make informed decisions regarding air quality—a service directly comparable to IWMA’s need to educate San Luis Obispo County residents on recycling, composting and resource recovery.

“Sort Smart” Recycling Animation for School Children:

VideoVets produced an engaging animation to teach young students how to responsibly sort recyclables. This animation continues to be used across elementary schools in Northern California, serving as a valuable educational tool to promote environmentally conscious behaviors in children, similar to IWMA’s objective of instilling responsible recycling practices.

Production and Educational Focus

VideoVets managed all aspects of the project, from concept development and scripting to filming and animation production. Our team collaborated closely with Breathe California to ensure the videos and animations addressed the specific needs of the target audiences. This careful attention to the audience’s informational needs mirrors our approach for IWMA, where we plan to deliver content tailored for San Luis Obispo’s diverse communities.

The “Sort Smart” animation targeted young audiences through simple, relatable visuals and language, ensuring that children understood the importance of responsible recycling. By presenting the concept in an age-appropri-



ate, engaging way, VideoVets helped foster a lifelong awareness of environmental stewardship, aligning with IWMA’s goal of educating community members on waste management practices.

Multi-Platform Adaptability and Accessibility

VideoVets designed Breathe California’s educational materials for use across several platforms, ensuring accessibility and engagement for both adults and children. The videos were optimized for online access, making it easy for teachers and parents to view and share important air quality information. For the “Sort Smart” animation, we provided a format compatible with school projection systems, ensuring ease of use in educational settings. This adaptability directly aligns with IWMA’s requirement for multi-length, platform-optimized videos, suitable for TV, social media and websites.

Outcome and Community Impact

VideoVets’ educational materials significantly enhanced public awareness of air quality safety and sustainable recycling practices. The videos empowered teachers, parents and community members to make informed decisions during wildfires, contributing to community safety and resilience. The “Sort Smart” animation for children successfully instilled responsible recycling habits among young viewers, earning positive feedback from schools for



its effectiveness in promoting environmental consciousness.

Relevance to IWMA’s Project

VideoVets’ work with Breathe California demonstrates several key competencies that align directly with IWMA’s video project needs:

Comprehensive Educational Content: Our ability to deliver clear, factual information on complex topics (like the AQI and recycling practices) for both adult and child audiences highlights our capacity to produce IWMA’s educational video series on waste recovery.

Engagement Across Age Groups: Our experience creating age-specific content—animation for children and informational videos for adults—ensures that IWMA’s videos can be tailored to engage San Luis Obispo’s diverse demographic effectively.

Adaptability for Multi-Platform Distribution: VideoVets’ focus on accessibility and usability across different media formats underscores our readiness to meet IWMA’s multi-platform and length-specific requirements.

[Breathe California Animation Video](#)

[Breathe California Explainer Video](#)



Case Study: Santa Clara Valley Transportation Authority (VTA)



VideoVets serves as the on-call full-service video production provider for the Santa Clara Valley Transportation Authority (VTA), a role that includes furnishing comprehensive pre-production, production and post-production services across various projects. Our work with VTA encompasses creating educational, informational and promotional video content that aligns closely with IWMA's requirements for producing high-quality, audience-targeted videos focused on resource recovery and responsible waste management.

Project Scope and Deliverables

As VTA's contracted video production company, VideoVets is responsible for producing a wide range of content, including broadcast TV commercials, social media advertisements, educational how-to videos and mini-documentaries. For each project, our team manages all aspects of video creation—from concept development to final editing. This extensive experience in producing a variety of formats ensures that we can deliver the multi-length videos IWMA requires, tailored for platforms like television, social media and websites. Our specific deliverables for VTA have included:

Pre-Production Services: Concept development, scriptwriting, storyboarding and detailed planning meetings. This experience parallels IWMA's need for an organized, collaborative approach to content creation that ensures alignment with their goals of community education on resource recovery.

Production Services: Filming, on-location interviews and the coordination of all talent, including scouting, hiring and wardrobe services. Our experience managing all production logistics, from site selection to prop acquisition, mirrors the scale and detail required for IWMA's videos, which will involve location-specific shots and potentially community participant interviews.

Post-Production Services: Video editing, soundtrack integration, motion graphics and both 2D and 3D animation. These elements are essential for IWMA's videos, particularly for visually explaining recycling and composting processes in a way that is engaging and accessible to diverse audiences.

Multi-Platform Adaptability and Audience Engagement

For VTA, VideoVets ensures that each video is optimized for multi-platform distribution, from broadcast TV to social media platforms like Facebook, Instagram and YouTube. We understand the technical and format-specific requirements for each platform, which allows VTA's content to maintain high engagement and optimal quality across audiences. This experience directly supports IWMA's objective to produce videos in multiple lengths and aspect ratios for distribution across different media, ensuring consistent messaging and visual quality for each target audience segment.

Specialized Content and Storytelling Techniques

With VTA, VideoVets has developed videos that range from construction project overviews to educational tutorials and mini-documenta-



ries. We have extensive experience in creating narrative structures that blend factual information with engaging storytelling—skills directly relevant to IWMA’s needs for videos that educate the public on the benefits of recycling and composting. Additionally, our use of motion graphics and animation for VTA projects allows us to effectively explain technical topics, a skill we will leverage for IWMA to illustrate complex waste management processes in an approachable and engaging way.

Outcome and Impact

VideoVets’ work with VTA has resulted in a suite of high-quality, versatile video content that effectively communicates VTA’s services, projects and mission to diverse audiences across Santa Clara County. By providing educational, instructional and promotional videos in multiple formats, we have helped VTA strengthen its public outreach and community engagement—a parallel objective for IWMA as they seek to enhance awareness and participation in responsible waste practices.

Relevance to IWMA’s Project

Our ongoing work with VTA demonstrates several key competencies that align closely with IWMA’s needs:

Full-Service Production Capabilities: We



manage all production phases, from concept development to post-production, which ensures that IWMA’s educational videos will be produced with meticulous attention to detail.

Expertise in Multi-Length and Multi-Platform

Content: Our experience in creating videos for both broadcast and social media confirms our ability to deliver IWMA’s videos in optimized formats and lengths for various media outlets.

Engaging, Educational Storytelling: With experience in creating content that educates and informs, VideoVets is well-equipped to deliver IWMA’s video series with a focus on clarity and community engagement, fostering a deeper understanding of waste management practices among San Luis Obispo County residents.

[Santa Clara VTA Sample Video 1](#)

[Santa Clara VTA Sample Video 2](#)



Case Study: Hawai'i State Energy Office (HSEO)



VideoVets partnered with the Hawai'i State Energy Office (HSEO) to elevate the Hawai'i Green Business Program (HGBP) through a series of compelling videos that showcase the state's commitment to environmentally responsible business practices. Through our work on the Green Practice Recognition Opportunity (GPRO) project, we translated the HGBP's mission into visual narratives that inform, engage and inspire businesses and community members to adopt sustainable practices. This project closely aligns with IWMA's objective of using video content to educate and unify communities around responsible waste management practices in San Luis Obispo County.

Project Scope and Deliverables

The HSEO project involved producing a range of video content, from concise program overviews to detailed business spotlights, each crafted to support HGBP's outreach and engagement goals. Our deliverables included:

Program Overview Video: A concise 1-minute video that distilled the HGBP's purpose, history and community impact. This served as the central informational piece on the HGBP website and social media platforms, similar to IWMA's need for a clear and informative central video on resource recovery.

Program Highlight Videos: A series of four



5-minute videos, each covering different aspects of the HGBP. These videos featured footage from events, site visits, interviews and forums, creating a narrative that captures the multifaceted impact of the program. This approach aligns with IWMA's requirement for themed videos focused on different aspects of resource recovery, providing community insight and context.

Business Spotlight Videos: We produced fifteen 1-minute videos highlighting participating businesses' sustainable practices. These short, engaging videos function similarly to the multi-length IWMA videos, optimized for easy online sharing and outreach on HGBP's website and social media.

Event Coverage Videos: Five 1-hour videos captured the essence of HGBP's events, featuring on-site footage and full event coverage. These videos emphasized the program's values and achievements, aligning with IWMA's goals of creating educational and community-centered content that celebrates sustainable practices.

Green Practices Tour Coverage: Documenting the tour's highlights and insights from local businesses, this video combined B-Roll, interviews and live streaming on HSEO's social media platforms, offering a rich narrative of Hawai'i's dedication to sustainable practices.

Production and Inclusive Storytelling

VideoVets collaborated closely with HSEO to ensure each video met the program's outreach goals. Our approach involved capturing real-life stories, interviews and visuals that resonate with a wide audience. We implemented closed captions across all videos to maximize accessibility, ensuring that every viewer, regardless of abilities, could engage with the content. This inclusive approach reflects IWMA's objective of making educational content

on recycling and composting accessible to a broad demographic in San Luis Obispo County.

Multi-Platform Adaptability and Audience Engagement

Our videos for HSEO were optimized for distribution across multiple platforms, including the HGBP website, social media and in-person events. We tailored each video for its intended platform and audience, ensuring consistent quality and engagement across formats. This adaptability is directly applicable to IWMA's need for video content optimized for television, social media and websites, demonstrating our expertise in creating versatile content that maintains impact across various viewing environments.

Specialized Content and Storytelling Techniques

With HSEO, VideoVets delivered content that ranged from educational highlights to community-focused narratives. Each video was crafted to educate and inspire, encouraging community members and businesses to embrace sustainable practices. We used motion graphics, event footage and compelling interviews to convey complex environmental topics in an engaging, accessible format—skills that will be applied to IWMA's videos on recycling and waste recovery to ensure clarity and relatability.

Outcome and Community Impact

Our work with HSEO successfully amplified the reach and resonance of Hawai'i's green business initiatives, making sustainable practices more visible and actionable for the community. The video series became an essential resource for HGBP, informing, inspiring and mobilizing audiences across Hawai'i. Through VideoVets' expertise, the program was able to document and promote real stories of environmental stewardship, fostering a culture of sustainability throughout the state.

Relevance to IWMA's Project

VideoVets' experience with the HSEO Green Business Program aligns closely with IWMA's requirements in several ways:

Comprehensive, Audience-Targeted Content:

Our experience delivering multi-format content—overview videos, event highlights and short-form spotlights—equips us to meet IWMA's needs for a versatile video series that educates San Luis Obispo County on waste recovery.

Inclusive, Accessible Messaging: We prioritize accessibility through closed captions and community-focused storytelling, ensuring that IWMA's content will resonate with a diverse audience.

Engaging Educational Storytelling: Our expertise in presenting complex topics, such as green practices and sustainability, in an approachable, community-centered manner will be directly applied to IWMA's goal of increasing awareness on responsible waste management practices.

[Hawai'i State Energy Office Sample Video 1](#)

[Hawai'i State Energy Office Sample Video 2](#)

[Hawai'i State Energy Office Sample Video 3](#)





Case Study: California Department of Fish & Wildlife (CDFW)





VideoVets partnered with the California Department of Fish and Wildlife (CDFW) to produce a series of twelve informative videos, designed to promote public awareness and provide technical training on human-wildlife coexistence. This multifaceted project included nine Public Service Announcements (PSAs) and three Technical Training Videos (TTVs) covering topics essential to fostering harmony between humans and wildlife. VideoVets' expertise in educational video production and our ability to distill technical information into accessible media align closely with IWMA's goals to create an engaging, informative video series on responsible waste management practices in San Luis Obispo County.

Project Scope and Deliverables

For CDFW, VideoVets delivered a range of video content specifically tailored to engage diverse audiences:

Public Service Announcements (PSAs):

Nine 2-3 minute PSAs were developed, each addressing critical topics such as living with native bats, snake awareness, black bear conflicts and urban wildlife interactions. These videos aimed to educate the public on safe and responsible behavior around wildlife, mirroring IWMA's objective of informing residents on

recycling and composting practices through relatable, educational content.

Technical Training Videos (TTVs): Three TTVs focused on providing specialized training for wildlife professionals and property owners, covering techniques like electric fencing, bear deterrence and exclusion methods. Similar to IWMA's need for in-depth content on resource recovery processes, these TTVs presented complex information in an easily understandable format to aid in effective community implementation.

Production and Inclusive Storytelling

VideoVets managed all aspects of video production for CDFW, including videography, editing, stock footage integration and motion graphics. By employing clear communication and storytelling techniques, we transformed technical and regulatory information into visually engaging content, making it accessible to a wide audience. For IWMA, we will apply this same focus on accessible storytelling, using video production to demystify recycling, composting and resource recovery for the general public.

To maximize reach and inclusivity, each CDFW video was crafted to be effective on multiple platforms, ensuring accessibility and broad community engagement. This adaptability aligns with IWMA's requirement to produce multi-length videos for distribution across television, websites and social media.

Multi-Platform Adaptability and Audience Engagement

CDFW's PSAs and TTVs were distributed across various media platforms, each video optimized to maintain engagement and visual quality across devices and settings. By tailoring videos for multimedia use, we enabled CDFW to extend its educational outreach across its stakeholder base, from property

owners to wildlife professionals.

This approach is directly applicable to IWMA's goals, as VideoVets is prepared to produce multi-length videos (10, 30 and 90 seconds) adapted for television, social media and other online platforms, maximizing outreach and resonance with San Luis Obispo County residents.

Specialized Content and Storytelling Techniques

The CDFW project required translating technical concepts, such as predator deterrence and urban wildlife management, into engaging, understandable media. We used motion graphics, concise scripting and dynamic visuals to ensure clarity and viewer engagement.

This ability to simplify complex topics for public understanding aligns with IWMA's need to educate residents on responsible waste management in a way that is engaging and memorable. Additionally, our experience in tackling sensitive topics and delivering them in a factual, informative tone ensures that IWMA's messages around resource recovery will be communicated with both clarity and community sensitivity.

Outcome and Community Impact

VideoVets' collaboration with CDFW produced a series of high-quality videos that empowered the public to make informed, responsible decisions about wildlife interactions, ultimately contributing to a safer and more harmonious human-wildlife coexistence across California. The PSAs successfully raised awareness of the importance of coexistence and the TTVs provided essential training for property owners, enabling CDFW to reduce conflicts and enhance public safety.

Relevance to IWMA's Project

Our work with CDFW aligns with IWMA's needs in several key ways:



Comprehensive Production Services: VideoVets managed all phases of production, from scripting and filming to motion graphics, demonstrating our ability to produce a multi-part video series that meets IWMA's goals.

Accessible, Audience-Targeted Content: Our experience in creating concise, informative videos on complex topics ensures that IWMA's content will be approachable and valuable to diverse community members.

Engagement Across Platforms: Our expertise in producing platform-optimized content confirms our ability to deliver IWMA's videos in formats tailored for television, social media and websites, effectively broadening IWMA's outreach.

[CDFW Sample Video 1](#)

[CDFW Sample Video 2](#)

[CDFW Sample Video 3](#)

Creative Outline Prompt 1: Story of a Blue Bin Recycled Item Compared to Landfilling

For the IWMA, VideoVets will craft a compelling narrative that follows a single item—such as an aluminum can—from the moment a resident decides to recycle it in the blue bin, juxtaposing its journey against the alternative scenario where it is discarded in the trash and ultimately landfilled. This dual story approach will effectively highlight the positive impact of recycling versus the environmental cost of landfilling, making the process tangible and relatable for viewers.

Pre-Production Strategy

Concept Development and Storyboarding

Vision: We envision an emotionally engaging story that begins in a typical San Luis Obispo household, where the decision to recycle or landfill an aluminum can becomes the focal point.

Storyboard: Led by our Creative Director, Reginald Waters II, we will develop a storyboard that outlines each step of the can's journey in parallel narratives: the recycling pathway and the landfill pathway.

Narrative Tone: With Reginald's experience in storytelling for impactful visual media, we'll aim for a tone that is both informative and emotional, using real-life scenarios to bring the stakes to life. This approach will ensure residents see the value of their recycling choices.

Scriptwriting and Talent Scouting

Our Project Manager, Paul Zagaris, will coordinate with IWMA for insights on messaging to make sure the script reflects accurate recycling procedures and impacts.

Casting: We will hire local talent to represent San Luis Obispo residents, ensuring relatability. We may include children and adults, subtly reinforcing the generational impact of recycling.

Script Elements: The script will feature two simultaneous journeys narrated side-by-side, where each stage of recycling and landfilling is explained in clear, simple terms.



Production Approach

Cinematography Techniques

Camera Setup: Under the guidance of our Director of Photography, Luis Alcazar, we'll utilize our Sony FX9 and Red Komodo cameras to capture high-resolution footage that emphasizes detail and texture.

Contrast of Visuals: For the recycling route, we'll use bright lighting and vibrant color grading to reflect the hopeful journey of the recycled can. For the landfill route, we'll employ darker, muted tones and starker lighting to convey a bleak, negative impact.

Drone Footage: Our team will capture aerial views of recycling and landfill facilities with the Mavic Pro 3 drone to give viewers a broader understanding of the destination paths. These wide, sweeping shots will be particularly effective in communicating the contrasting scales of impact.



Environmental Detail

Recycling Pathway: Filming will capture the can's journey through sorting facilities, recycling machines and smelting processes. We'll emphasize how it's transformed into a new can—a closed loop that illustrates resource recovery. Each stage will include close-ups and motion graphics explaining the energy saved and environmental benefits.

Landfill Pathway: Conversely, we will show the can's burial among piles of waste, coupled with time-lapse graphics illustrating the hundreds of years it would take to decompose. We'll add motion graphics, created by our Senior Editor, Justin Dailey, to depict the gradual release of harmful substances into the environment, like methane, as well as the missed opportunity for reuse.

On-Site Interviews

We will interview professionals at the recycling and landfill facilities, ensuring authenticity. These interviews will offer insights into the processes, potential energy savings and environmental impacts. Armin Aidipour, our Camera Operator and Sound Engineer, will handle the technical setup for crisp visuals and clear audio, capturing the nuances of these statements.



Post-Production Elements

Editing and Visual Storytelling

Juxtaposition of Narratives: Justin Dailey will edit the footage to present both pathways side-by-side, with seamless transitions that visually convey the impact of each choice. This parallel structure will allow viewers to witness the positive outcome of recycling alongside the negative consequences of landfilling.

Motion Graphics and Animation: Using Adobe After Effects, we'll add animations that reveal statistics on energy savings, carbon footprint reduction and other benefits of recycling, contrasting them with the environmental costs associated with landfilling.

Color Grading and Effects: The visuals for the recycling pathway will be color-graded in vibrant tones, while the landfill scenes will have desaturated, muted hues to reflect the environmental degradation of that choice.

Music and Sound Design

Our Sound Engineer, Steven Lelham, will develop a subtle yet impactful soundtrack that distinguishes the two journeys. For the recycling path, we'll use an upbeat, inspiring score,

while the landfill path will have a more somber, reflective tone.

Audio Enhancements: Sound effects will include the clanking of recycling machines, conveying an active, productive environment, contrasted with the unsettling sounds of bulldozers and compressed waste at the landfill.

Final Versions and Platform Adaptability

We will deliver three final edits of the video: a 10-second, 30-second and 90-second version, each optimized for different platforms such as social media, television and IWMA's website.

Closed Captions: Closed captions will be integrated to ensure accessibility, reinforcing IWMA's commitment to inclusivity.

Expected Impact and Community Engagement

By presenting the contrasting paths of a single item, VideoVets will foster an emotional connection to the recycling process and motivate San Luis Obispo residents to make responsible choices. This visual storytelling method effectively translates the IWMA's mission into a relatable, everyday decision, driving home the environmental importance of recycling over landfilling. Through our high-quality production and nuanced storytelling, we will create an educational tool that inspires residents to contribute to a sustainable future.



Creative Outline Prompt 2: Story of a Composted Item Compared to Landfilling

VideoVets will develop an engaging narrative that follows the journey of a food scrap—such as a banana peel—highlighting two contrasting paths: composting versus landfilling. Through this parallel storytelling, viewers will witness the benefits of composting as a closed-loop process that returns nutrients to the soil, compared to the environmental cost when organic waste is landfilled. This story aims to educate San Luis Obispo County residents on the environmental and community advantages of composting, further supporting IWMA’s mission to promote sustainable waste practices.

Pre-Production Strategy

Concept Development and Storyboarding

Vision: The narrative will begin in a typical household kitchen, where the choice to compost or dispose of the banana peel initiates two separate journeys. This simple, relatable item provides a concrete example of how individual actions can either support or harm the environment.

Storyboard: Led by Creative Director Reginald Waters II, we will create a storyboard that visually splits the journey of the composted item versus the landfilled item. The composting route will emphasize growth and regeneration, while the landfill route will illustrate stagnation and environmental harm.

Narrative Tone: To make an emotional impact, the tone will be hopeful and uplifting for the compost path, while the landfill path will maintain a somber, cautionary feel. This storytelling method ensures the message resonates emotionally, encouraging viewers to choose composting.



Scriptwriting and Talent Selection

Our Project Manager, Paul Zagaris, will ensure the script clearly explains composting and landfilling processes in terms that are accessible and engaging.

Casting: We will use local talent to portray relatable residents, from a family in the kitchen to workers at composting and landfill facilities, enhancing the narrative’s community relevance.



Script Focus: The script will highlight composting's role in the natural lifecycle, emphasizing the transformation of food waste into valuable soil nutrients and contrasting it with the environmental drawbacks of landfilling.

Production Approach

Cinematography Techniques

Camera Setup: Director of Photography Luis Alcazar will leverage high-definition cameras like the Sony FX9 and Red Komodo to capture rich, close-up shots of the banana peel's transformation journey, enhancing visual storytelling.

Contrasting Visuals: The composting pathway will be filmed with warm, vibrant lighting and close-ups of organic matter breaking down and nourishing plants, portraying an interconnected natural cycle. The landfill pathway will feature dull, cold lighting to emphasize waste accumulation and missed environmental opportunities.

Drone Footage and Timelapse: Using our Mavic Pro 3 drone, we'll capture aerial footage of the composting facility and landfill, including timelapse shots that show the gradual degradation of the landfill, compared to the rapid breakdown of composted waste.

Environmental Detail and Context

Composting Pathway: Viewers will see the banana peel's journey from a compost bin to a community composting facility. We'll film the breakdown of organic matter into compost and its application to gardens and farms, showcasing the cycle of soil enrichment. Motion graphics, crafted by our Senior Editor Justin Dailey, will explain the process and benefits of returning nutrients to the earth.

Landfill Pathway: In contrast, the landfill footage will show the banana peel buried among non-biodegradable waste, emphasizing the lack of decomposition and harmful methane emissions. Graphics will highlight statistics on methane production, pollution and the wasted opportunity for soil renewal, driving home the environmental cost of landfilling organic waste.

On-Site Interviews

We will film interviews with compost facility operators and environmental scientists to explain the science behind composting, its environmental benefits and its role in reducing landfill use. For the landfill segment, we'll include



interviews with waste management professionals discussing the challenges of managing organic waste in landfills.

Audio Setup: Camera Operator and Sound Engineer Armin Aidipour will ensure that each interview captures high-quality audio for clarity and impact.

Post-Production Elements

Editing and Narrative Flow

Parallel Structure: Justin Dailey will edit the footage to create a split-screen effect, presenting the composting and landfill journeys side-by-side. This juxtaposition will allow viewers to directly compare the regenerative composting cycle against the static, environmentally costly landfill process.

Motion Graphics and Animation: Using Adobe After Effects, we'll include motion graphics that illustrate composting's positive impacts, like carbon sequestration and soil improvement, contrasting them with the negative environmental impacts of landfilling organic matter.

Color Grading: Composting scenes will be graded with natural, warm tones to convey life and renewal, while landfill scenes will be muted to reflect waste and decay, visually reinforcing the benefits of composting.



Sound Design and Music

Sound Engineer Steven Lelham will develop a soundscape that mirrors each journey. The composting path will feature light, earthy sounds—birds, rustling leaves and nature sounds—that emphasize the cycle of life. In contrast, the landfill path will use heavier sounds, such as machinery and bulldozers, creating a sensory reminder of the landfill's stark, industrial nature.

Background Score: We will include a subtle but contrasting score for each path: an uplifting melody for composting and a somber, reflective tune for landfilling. This will enhance the emotional impact and guide viewers toward the positive choice of composting.

Final Versions and Distribution

Three versions of the video will be produced—10-second, 30-second and 90-second formats—optimized for social media, IWMA's website and television. Each version will be carefully edited to retain the key message of choosing composting over landfilling.

Accessibility Features: Closed captions and clear graphics will ensure the video is accessible and informative to all viewers.

Expected Impact and Community Engagement

By showcasing the lifecycle of a composted item in contrast to a landfilled item, VideoVets will visually demonstrate how composting contributes to a healthier, more sustainable environment. The compost path will inspire viewers with a clear, relatable example of their positive environmental impact, while the landfill path serves as a reminder of the unseen consequences of traditional waste disposal. Through this engaging visual narrative, we will encourage San Luis Obispo County residents to embrace composting as an essential practice, furthering IWMA's mission to promote sustainable waste management.

Creative Outline Prompt 3: Highlighting SLO County’s Anaerobic Digestion Facility – Transforming Waste into Compost and Energy

For IWMA, VideoVets will create a compelling narrative that highlights the unique capabilities of San Luis Obispo County’s anaerobic digestion facility, focusing on its dual benefits of producing compost and generating electricity. This video will emphasize the value of organic waste recycling by visually showcasing the facility’s process and environmental impact. By illustrating how food and yard waste contribute to renewable energy and soil health, we aim to inspire residents to actively participate in organic waste recycling, reinforcing IWMA’s educational and sustainability goals.

Pre-Production Strategy

Concept Development and Storyboarding

Vision: The story will unfold with a focus on the lifecycle of organic waste—from household disposal to the anaerobic digestion facility—demonstrating how waste is transformed into



valuable resources. The narrative will also show how residents’ contributions to organic waste recycling help power the community.

Storyboard: Under Creative Director Reginald Waters II, we will storyboard the video to sequentially showcase each stage of the digestion process, with a particular emphasis on energy and compost production. Split-screen sequences will compare traditional waste disposal with the advanced anaerobic process, visually highlighting its benefits.

Narrative Tone: To inspire and educate, the tone will be informative yet optimistic, encouraging residents to see themselves as active participants in this sustainable system.

Scriptwriting and Talent Selection

Script Focus: The script, developed in collaboration with IWMA representatives, will explain how food and yard waste contribute to the production of compost and electricity. Clear language and engaging storytelling will make

complex technical processes easy to understand.

Casting: We'll select local residents and facility staff for interviews and demonstrations, creating an authentic, community-centered perspective. Real voices from the community and facility experts will help ground the video in local relevance, increasing relatability and trust.

Production Approach

Cinematography Techniques

Camera Setup: Director of Photography Luis Alcazar will utilize Sony FX9 and Panasonic AG-CX350 4K camcorders to capture detailed footage of the facility's processes. High-definition close-ups and wide shots will illustrate the scale and precision of the anaerobic digestion operations.

Lighting and Visual Contrast: We'll use natural, bright lighting to reflect the renewable, positive energy produced by the facility. Filming within the facility will capture the high-tech yet eco-friendly environment, contrasting it with darker shots of landfill processes to underscore the benefits of organic waste recycling.



Drone Footage: The Mavic Pro 3 drone will be used to capture aerial views of the facility, showcasing its size and infrastructure and helping viewers appreciate the facility's community-wide impact.

Facility Process and Environmental Detail

Stages of Anaerobic Digestion: The video will illustrate each step in the anaerobic digestion process, from waste intake to biogas production and compost creation. Motion graphics will clarify technical details, such as how bacteria break down organic matter to produce methane, which is then converted to electricity.

End Product Focus: We'll show the resulting compost being applied to local farms and gardens, with scenes of lush, green spaces made possible by recycled organic waste. Additionally, visuals of energy generation will demonstrate how the facility powers its operations



and contributes energy back to the grid.

Visuals of Electricity Generation: Through time-lapse footage and motion graphics, viewers will see how methane gas powers turbines to generate renewable electricity. Our Senior Editor, Justin Dailey, will integrate animated sequences to explain this conversion in a clear, visually engaging way.

On-Site Interviews

We'll conduct interviews with facility staff, environmental scientists and community advocates who can speak to the impact of the anaerobic digestion facility on San Luis Obispo County. These testimonials will explain how residents' participation in organic waste recycling supports local energy and environmental sustainability.

Technical Setup for Audio: Armin Aidipour, our Camera Operator and Sound Engineer, will ensure clean, clear audio, capturing expert insights and real-world impact statements from the interviewees.

Post-Production Elements

Editing and Flow

Narrative Structure: Justin Dailey will edit the footage to highlight the story's flow from household waste disposal to renewable

energy generation. Each stage of the digestion process will be presented in a way that maintains viewer engagement, transitioning seamlessly between visuals of waste transformation, compost application and energy production.

Motion Graphics and Animation: Using Adobe After Effects, we'll add animated graphics that depict the biogas production process and explain the environmental benefits of compost and renewable energy. Icons and simplified diagrams will make technical concepts easily digestible, enhancing viewer comprehension.

Color Grading: The facility footage will be color-graded in warm, inviting tones to represent the positive environmental impact. The narrative will close with shots of local landscapes and gardens enriched by compost, visually emphasizing the community-wide benefits of organic recycling.



Sound Design and Music

Sound Effects: Steven Lelham will enhance the video with light, ambient sounds of the facility in operation, such as the hum of machinery and the flow of compost, which subtly convey the efficiency and sustainability of the process.

Background Music: An uplifting and rhythmic background score will reflect the positive impact of the facility, building an emotional connection and motivating viewers to contribute to organic recycling. The music will crescendo during scenes of compost application and energy generation, emphasizing the outcome of this closed-loop system.

Final Versions and Distribution

Three versions of the video—10 seconds, 30 seconds and 90 seconds—will be produced for distribution on social media, television and IWMA’s website. Each version will retain the core message of the facility’s dual benefit of compost and energy generation.

Closed Captions and Accessibility: To ensure inclusivity, we will add closed captions for all versions, allowing for maximum reach and engagement across IWMA’s diverse audience.



Expected Impact and Community Engagement

This video will serve as a powerful educational tool, illustrating how San Luis Obispo County’s anaerobic digestion facility transforms food and yard waste into two valuable resources: organic compost and electricity. By visualizing this transformation, VideoVets will help IWMA inspire residents to embrace organic waste recycling, showing them how their actions can directly contribute to a cleaner, greener and more self-sustaining community. This narrative approach not only informs but also instills a sense of pride and ownership, motivating residents to actively support IWMA’s mission through everyday recycling behaviors.

Centralized Theme, Slogan and Unifying Aspect for the Campaign

Theme: “Waste to Worth: Every Choice Counts”

Slogan: “From Bin to Better—San Luis Obispo’s Journey to Zero Waste”

Unifying Campaign Aspect: The Cycle of Positive Impact

Overview of Theme

The theme, “Waste to Worth: Every Choice Counts,” encapsulates the core message of the campaign: each small decision about waste disposal—from choosing the blue bin, composting, or reusing—creates a ripple effect of positive change for the entire San Luis Obispo County community. This theme connects every piece of content by focusing on transformation—how waste that’s mindfully sorted or recycled isn’t just discarded; it’s reborn as a valuable resource, driving environmental, social and economic benefits for everyone.

The slogan, “From Bin to Better—San Luis Obispo’s Journey to Zero Waste,” brings this idea to life, creating an approachable and action-oriented message that empowers viewers



to see themselves as essential to this transformation. By focusing on progress and action, the slogan communicates that waste diversion and resource recovery are ongoing efforts with achievable, cumulative results.

The Unifying Aspect: The Cycle of Positive Impact

To reinforce cohesion throughout the campaign, each message will center on the Cycle of Positive Impact—a narrative showing that every action (recycling, composting, reusing) feeds directly back into the community in the form of cleaner air, renewable energy, enriched soil and a smaller environmental footprint. This cycle will be visually represented across all videos and materials, using the icon of a “closed loop” that starts with the household bin and expands to encompass energy generation, soil health and community sustainability. This cyclic, holistic approach will be woven into each story, showing that every small effort directly supports San Luis Obispo’s broader environmental and community health goals.

Implementation of Theme and Slogan Across Campaign Content

Video Content Series

Each video will open with a brief, unified message: “From Bin to Better—Your Choice Counts.” This will frame each piece, inviting viewers to take part in the transformation.

A closing graphic showing the Cycle of Positive Impact icon will connect each video back to the overall campaign, visually reinforcing the idea that each piece of waste sorted or



diverted is part of a larger, closed-loop system.

Consistent Taglines in Narration: Every video will include subtle narration cues that remind viewers of the theme, such as “It all starts with a choice,” or “What you choose to throw away can become something valuable.”

Social Media Integration

A hashtag campaign—such as #Waste-ToWorthSLO or #BetterWithBins—will encourage community sharing and engagement, empowering residents to post about their recycling and composting efforts and participate in collective progress.

Interactive Infographics on platforms like Instagram and Facebook will highlight the Cycle of Positive Impact. For example, an infographic might show the “Journey of a Banana Peel” from compost bin to enriched soil, providing visual proof of how organic waste transforms into community benefit.

Short Video Clips: 10-second and 30-second video snippets of key campaign moments (like the compost turning into energy or glass being recycled into new bottles) will be shared with the slogan, “From Bin to Better,” as a consistent reminder of the campaign’s vision.

Community and Educational Events

Local Campaign Days: Events like “Cycle of Positive Impact Day” will showcase community success stories, where IWMA can display tangible results from the county’s recycling and composting efforts. This reinforces the Cycle of Positive Impact and creates a sense of collective achievement, bringing the theme to life in an interactive setting.

Educational Workshops: In partnership with local schools and community groups, workshops on composting, recycling and source reduction will use the campaign slogan and Cycle of Positive Impact framework, allowing participants to see the value of their actions firsthand.

Digital and Print Materials

Campaign Posters: Visual posters at recycling centers, public spaces and schools will feature the slogan and “Cycle of Positive Impact” imagery. For example, one poster might say, “From Bin to Better: A Choice for Clean Air,” showing an image of the anaerobic digestion facility turning organic waste into energy.



Educational Brochures and Flyers: These will be crafted with visuals from the campaign videos, summarizing the Cycle of Positive Impact and inviting residents to participate actively. Flyers will include prompts like, “Start the Cycle—Recycle, Compost and Reuse,” reinforcing the closed-loop impact of these actions.

Web and Community Resources

Interactive Web Page: A dedicated campaign page on IWMA’s website will feature the videos, interactive elements like the Cycle of Positive Impact graphic and a “Waste Calculator” to show residents the personal impact of their recycling and composting actions.

Community Testimonials: Residents and local businesses will be encouraged to share their experiences with waste reduction on the IWMA site and social media, demonstrating the real-life effects of the campaign’s message and fostering community ownership of the campaign’s goals.

Visual and Emotional Consistency

Across all campaign touchpoints, the visual style will remain cohesive: warm, natural color schemes and inviting, accessible language will



reinforce the theme of transformation. From high-energy music that creates excitement about “waste-to-worth” to relatable, down-to-earth testimonials, each element will remind residents that their individual choices collectively build a better San Luis Obispo County. VideoVets’ production techniques will reinforce the campaign’s ethos with uplifting visual tones for recycling and composting, complemented by our team’s expertise in translating complex processes into compelling narratives that motivate change.

Expected Impact

By framing the campaign within the Cycle of Positive Impact, residents will clearly see how simple, everyday actions like sorting, composting and reusing create a more sustainable, resource-efficient community. The theme “Waste to Worth: Every Choice Counts” and the slogan “From Bin to Better—San Luis Obispo’s Journey to Zero Waste” provide an inspiring, actionable message that empowers every resident to play an active role in landfill diversion and resource recovery. This unifying approach not only reinforces IWMA’s mission but also builds a sense of collective purpose, ultimately contributing to a greener, more resilient San Luis Obispo County.





Execution Strategy for IWMA Resource Recovery Campaign

To meet San Luis Obispo County’s completion timeframe, VideoVets proposes an efficient, phased execution strategy that spans from pre-production planning to final delivery. By adhering to a structured timeline with clear milestones, we will ensure high-quality deliverables are completed on schedule, maximizing impact and aligning seamlessly with IWMA’s educational goals.

Project Phases and Timeline

Phase 1: Pre-Production and Planning (March 2025 – May 2025)

Objective: Lay the groundwork for all campaign materials, finalize concepts, scripts and scheduling to ensure a smooth production phase.

Key Activities:

Concept Development (March 2025): Finalize campaign theme, slogan and key messages with IWMA.

Scripting and Storyboarding (March – April 2025): Write detailed scripts and storyboards for each video, focusing on clarity and alignment with the campaign’s Cycle of Positive Impact.

Casting and Talent Selection (April 2025): Select local talent to represent the San Luis Obispo community, enhancing relatability and authenticity.

Location Scouting and Equipment Prep (April 2025): Identify and confirm filming locations, including households, recycling facilities and the anaerobic digestion facility.

Final Pre-Production Review with IWMA (May 2025): Conduct a comprehensive review of all scripts, storyboards and schedules to ensure

alignment with IWMA’s goals.

Deliverables: Finalized scripts, storyboards, shooting schedules, casting list, location confirmations.

Phase 2: Production (June 2025 – August 2025)

Objective: Capture high-quality footage, conduct interviews and gather all essential content for post-production.

Key Activities:

Filming for Video Series (June – July 2025):

- Video 1: “The Journey of a Blue Bin Recycled Item”
- Video 2: “The Lifecycle of a Composted Item”
- Video 3: “Benefits of Anaerobic Digestion for Compost and Energy Production”
- Video 4: “From Bin to Better—A Community Resource Recovery Journey”

Interviews and B-Roll (July 2025): Capture interviews with IWMA staff, community leaders, facility operators and local residents, along with supplemental B-roll footage of locations and facilities.

Drone and Timelapse Shots (July – August 2025): Gather drone footage and time-lapse shots to provide a broader perspective on

facilities and processes.

Deliverables: Raw footage for each video, recorded interviews, drone and B-roll footage, completed production logs.

Phase 3: Post-Production and Editing (August 2025 – October 2025)

Objective: Edit and refine each video, incorporating graphics, sound design and captions to enhance educational impact and accessibility.

Key Activities:

Editing and Narrative Development (August – September 2025): Edit raw footage to build the storyline for each video, ensuring consistency with the campaign theme and message.

Motion Graphics and Animation (September 2025): Add motion graphics to illustrate statistics and processes, making complex information accessible and engaging.

Sound Design and Music Integration (September 2025): Integrate an inspiring soundtrack and sound effects for emotional resonance, with unique soundscapes for each video to highlight their distinct themes.



Color Grading and Visual Effects (September – October 2025): Apply consistent color grading and visual effects to enhance clarity and maintain a cohesive look across videos.

Closed Captions and Accessibility Enhancements (October 2025): Add closed captions for inclusivity, ensuring all videos are accessible to a diverse audience.

Deliverables: Finalized videos in three lengths (10 seconds, 30 seconds and 90 seconds) per video for multi-platform use, closed captioned versions and initial review copies.

Phase 4: Review, Refinements and Approvals (October 2025 – November 2025)

Objective: Gather feedback from IWMA, make final adjustments and secure approvals to ensure the campaign aligns with IWMA's objectives and quality standards.

Key Activities:

Initial Review with IWMA (October 2025): Share initial cuts with IWMA for feedback on narrative, messaging and visual style.

Revisions Based on Feedback (October – November 2025): Make refinements based on IWMA's feedback, ensuring all content aligns with campaign goals and quality expectations.



Final Review and Approval (November 2025): Present completed videos for final sign-off, confirming that all deliverables meet IWMA's standards and campaign objectives.

Deliverables: Final, IWMA-approved videos ready for multi-platform distribution.

Phase 5: Multi-Platform Launch and Distribution Support (December 2025)

Objective: Deliver all final assets, provide support for launching on various platforms and ensure a cohesive campaign rollout.

Key Activities:

Asset Delivery (Early December 2025): Provide IWMA with all final video files in requested formats, optimized for television, social media and website distribution.

Content Launch Support (December 2025): Assist IWMA with campaign rollout across social media, television and community channels, ensuring optimal impact and engagement.

Post-Launch Review and Analytics Planning (December 2025): Work with IWMA to establish an analytics plan, allowing for measurement of engagement and effectiveness.

Deliverables: Final video files in requested formats, usage guidelines, support for launch logistics.

Key Milestones

May 2025: Completion of pre-production deliverables.

August 2025: Completion of production phase, capturing all footage.

October 2025: Completion of post-production, initial review copies delivered.

November 2025: Final review, revisions and IWMA approval.

December 2025: Campaign launch support and final asset delivery.

Conclusion

This structured execution strategy and timeline ensure that all deliverables are completed to the highest standards within IWMA's preferred timeframe. By following a phased approach, VideoVets will maintain a smooth workflow, enabling us to deliver a cohesive, impactful campaign that educates and motivates San Luis Obispo County residents to participate actively in resource recovery and waste reduction.



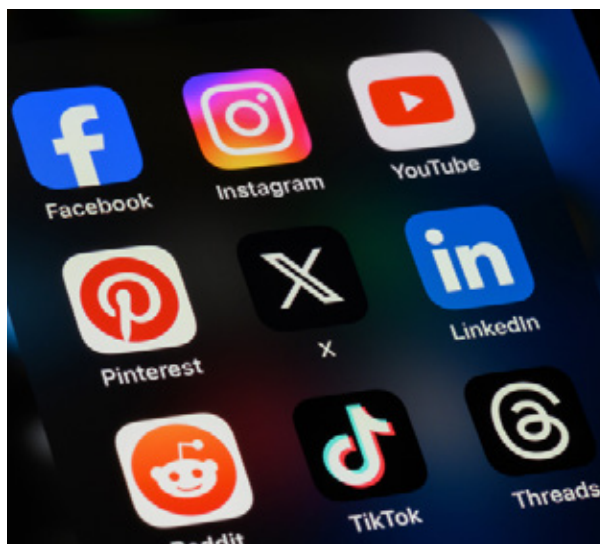
Strategic Use of the Video Series in IWMA's Community-Wide Outreach Campaign

To maximize the series' effectiveness, we recommend that IWMA employ a multi-channel, community-wide outreach campaign that leverages the series across various platforms, events and educational programs. Below is a specific strategy to reach a wide audience and encourage ongoing community engagement:

Targeted Social Media Campaigns

Platform-Specific Content: Break down each video into short, attention-grabbing clips optimized for platforms like Instagram, Facebook, TikTok and YouTube. Using 10-second, 30-second and 90-second cuts will cater to varying attention spans and allow each video to reach a broad audience.

Thematic Weekly or Monthly Series: Release videos on a weekly or monthly schedule, with each week focusing on a different aspect of waste management, such as recycling, composting and landfill impact. This staggered release maintains engagement and keeps the content fresh in residents' feeds.



Engagement-Driven Features: Encourage viewers to share, comment and participate in conversations around each topic. For instance, ask viewers to share their own recycling tips or show how they reduce waste at home, creating a community-driven campaign that fosters peer learning.

Educational Programs for Schools and Youth Organizations

Curriculum-Integrated Videos: Work with local schools to incorporate the videos into environmental science curricula. Educational materials, quizzes and activity sheets could be developed in conjunction with each video, allowing students to explore each topic in-depth.

Youth Engagement Campaign: Create a community challenge where schools and youth groups can submit their own projects based on the video content. This could include posters, mini-reports, or recycling initiatives inspired by the series, cultivating early environmental stewardship.

Workshops and Q&A Sessions: Host virtual or in-person workshops for students, guided by IWMA staff or local environmental experts,

where the video series can serve as a learning foundation. These sessions would allow students to ask questions and discuss the content further, reinforcing understanding and long-term commitment.

Community Screenings and Discussion Panels

Local Event Screenings: Use local events, community gatherings and town meetings as venues to screen the video series, followed by brief discussion panels with IWMA representatives or environmental advocates. This format provides an interactive experience, encourages feedback and makes the videos accessible to those who may not use social media regularly.

Library and Community Center Partnerships: Collaborate with public libraries, community centers and local businesses to hold regular screenings. This can also include “Recycling 101” sessions to discuss the practical applications of each video in daily life.

Open Forum Discussions: Following screenings, IWMA could host forums where community members discuss their waste management challenges and successes. This creates a platform for shared experiences and solutions, reinforcing the video series’ messages and fostering a collaborative spirit.

Multi-Language and Accessibility Considerations

Language Inclusivity: To reach the county’s diverse population, produce subtitled or dubbed versions of each video in Spanish and other prevalent languages in the community, ensuring inclusivity in environmental messaging.
ADA-Compliant Video Formats: Provide accessible options such as closed captioning, audio descriptions and transcripts for each video to reach individuals with disabilities. This commit-

ment to accessibility will enhance community involvement across all demographics.

Integration with IWMA Website and Local Resources

Dedicated Resource Hub on IWMA Website: Create a section on the IWMA website where residents can watch the entire video series, access supporting resources and learn more about IWMA’s initiatives. The hub could include additional materials, such as recycling guides, infographics, FAQs and tips for effective waste management.

Community “Waste Tracker” Dashboard: To visually demonstrate the impact of community efforts, add a real-time dashboard that displays the county’s waste diversion metrics, reductions in landfill usage and other relevant statistics. Linking this data with specific videos could help reinforce the positive outcomes of individual actions.

Local Government Partnerships: Collaborate with local government agencies to embed these videos in public service communications. For example, videos could be shared via email newsletters, town hall broadcasts and local government social media channels.



Environmental Pledge and Follow-Up Campaigns

Community Pledge Program: Launch a pledge initiative where residents commit to taking specific actions highlighted in the videos, such as reducing single-use plastics or composting food waste. A visual counter or progress bar on the IWMA website could track the number of pledges made, symbolizing community commitment.

Ongoing Engagement with “Challenge of the Month”: To maintain momentum, each month could focus on a challenge related to a video topic (e.g., “Plastic-Free Month” or “Compost Week”). These challenges would encourage residents to actively engage with the themes and share their progress on social media.

Follow-Up Campaigns and Impact Stories: After several months, share real community success stories inspired by the videos, spotlighting local residents, businesses, or schools that have successfully implemented waste management practices. These stories could be incorporated into IWMA’s ongoing outreach, showing tangible outcomes from the campaign.

Expected Impact and Community Benefits

By employing the video series in a comprehensive, multi-platform outreach strategy, IWMA can achieve the following ideal outcomes:

Enhanced Awareness and Education: Residents across San Luis Obispo County gain a clearer understanding of how their waste disposal choices directly impact the environment, inspiring increased participation in recycling and composting programs.

Behavioral Shifts Toward Sustainability: The video series promotes a shift in day-to-



day behavior, with residents becoming more conscientious about waste sorting, reduction and diversion practices. This fosters a cultural shift where responsible waste management is viewed as an integral part of community life.

Increased Engagement with IWMA Initiatives: By involving the community in pledge programs, challenges and interactive events, IWMA will strengthen its relationship with residents, leading to a more engaged and environmentally proactive community.

Long-Term Environmental Impact: With sustained outreach and education, San Luis Obispo County will see measurable reductions in landfill usage, greenhouse gas emissions and resource depletion, helping the county make significant progress toward sustainability goals.

In summary, this outreach strategy leverages the IWMA video series to drive education, engagement and long-lasting environmental change. By emphasizing relatable narratives and practical applications, the campaign positions each resident as a vital part of a greater effort to protect and sustain San Luis Obispo County’s environment, creating a community-wide commitment to resource recovery and landfill diversion.



Conflict of Interest Statement and Mitigation Plan

VideoVets is committed to maintaining the highest standards of transparency, integrity and impartiality in all of our client engagements. Based on a review of our current and past contracts, we have identified no actual or potential conflicts of interest with the San Luis Obispo County Integrated Waste Management Authority (IWMA) at this time. Our focus remains on delivering educational and promotional content that aligns with IWMA's objectives of resource recovery and landfill diversion.

Litigation Disclosure Statement

VideoVets is committed to maintaining a high standard of ethical business practices and transparency. We confirm that, at present, there is no civil or criminal litigation or indictment involving VideoVets, nor any litigation involving our team members, joint ventures, strategic partners, prime contractor team members, or subcontractors.

In adherence to IWMA's requirements, we acknowledge and commit to the ongoing obligation to disclose any litigation that may arise following the submission of our proposal. Should any civil or criminal litigation or indictment involving VideoVets or any associated entities commence after our proposal submission, we will promptly disclose this to IWMA in writing within five (5) days, as stipulated.

We are dedicated to upholding transparency, ethical standards and proactive communication throughout the course of our partnership with IWMA.



Why Choose VideoVets

VideoVets brings a unique combination of technical expertise, storytelling ability, and a deep commitment to community-focused initiatives, making us the ideal partner for IWMA's outreach campaign. With over a decade of experience in producing high-quality, mission-driven content, we specialize in transforming complex subjects into engaging and accessible narratives that resonate with diverse audiences. Our team of skilled videographers, editors, and content strategists is dedicated to crafting visually compelling videos that not only educate but inspire meaningful action. We understand the nuances of environmental messaging and have a proven track record of delivering impactful campaigns for public sector and community organizations, helping them connect authentically with their audiences.

By choosing VideoVets, IWMA gains a partner that prioritizes collaboration, transparency, and innovation at every stage of production. Our approach is rooted in meticulous planning, creative problem-solving, and a keen understanding of IWMA's objectives. From concept development to post-production, we ensure each video aligns with IWMA's mission to promote sustainability and landfill diversion. VideoVets is equipped with cutting-edge technology and a skilled team that can handle every technical and creative need, while our commitment to accessibility ensures that each video reaches and engages all members of the community. With VideoVets, IWMA can expect a video series that not only educates but mobilizes residents toward a sustainable future, creating a lasting impact in San Luis Obispo County.



VideoVets References

Name of Organization	Alabama Department of Rehabilitation Services (ADRS)
Address	602 S. Lawrence Street, Montgomery, AL 36104
Contact Name	Jill West
Contact Title	Office of Communications & Information Director
Contact Phone Number	(334) 293-7130
Email	jill.west@rehab.alabama.gov

Name of Organization	Breathe California
Address	909 12th Street Ste 200, Sacramento, CA 95814
Contact Name	Stacy Springer
Contact Title	Chief Executive Officer
Contact Phone Number	(916) 444-5900
Email	sspringer@sacbreathe.org

Name of Organization	Santa Clara Valley Transportation Authority
Address	3331 N. 1st St., Building B, San Jose, CA 95134
Contact Name	Loveneet Kaur
Contact Title	Contract Administrator
Contact Phone Number	(408) 321-7142
Email	Loveneet.kaur@VTA.org



San Luis Obispo County I.W.M.A. Video Production

Category	Title	Team Member	Hourly Rate	Estimated Hours	Total
Pre-Production					
Administrative	Project Manager	Paul Zagaris	\$145.00	20	\$2,900.00
Research	Research Analyst	Nina Suntzeff	\$95.00	45	\$4,275.00
Scripts/Storyboarding	Creative Director	Reginald Waters	\$135.00	45	\$6,075.00
Sub Total					\$13,250.00
Production					
Logistics	Project Manager	Paul Zagaris	\$145.00	20	\$2,900.00
Creative Collaboration	Creative Director	Reginald Waters	\$135.00	65	\$8,775.00
Cinematography	Videographer/Cinematographer	Fabian Pourmand	\$145.00	65	\$9,425.00
Photography	Director of Photography	Luis Lacazar	\$155.00	65	\$10,075.00
Camera/Drone Operations	Camera Operator	Armin Aidipour	\$125.00	65	\$8,125.00
Audio	Audio Engineer	Steven Lelham	\$115.00	65	\$7,475.00
Sub Total					\$46,775.00
Post-Production					
Project Management	Project Manager	Paul Zagaris	\$145.00	20	\$2,900.00
Creative Direction	Creative Director	Reginald Waters	\$135.00	45	\$6,075.00
Editing	Editor	Justin Dailey	\$115.00	65	\$7,475.00
Music and Sound	Music & Sound Mixing & Mastering	Justin Dailey	\$115.00	35	\$4,025.00
Graphics	Motion Graphics/Animator/VFX	Reginald Waters	\$135.00	25	\$3,375.00
Sub Total					\$23,850.00
VIDEOS TOTAL					\$83,875.00

Production Expenses

Fixed Costs for Production	Unit Cost	Number of Units	Total
Travel	\$750.00	1	\$750.00
B-Roll Library	\$150.00	1	\$150.00
Still Images	\$150.00	1	\$150.00
Music Licensing	\$1,500.00	1	\$1,500.00
Voiceover Work	\$350.00	1	\$350.00
Data Asset Management	\$150.00	1	\$150.00
Sub Total			\$3,050.00
Fixed Cost Total			\$3,050.00
GRAND TOTAL			\$86,925.00



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To verify most current certification status go to: <https://www.caleprocure.ca.gov>



Office of Small Business & DVBE Services

Certification ID: 2000950

Legal Business Name:

VideoVets

Doing Business As (DBA) Name 1:

MediaVets

Doing Business As (DBA) Name 2:

VideoVeterans

Address:

1309 24th Street

Sacramento

CA 95816-5801

Email Address:

paul@videovets.net

Business Web Page:

www.videovets.net

Business Phone Number:

916.849.9616

Business Fax Number:

800.594.8020

Business Types:

Service

Certification Type	Status	From	To
DVBE	Approved	10/03/2023	10/31/2025
SB(Micro)	Approved	10/03/2023	10/31/2025

Stay informed! KEEP YOUR CERTIFICATION PROFILE UPDATED!

-LOG IN at [CaleProcure.CA.GOV](https://www.caleprocure.ca.gov)

Questions?

Email: QSDSHELP@DGS.CA.GOV

Call OSDS Main Number: 916-375-4940

707 3rd Street, 1-400, West Sacramento, CA 95605



PAUL ALEXANDER ZAGARIS
VideoVets DBA MediaVets
1309 24th Street
Sacramento, CA 95816

January 6, 2022
File #:43357

Subject: Disadvantaged Business Enterprise (DBE) Certification Approval

Dear Mr. ZAGARIS:

We are pleased to advise you that after careful review of your application and supporting documentation, the **California Department of Transportation (Caltrans)** has determined that your firm meets eligibility standards to be certified as a Disadvantaged Business Enterprise (DBE) as required under the U.S. Department of Transportation (U.S. DOT) Regulations 49 CFR Part 26. This certification is also recognized by all USDOT agencies of California.

Your firm will be listed in the California Unified Certification Program (CUCP) database of certified DBEs under the following specific area(s) of expertise that you have identified on the NAICS Codes form the Application Package:

CA WCC 17220: PHOTOGRAPHIC STUDIOS, PORTRAIT
CA WCC 17336: COMMERCIAL ART AND GRAPHIC DESIGN
CA WCC 17810: MOTION PICTURE & VIDEO TAPE PRODUCTION
NAICS 512110: MOTION PICTURE AND VIDEO PRODUCTION
NAICS 512191: TELEPRODUCTION AND OTHER POSTPRODUCTION SERVICES
NAICS 518210: DATA PROCESSING, HOSTING, AND RELATED SERVICES
NAICS 519130: INTERNET PUBLISHING AND BROADCASTING AND WEB SEARCH PORTALS
NAICS 541921: PHOTOGRAPHY STUDIOS, PORTRAIT
NAICS 541922: COMMERCIAL PHOTOGRAPHY

Your DBE certification applies only for the above code(s). You may review your firm's information in the California Unified Certification Program's (CUCP) DBE database which can be accessed at the CUCP website at <https://californiaucp.dbesystem.com/>. Any additions and revisions must be submitted to Caltrans for review and approval.

In order to assure continuing DBE status, you must submit an Annual Update Declaration form, along with supporting documentation. Based on your annual submission that no change in ownership and control has occurred, or if changes have occurred, they do not affect your firm's DBE standing, the DBE certification of your firm will continue until or unless it is removed by our agency.

Also, should any changes occur that could affect your certification status prior to receipt of the Annual Update Declaration, such as changes in your firm's name, business/ mailing address, ownership, management or control, or failure to meet the applicable business size standards or personal net worth standard, please notify us immediately. Failure to submit forms and/or change of information will be deemed a failure to cooperate under Section 26.109 of the Regulations.

Caltrans reserves the right to withdraw this certification if at any time it is determined that it was knowingly obtained by false, misleading, or incorrect information. DBE certification is subject to review at any time. The firm thereby consents to the examination of its books, records, and documents by Caltrans.

For information on California Department of Transportation (Caltrans) contracting opportunities, please visit our website Office of Civil Rights at <https://dot.ca.gov/programs/procurement-and-contracts/contract-with-caltrans>.

Congratulations, and thank you for your interest in the DBE Program. I wish you every business success and look forward to hearing from you if I may be of any assistance to you in this regard.



WORLDWISE PRODUCTIONS

SAN LUIS OBISPO
IWMA
RFP-VIDEO CONTENT
PRODUCTION



STATEMENT OF QUALIFICATIONS

WorldWise Productions is a California certified disadvantaged, woman-owned, minority and small business enterprise, specializing in **video production, still photography, animation, aerial videography and A to Z production services.**

Our founder, Jinah Kim, lived on the Central Coast for many years. So, this is a personally exciting opportunity for us to be a part of a project that will help change one of the largest communities in the most beautiful part of California – for the better.

The IWMA’s mission, as expressed through this video project, addresses a universally persistent pain point: how to educate community members who are confused or skeptical about the county’s recycling efforts. Videos are perhaps the most impactful way to do this, as they are visual, engaging, can provoke an emotional response, and can pack a lot of key messages in a short amount of time.

We, as video experts who create such visual messaging every day, are fully ON BOARD with this mission!

WorldWise Productions was founded in 2008 by Jinah Kim, who at the time was a national tv news correspondent for NBC News. Since then, we have produced thousands of high quality, professional videos and photos for some of the nation’s largest public agencies, top academic institutions, non-profit organizations and corporate clients. This list includes the California Department of Industrial Relations, the entire University of California system and Los Angeles County.

Our specialty is story-telling. A lot of video production professionals will say this. But what we achieve consistently – with every video, every time – is the ability to move the viewer by taking them through the most **compelling, engaging and memorable** parts of each story.

We have produced such videos for the LA County Department of Public Works, the City of Rolling Hills, and the Port of Long Beach, among others. We are confident we have the necessary and relevant experience needed to bring your worthy project – to life.

Jinah Kim - Founder

WorldWise Productions, LLC

1829 Seasons St.

Simi Valley, CA 93065

(877) 997-8433

<http://wwpvideo.com>

Jinah@wwpvideo.com

EXPECTATIONS OF IWMA

WorldWise Productions has a track record of being an uber-responsible, reliable, responsive partner to our clients – and this project will be no exception. Our expectations of the IWMA staff would be as least burdensome as we can make it, and will center around tasks that we cannot do ourselves:

- Scheduling filming of SLO IWMA locations and people
- Pre-production meetings to collaborate on direction, concepts and goals.
- Approval of scripts and media assets we deliver
- Video revision requests
- PO / contract process

Other than this, trust us to take full ownership of the videos and photos that will need to be produced, while the client has complete visibility into our A to Z process.

PORTFOLIO OF PAST WORK

We are pleased to show you a few, relevant examples among the thousands of videos and photo assets we have created for various clients over the years. As you scroll through the link below, you'll be able to see the quality and level of professionalism we bring to each of our videos. And pertinent to the type of work we will be doing on your project, you will find examples of large facilities we shot from the ground and via drone; commercial-level creative approaches to promoting concepts and messages; as well as hilarious, engaging videos you can't take your eyes off of - or forget.

VIDEO WORK:

wwpvideo.com/slo-rfp-samples

wwpvideo.com/ourwork

PHOTOGRAPHY WORK:

wwpvideo.com/photography

RESUMES & ROLES

Throughout its 16 years, WorldWise Productions has developed a “dream team” of the most creative, professional, experienced video production professionals. Our seasoned producers, writers, cinematographers, editors, directors, photographers, and animators have been assembled from a wide range of entertainment and journalistic fields. This diverse work background assures your organization will benefit from the decades of best practices each member of our team brings from the pre-production stage to the completion of each project.

All crew members are located in California and are exclusively available to WorldWise Productions. Our core team will be fully available and committed to any assignments that come from this contract. Throughout the process, WorldWise’s project managers will be in constant contact, responding within minutes or hours to emails and calls.

Key personnel will be available for the duration of the contract.

JINAH KIM

(Principal & Executive Producer)

16+ Years with WorldWise

The founder of WorldWise Productions, Jinah Kim, brings her 30 years of visual storytelling experience to tell unique stories for each of her clients. She will be the first point of contact to onboard, and visualize the general direction and goals of the overall project.

JON MEREDITH

(Director of Operations and Creative)

12+ Years with WorldWise

Jon works with the client and the WorldWise team to chart a course through each milestone of the project. With extensive and varied experience in commercial, film and corporate video production, Jon brings technical knowledge and understanding to every aspect of production and will be a primary point of contact for every phase of the video.

SHALOM NIEVA

(Producer/Writer/Project Manager)

6+ Years with WorldWise

As the primary producer on the team, Shalom will be one of the main points of contact for the client, from the inception of each project to completion. From scriptwriting, to coordinating the details of the shoot and everything that entails, Shalom will collaborate with the project stakeholders every step of the way. On set, Shalom often takes on multiple roles, ensuring that the objectives of the shoot day are completed and that interviewees and talent are relaxed and comfortable.

DILLON MAGRANN-WELLS

(Director/Animator)

5+ Years with WorldWise

With over a decade experience with motion graphics, animation, video graphics, editing and directing, Dillon is a multi-hyphenate who will be a key player in various aspects of production and post-production. If the project has an animated element, he crafts dynamic visuals that complement the live action. He will also serve as onset director for any narrative scenarios or commercial work.

FRANCESCO ISCARO

(Director Of Photography/Editor)

3+ Years with WorldWise

With over 13 years of film industry experience, Francesco brings multiple skills to the table. Whether operating cameras on set and ensuring the project looks as cinematic as possible, or in the edit bay constructing the stories in post-production, Francesco's experience and eye for detail help create the high-quality video content with which we have built our reputation.

AUDE GUERRUCCI

(Photographer)

5+ Years with WorldWise

Aude has worked internationally as a photojournalist, winning multiple prestigious awards for her work. Whether on a set or on location, her photos will capture moments and tell the stories needed for billboards, campaigns, websites or any other visual medium.

RYAN GRISWOLD

(Drone Pilot/Videographer)

10+ Years with WorldWise

Ryan has served in multiple roles for various WorldWise projects and currently serves as our drone pilot and videographer. He is fully licensed by the FAA.



JINAH KIM

Principal & Executive Producer

Principal & Executive Producer

- 29-year television veteran
- Correspondent, NBC News
- Award-winning writer, producer, on-camera talent
- Supervises all video projects
- Primary contact for client relations



**JON
MEREDITH**
Creative Director



**SHALOM
NIEVA**
Producer and Writer



**DILLON
MAGRANN-WELLS**
Producer and Writer



**FRANCESCO
ISCARO**
Cinematographer



**RYAN
GRISWOLD**
Drone Pilot



**AUDE
GURRECCI**
Photographer

RESUMES

Jinah Kim

Jinah@WWPVideo.com

626.222.2974

EDUCATION

University of California at Los Angeles (UCLA)

Bachelor of Arts - English Literature

Magna Cum Laude

Phi Beta Kappa

Fluent in English and Korean

Conversational in Spanish and German

PROFESSIONAL EXPERIENCE

Founder & Executive Producer

September 2008 to present

WorldWise Productions LLC – Simi Valley, California

Founder of a video production company creating compelling, professional, creative, memorable videos for major corporate, public and non-profit clients throughout the country. California-certified minority-owned, woman-owned, disadvantaged small business.

Founder & Inventor

November 2017 to present

NIKO Easy Wash Children's Car Seat Cover – Simi Valley, California

Creator of a one-of-a-kind car seat cover for children. Holds U.S. Patent and Trademark. Currently selling on Amazon and other e-commerce sites.

Correspondent (part-time)

May 2005 to present

NBC News - Los Angeles, California

General assignment and breaking news correspondent (part-time) for NBC's West Coast bureau, including Weekend Nightly News, MSNBC and News Channel.

Reporter

March 2005 to 2012

KNBC - Los Angeles, California

General assignment and breaking news reporter covering Southern California.

Reporter/Anchor

February 2003 to March 2005

KUSA - Denver, Colorado

General assignment reporter and backup anchor specializing in the legal beat.

Reporter/Anchor

August 1999 to February 2003

KSWB - San Diego, California

General assignment reporter and backup anchor who specialized in the military beat.

Jinah Kim

Jinah@WWPVideo.com
626.222.2974

Weekend Anchor/Reporter

October 1996 to August 1999

KCBA - Salinas, California

General assignment reporter and weekend anchor. Enterprised four-part investigative story on cancer cluster in area that led to a state investigation.

Producer

September 1995 to October 1996

KCCN (Now KION) - Monterey, California

Daily 11pm producer and next-in-command to executive producer.

Newscast Writer

April 1995 to October 1995

KTLA, Los Angeles, California

One of six staff writers for Emmy Award-winning "News at Ten" broadcast.

Assignment Desk/Field Producer

January 1993 to September 1995

KTLA, Los Angeles, California

Worked on both "News at Ten" and "KTLA Morning News".

A W A R D S

- 2001 Golden Mike – Best News Reporting “Santana Shooting”**
- 2001 Golden Mike Award – Best Economic Reporting “Investing Young”**
- 2001 Associated Press Award – Best Spot News**
- 2001 Society of Professional Journalists Award – Best Television Business Reporting, First Place**
- 2002 Wirth Chair Award for Environmental Reporting**
- 2001-2012 Nominated for multiple Emmys**

L E A D E R S H I P

President

Asian American Journalists Association Los Angeles Chapter – 2007 to 2012

President

Korean American Journalists Association – National – 2003 to 2006



Jinah Kim

Jinah@WWPVideo.com
(877) 997-8433 (ext. 701)

President

Asian American Journalists Association San Diego Chapter – *2000 to 2003*

Chair

AAJA National Convention - *2003*

AAJA National Convention - *2012*

Fundraising Chair

San Diego Asian Film Festival - *2000*

Board Member

ALS Association – *2002 - 2010*

Korean American Federation of San Diego – *2003 - 2005*

Asian Business Association – *2003 - 2005*

Project Mercy – *2003 – 2005*

Korean American Coalition – *2005 - 2007*

J O N M E R E D I T H

EXPERIENCE SUMMARY

Experienced with digital video and photography equipment, cinema lenses, lighting, grip, and sound equipment both in the field and in the shop

Proficient in Premiere, FCP, AVID, Photoshop, and Lightroom

Extremely detail-oriented, relentless persistence, and timely with every task that is taken on

PROFESSIONAL EXPERIENCE

Creative Director, May 2012 – Present

Worldwise Productions, Full-Service Video Production

Editor/Shooter, March 2012

Travelscope, PBS Non-Fiction Programming

Shooter, 2010

Chicago Multi-Media, Full-Service Video Production

Producer/Editor, 2010 – 2011

Young Hollywood, Celebrity and Entertainment News

Producer/Editor/Shooter, 2009 – 2011

LP33.TV, Music Programming

Rental Technician, 2008 – 2009

DePaul University Digital Cinema Equipment Cage, Chicago, IL

Grip/Editing Assistant, 2006 – 2009

Chicago Multi-Media, Park Ridge, IL

Cinematography (Narrative)

Bullets, Dir. Tyler Leisher, Los Angeles, 2012

Tuning In, Tuning Out, Dir. Scott Feinblatt, Los Angeles, 2012

Fun Dad, Dir. Jonathan Fahn, Los Angeles, 2011

Virgin Mobile, Carl's Jr, Doritos, American Express – Spec Spots, Los Angeles, 2011

Little Buddies, Dir. Roy Chao, Los Angeles, 2011

30 Second Films, Dir. Rebecca Holopter, Los Angeles, 2011

Kissing Cuba, Dir. TJ Pederson, Los Angeles, 2010

L'espoir, Producer Alex Eldridge, Dir. Nick Vassil, Chicago, 2009

Editor/Color Correction (Narrative)

Joe Jackson Documentary, Prod. Johnny West, Los Angeles, CA, 2011
Crown Prince, Dir. Crystal Holt, Los Angeles, CA, 2010
Dusk, Dir. Tyler Leisher, Los Angeles, CA, 2010
Elevator Pranks, Dir. Johnny West, Los Angeles, CA, 2010

Camera Operator (Narrative)

1962, Producer Jorge Ramirez, Dir. Max Benator, Los Angeles, 2010
Cold Turkey, Producer Marc Miller, Dir. John Randle, Los Angeles, 2010
L'espoir, Producer Alex Eldridge, Dir. Nick Vassil, Chicago, 2009

Assistant Camera (Narrative)

Unrevolving Doors, Dir. Carols Hardy, Los Angeles, 2010
Antidote, Dir. Carols Hardy, Los Angeles, 2010
Dance High, Dir. Charles Clemmons, Los Angeles, 2010
Containment, Dir. Andrea Franchin, Los Angeles, 2010
My Real Life, Dir. Charles Clemmons, Los Angeles, 2010
"Sweaters" Music Video, Dir. Laura Nix, Los Angeles, 2010
Session, Dir. Tommaso Fiacchino, Los Angeles, 2010
Cold Turkey, Dir. John Randle, Los Angeles, 2010

Production Stills (Narrative)

Asha, Producer Luke Patton, Dir. Ritvik Mayank, Los Angeles, 2009
Outtake Reef, Producer/Dir. Scott Feinblatt, Los Angeles, 2009

EDUCATION

2003 - 2005 Northern Illinois University, DeKalb, IL
Communications/Journalism
2007 - 2009 DePaul University, Chicago, IL
Bachelor of Arts in Media and Cinema Studies / Digital Cinema

REFERENCES

Available upon request

Summary of Qualifications

- Creative professional with experience at all levels of production, including producing, writing, and performing.
- Detail-oriented people person, effective interpersonal relation and communication skills, adaptable, flexible.

Writing & Production

Producer/Writer/Director, WorldWide Productions, Los Angeles, CA August 2018 – Present

- Produce high quality video content for a wide variety of clients from several industries
- Coordinate and communicate with clients from inception to completion of projects and beyond
- Craft compelling, engaging, and memorable scripts to accomplish client goals, whether promotion of services and accomplishments or education

Freelance Video Production, Los Angeles, CA January 2016 – 2018

- Independently create video content, write and/or perform in every project
- Coordinate team assembly, from casting to production crew
- Adapt to smaller production teams, consolidating multiple roles (AD, craft service, location scout, sound, grip, etc)

Writer/Company Member, Second City Hollywood/iO West, Hollywood, CA February 2011 – October 2016

- Worked collaboratively to develop monthly, original, live sketch comedy shows
- Used improvisation as means to generate ideas and a writers room approach for fine-tuning and editing
- Crafted concise, compelling sketches, conveying a complete story in the limited timeframe afforded to sketch

Writer, CBS Diversity Showcase, Studio City, CA September 2014 – January 2015

- Collaborated with a large cast with varied backgrounds and skillsets to develop a cohesive show
- Coordinated and directed rehearsals with cast members in a high pressure and high stress environment
- Adapted to notes from multiple network representatives, developing a product that catered to varied points of input

Healthcare Management

Coordinator, Added Value Access Medical Group, Long Beach, CA March 2018

- Communicate effectively with multiple physicians, keeping all up to date with latest news and developments from health plans, and providing support for their practices.
- Process patient data to calculate monthly capitation payments for the group's providers, as well as delivery of said payments.

Practice Manager, Nieva Medical Clinic, Long Beach, CA April 2006 – December 2014

- Oversaw back office and front office operations, assisting with patient referrals, scheduling, and medication refills
- Facilitated the hiring and training of new staff members
- Communicated with specialists, pharmacies, health plans, etc., to provide patients with necessary services.

Performance & Hosting

Actor/Educator, Aquarium of the Pacific, Long Beach, CA May 2018 – February 2019

- Instill a sense of wonder, respect, and stewardship of the Pacific Ocean, its inhabitants, and its ecosystems through education and entertainment
- Engage audiences of all ages with performances that are accessible to young children and adults alike

Actor/Educator, The Imagination Machine, Orange, CA March 2016 – December 2018

- Inspire students to express themselves through creative writing by bringing their stories to life on stage
- Educate students on the basic structures of storytelling through interactive improvisational shows
- Engage students, making lessons more accessible by presenting it through entertainment and humor

Actor, Los Angeles, CA January 2012 – Present

- Connect with audiences through storytelling
- Explore the human condition, and discover relatable kernels of truth, whether through drama or comedy.
- Providing at least a brief respite from whatever troubles a person has through a laugh or a shared moment.

Professional Training

Second City Hollywood (Writing, Conservatory, Long Form Improv), Nerdist School (Improv), Ruby LA (Commercial)

DILLON MAGRANN-WELLS

Producer, Director, Editor.

EXPERIENCE

ANIMATOR/EDITOR **WORLDWISE PRODUCTIONS 2019 - PRESENT**

Edited and animated marketing and explainer videos for clients for the UC School System and Cedars Sinai hospital. Was in charge of establishing an animation department and expanding post production services to clients

CHIEF CREATIVE OFFICER **THE CHANGE YOU WANT TO SEE 2017 - 2019**

Assembled and led creative team during the filming of a documentary webseries that spotlighted and fundraised for various nonprofits. This involved conducting interviews, directing cinematography and editing the final product, while guiding the branding and artistic output of the web platform.

PRODUCER/DIRECTOR **VERCEL LLC 2014 - 2017**

Produced animated and live action videos to be used for internet commercials and company wide promotions. Performing duties during Pre/Post Production while working with clients through the execution of projects. Clients included Netflix, UCLA, Grammy Foundation and Public Storage.

OUTREACH/SOCIAL MEDIA **THE HATCHERY PRESS 2014 - PRESENT**

Currently in charge of screenwriter outreach at the writing coworking space in Larchmont, The Hatchery Press. This includes running critique groups with professional screenwriters and teaching workshops, also designing and directing marketing material for social media.

MUSIC VIDEO DIRECTOR **NETTWERK RECORDS 2009 - 2011**

Directed and produced music videos for artists on the label, including Dashboard Confessional, Jay Brannan and Styrofoam.

FREELANCE FILMMAKER **2008 - PRESENT**

Directed, produced, edited various projects for RED NOSE DAY, NBC MEET THE PRESS and SPASIGMA. Projects have been exhibited at AT&T CreateAThon, Los Angeles Skins Native American Film Festival, AFI FEST, Austin Film Festival and the Nichols Screenwriting Fellowship.

EDUCATION

ART CENTER COLLEGE OF DESIGN – FILM PRODUCTION, 2010

NEW YORK FILM ACADEMY – FILM PRODUCTION, 2008

SKILLS

MEDIA: Adobe CS CC, Premiere, Illustrator, After Effects, Audition, Final Cut Pro 7 and X, Avid, Photoshop.

WRITING: Writer's Pad, UCLA Extension, Second City Theaters, Upright Citizen's Brigade, Improv Olympic

925 451-2167 / DILLON@WWPVIDEO.COM

RYAN GRISWOLD

RYAN@WWPVIDEO.COM • (323)873-8446

PROFILE

A Los Angeles based cinematographer, Ryan Griswold is known as a bit of a techie, and he uses every ounce of his technical knowledge when shooting to create a visual structure that marries his artistic flair with the practicalities of the shoot. The dynamic between the DP, the Director, and the crew is what keeps Ryan coming back to set and is why he becomes many a Director and Producers go-to as soon as they work with him.

Ryan believes that true creative freedom is found in mastery of your tools, whether it is the equipment being used, creating dynamic and engaging images using specific visual components, or genuinely listening to the Director to understand how to bring his or her vision to life.

WORLDWIDE PRODUCTION

CINEMATOGRAPHER/DRONE PILOT
2014 - PRESENT

GRISWOLD MEDIA

CINEMATOGRAPHER
2006 - PRESENT

YOUTHFRONT

EVENTS & FACILITIES COORDINATOR
2001 - 2008

ASTON BONDING AGENCY

FILE CLERK
FEBRUARY 2003 - DECEMBER 2003

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

SCHOOL OF CINEMATIC ARTS MFA, FILM AND TELEVISION PRODUCTION · (2011 - 2014)

UNIVERSITY OF MISSOURI-KANSAS CITY

BACHELORS OF ARTS, FILM & MEDIA · (2008 - 2010)

BONAZON HEALTHCARE PVT LTD

ASSOCIATES OF ARTS, LIBERAL ARTS · (2002 - 2008)

Aude Guerrucci

Professional Experience

Photographer WorldWide 2019-present

- Collaborate with team members to fulfill planned concepts and results with every photographic project.
- Select and set up on-location and studio shoots
- Edit and retouch images under tight deadlines and manage digital images workflow and field staffers to identify and report success stories, organize shoot logistics, and develop shot lists and interview questions

Visual Journalist 2007-2022

- Collaborate with communications team members and field staffers to identify and report success stories, organize shoot logistics, and develop shot lists and interview questions
- Storyboard video storylines, write scripts, refine messaging
- Edit videos, including audio normalization, color correction, music research
- Create production schedules and successfully complete projects by deadline
- Manage data asset management system for archiving photographs with proper keywords and captions for search engine optimization and easy integration into client's database
- Work in diverse, often under-resourced settings (lacking running water, electricity, etc.) with special attention to local customs and culture in countries like Malawi, Nigeria, Kenya, Ghana, Rwanda, and Djibouti.
- Work has been published or used by publications and organizations such as The New York Times, TIME, Washington Post, Le Monde, Paris Match, Guardian, Vanity Fair, among others
- Awards and recognitions include NPPA Best of Photojournalism, Paris Prix de la Photography, Tokyo, Siena, Moscow International Photo awards, White House News Photographer Association. Photos and videos have been exhibited in many venues, such as the Newseum, Fotoweeek in Washington DC, Photoville, the Apache Museum in Arizona and the Centre Pompidou in Paris.

Washington Bureau Chief, Polaris Images, 2007-2010 and 2012-2017.

- Member of the media pool at the White House. Photographer on assignments for newspapers and magazines.

- Management of the DC bureau: choosing news coverage, booking photographers, planning assignments.

Official Photographer and Multimedia Producer, Francois Hollande's French Presidential Campaign, September 2011-May 2012.

- Covering campaign events, developing stories with the multimedia and communication team. **Paris Bureau Chief, Polaris Images, 2010-2011.**

- Photographer on assignments for newspapers and magazines.

Associate Producer, National Geographic, Washington D.C., 2005-2007.

- Writing, interviewing, supervising editing, planning shoots, drafting budgets, hiring free-lancers.

Manager, Business Affairs, Miramax Films, New York, 2000-2004

- Negotiating budgets and supervising contracts related to U.S release of foreign movies.
- Marketing and distribution strategy for U.S. release of foreign movies.

Assistant Producer, Sony Entertainment, New York, 1998-1999

Education

- M.Sc.,Mathematics,EconomicsandEngineering,ENPC-ParisTech, 1998
- B.Sc.,MathematicsandPhysics,UniversityPierreetMarieCurie,1996

Skills

- Professional knowledge of Adobe Creative Suite (Photoshop, Premiere, After Effects, Omniture, Illustrator, Audition), Final Cut Pro 7 and X, HTML, JavaScript
- French (Native), English (Fluent), Spanish (Good), Italian (Good). Piano (advanced degree from Paris conservatory of music), Synchronized Swimming (French championship), Sailing, Organizing movie festivals in Paris and New York.

LIST OF TECHNICAL EQUIPMENT

- ARRI ALEXA or equivalent cinema cameras
- Steadicam
- OConnor or equivalent tripods and fluid heads
- Cooke or equivalent cinema lenses
- 2 ton grip truck, includes all LED and fluorescent lighting, grip and electric supplies
- Sound devices mixer with Lectrosonics lavaliers and shotgun mics
- Apple Mac Studio computers with Adobe Creative Cloud

CREATIVE OUTLINE

Our approach to the 4 videos would focus on engaging the viewer right from the start. We believe getting the viewer to actually watch the video because it piques their interest – is half the battle. Once we won that part, we would keep them watching with a fun, story-telling take on recycling and composting – along the lines of **Movie Genres** as one possible, unifying theme; and **The Journey** as a second concept option.

The point of both concept “umbrellas” is to immediately draw in the viewer from the first few seconds of beautiful visuals, intriguing dialogue, poignant music and key recycling messages disguised as entertainment. The videos would have high production value – akin to a commercial or movie trailer. The messages that promote landfill diversion and source reduction would be cleverly baked into the dialogue and narration.

VIDEO CONCEPT 1: MOVIE GENRES

THE UNDERDOGS

Sports Trailer Parody

Story of a blue bin recycled item compared to that same item being landfilled

We open on a coach giving a rousing speech to a team . He talks about how no one believes in this team, but with hard work, they can become something greater. The camera turns to reveal that he's giving his rallying cry to a pile of recyclables. We do an inspirational montage of him working out and training the garbage, running bins up hills, and being sorted into machines. He shows them "game film" of their competition (single-use items) being tossed into landfills, and even though the other team is cheaper and faster, the recyclables can win because they have heart (and a great recycling facility). There's soaring music as we cut to the coach cheering as they prepare for the big game. But it is revealed that they were turned into a basketball hoop. The proud coach takes off his cap and salutes the "team." At the end, the slogan appears: "It's not an underdog story; it's just smart recycling."

LOVE GROWS AGAIN

Rom Com Parody

Story of a composted item compared to that same item being landfilled

A woman is reading a book in the park when her eyes lock with someone across the street....it's a watermelon rind that's been pieced together to look like a handsome man. We flashback to when they were in love (when she first tasted this delicious watermelon at a picnic). Then - a romantic montage of her and the rind doing cute dates: strolls at the beach, romantic dinners, and reading books (about recycling). She loves that watermelon has changed and is now a reliable source of organic compost. Though her mom is disapproving ("You're from different worlds; he belongs in a landfill!"), she sticks with him, and they share a romantic walk among the beautiful park grounds (that have great flowers thanks to his composting). The dramatic VO reads the tagline, "It's not a fairytale, it's just smart recycling."

THE RECYCLING CONUNDRUM

Thriller Parody

Narrative dispelling the Myths of Recycling

In a dimly lit hallway, a detective looks over his shoulder as he enters a secure room. A sinister voice explains how all these recycled items have been sorted so accurately - when in reality, it should be impossible. We follow the hero as he unravels the myths of recycling (putting together a web of evidence, scouring files, etc). He's being followed by shadowy agents trying to prevent him from discovering the truth behind recycling, which can be both energy-producing AND a highly effective method to help the environment. It ends with the hero pulling up his car late at night and stepping out, "I need to get to the bottom of this." The camera turns to reveal he is standing in front of the new SLO Digestion facility. A tagline fades in: "It's not a mystery, it's just smart recycling."

MOVIE GENRES

THE UNDER DOGS



Love Grows Again



THE RECYCLING CONNUNDRUM



VIDEO CONCEPT 2: THE JOURNEY

The Journey campaign will follow the life cycle of a recyclable object - which will be portrayed as a character and infused with personality, emotion and aspirations. The result is that the audience will connect with, and emotionally invest in the well-being of the every-day recyclable after watching the series.

The videos will be cinematically filmed but stay close to the object's point of view. As a hopeful voice-over explains the item's journey in a first-person voiceover, we show the evolution of discarded garbage as they transform into new material. The viewer sees a simple but effective story that clearly demonstrates how their actions - however small - carry an impact.

THE BOTTLE

Story of a blue bin recycled item compared to that same item being landfilled

An empty bottle is thrown on the ground by a field. The hours pass as it seems no one has remembered her, but a young woman's voice over reveals it hasn't lost hope. "Today, I'm just a bottle. But one day-" a hand reaches down and picks up the bottle. "I will be picked up." The hand hovers between a recycle bin and the regular garbage. The hand carelessly tosses the bottle into the trash. "I may end up in a landfill, and that would be it." We follow the bottle as it is picked up and dumped out into the dump, becoming part of a massive garbage heap. "But they could make one simple decision," time rewinds to the hand deciding between the two cans. The hand chooses the correct blue container this time, and drops the bottle inside. "Here - my journey begins, ". A quick timelapse shows the bottle speeding through the various recycling stages of being sorted, cleaned, melted. "And one day I will grow.", Noise and excitement fill the screen as the bottle is turned into clear plastic and melted down. "Thank you for giving me a new life.!" The material from the bottle is now turned into a swing set, and a little girl pushes off on it. A tagline appears: "Give hope to something new. Begin your recycling journey today."

THE LEFTOVERS

Story of a composted item compared to that same item being landfilled

A plate of left-over salad is dumped into a trash can in a kitchen. A voiceover narrates, “Today I’m just some leftovers. But someday-” The contents of the trash bag are tossed out into the compost bin. “I will get a second chance.” We follow the leftovers as they go through the composting process. The narrator continues - “Because San Luis Obispo knows when it’s time for a second helping.” The material is compounded into soil until it is no longer recognizable. Then, that composted soil is laid across a garden. “And one day I will bloom.” Time speeds up as a beautiful flower grows out of the ground. Satisfied with its new job, the voiceover exclaims, “Thank you for giving me a new life.” A tagline appears: “Give hope to something new. Begin your recycling journey today.”

THE FALLEN LEAVES

SLO County’s anaerobic digestion facility turns food and yard waste into organic compost but also electricity—how would you highlight this benefit to encourage organic waste recycling?

A leaf slowly lands on the dead autumn grass as an elderly male voice speaks, “Today, I’m just a leaf..” The leaf is picked up by a rake and swept into a larger pile. The voiceover continues, “Winter comes, we fall, and we go away.” The pile is dumped into the compost bin. “But one day, we will be different.” A SLO truck empties out the bin and time flashes as we follow the truck finish the route. The truck drives through the new anaerobic digestion facility and dumps the leaves into the various machines that transform them into biofuel. From there, we follow the fuel through quick movements over wires to the generator and we fly back to a living room where a hand turns on a light to read a book. The voice now speaks with wonder and excitement, “Thanks for giving me a new life.” A tagline appears: “Give hope to something new. Begin your recycling journey today.”

THE JOURNEY

The
Bottle



The
Leftovers

The
Fallen
Leaves



EXECUTION STRATEGY, DELIVERABLES, TIMELINE & IDEAL OUTCOME

As explained above, our execution strategy would be similar to how we approach our other commercial work: putting our most experienced, commercial-and-movie-seasoned production crew on the job, accompanied by professional actors and a veteran writer-director.

The ideal outcome would be a series so unique, hilarious, endearing and unexpected that it just sells itself – on social media, YouTube, publications, traditional news media and industry forums. We fully expect it to be viewed and shared widely, and will do whatever we can to assist the IWMA team or the digital marketing agency in that effort.

Below is our proposed timeline.

Month 1:

- Creative meetings with client to nail down vision, key messaging, concepts, locations, marketing strategy.
- Fine-tune video scripts. Get feedback on scripts from client.
- Site surveys, casting, pre-production scheduling and logistics.

Month 2:

- Shoot videos 1 – 3 over three, non-congruous days
- Shoot video 4 (on location at SLO facility), library of b-roll and photos / aerial videos and photos
- Begin post-production on videos and photos

Month 3:

- Deliver up to 100 polished, color-corrected, edited photos.
- Deliver version 1 of all 90 second videos. Receive feedback / revision requests.
- Deliver version 2 of all 90 second videos. If necessary, revise again.

- Deliver final versions of all 90 second videos.
- Cut videos into 60 and 15 second versions. Receive feedback / revision requests.
- Deliver version 2 of 60 and 15 second versions. If necessary, revise again.
- Deliver final versions of all 60 and 15 second videos.
- Assist client in marketing campaign to promote videos!

BUDGET



Estimate

EST-308

WorldWide Productions

Company ID : 45-4151164
685 Parkside Ct. #107
Oak Park, California 91377
U.S.A

Bill To
SLO Waste management
SLO Waste management

Date : October 31, 2024

Subject :
SLO Waste Management

#	Item & Description	Qty	Rate	Amount
PRE-PRODUCTION - Commercial Shoots				
1	Pre-Production - Coordination (Full Day) Scheduling, logistics, booking, concept creation, etc.	8 Day	650.00	5,200.00
2	Pre-Production - Site Survey	3 Each	1,200.00	3,600.00
3	Pre-Production - Script writing (Full Day)	3 Day	750.00	2,250.00
4	Pre-Production - Storyboard	3 Each	2,000.00	6,000.00
PRODUCTION - Commercial Shoots				
5	Production - On-site Producer (Full Day)	6 Day	850.00	5,100.00
6	Production - Director	3 Day	850.00	2,550.00
7	Production - Director of Photography/Camera Operator (Full Day)	3 Day	1,800.00	5,400.00
8	Production - Steadicam Operator	3 Day	1,500.00	4,500.00
9	Production - Camera Assistant (Full Day)	3 Day	800.00	2,400.00
10	Production - Set Designer/Decorator	3 Day	1,200.00	3,600.00

#	Item & Description	Qty	Rate	Amount
11	Production - Gaffer/Lighting Operator	3 Day	1,500.00	4,500.00
12	Production - Key Grip	3 Day	600.00	1,800.00
13	Production - Hair & Makeup	3 Day	1,200.00	3,600.00
14	Production - Production Assistant	6 Day	400.00	2,400.00
15	Production - Actor Includes casting process	15	700.00	10,500.00
16	Production - 2 Cameras, lighting rentals	3 Day	6,000.00	18,000.00
17	Production - Rentals Location, props, etc	3 Each	6,000.00	18,000.00
POST-PRODUCTION - Commercial Shoots				
18	Post-Production - Voiceover - other talent	1 Each	1,500.00	1,500.00
19	Post-Production - Editing/Motion Graphics	15 Day	950.00	14,250.00
20	Post-Production - Colorist	1	6,000.00	6,000.00
21	Post-Production - Copyright-free stock music	1 Track	1,000.00	1,000.00
PRE-PRODUCTION - Broll and Facility Shoots				
22	Pre-Production - Coordination (Full Day) Scheduling, logistics, booking, concept creation, etc.	2 Day	850.00	1,700.00
23	Post-Production - Script writing (Full Day)	1 Day	750.00	750.00
PRODUCTION - Broll and Facility Shoots				
24	Production - On-site Producer (Full Day)	2 Day	850.00	1,700.00
25	Production - Director	2 Day	850.00	1,700.00
26	Production - Director of Photography/Camera Operator (Full Day)	2 Day	1,000.00	2,000.00

#	Item & Description	Qty	Rate	Amount
27	Production - Camera Assistant (Full Day)	2 Day	550.00	1,100.00
28	Production - 2 Cameras, lighting, and audio rentals	2 Day	1,500.00	3,000.00
29	Production - Ronin/Steadicam Rental with A7S	2 Day	500.00	1,000.00
30	Production - Drone / aerial videography or photography	1 Day	1,500.00	1,500.00
31	Production - Still Photography Includes post-processing and development of photos	1 Day	1,500.00	1,500.00
32	Travel (hotel, airfare, car rental, per diem, etc)	1 Each	3,500.00	3,500.00
33	Other fees - Mileage 6 crew members	2,300 Mile	0.67	1,541.00
POST-PRODUCTION - Broll and Facility Shoots				
34	Post-Production - Script writing (Full Day)	1 Day	750.00	750.00
35	Post-Production - Editing/Motion Graphics	4 Day	950.00	3,800.00
36	Post-Production - Copyright-free stock music	3 Track	100.00	300.00
			Sub Total	147,991.00
			Total	\$147,991.00

REFERENCES



UCLA Medical School

Gloria Moon
Program Director
885 Tiverton Dr.
Los Angeles, CA 90095
(310) 794-5298
GMoon@mednet.ucla.edu

Work performed: Community engagement videos



UCSF

Linda Ho
Director, Marketing
Technology & Operations
Linda.Ho@ucsf.edu
(No phone / address provided)

Work performed: hundreds of internal & external marketing videos during Linda's tenure at UCLA Health Marketing



California Office of the Small Business Advocate

Jermaine Carter-Gibson
Engagement Specialist
1325 J Street, Suite 1800
Sacramento, CA 95814
(916) 562-2303
Jermaine.cartergibson@gobiz.ca.gov

Work performed: a series of videos about young entrepreneurs in California



Port of Long Beach

Stephanie Montuya-Morisky
Director, Communications & Community Relations
415 W. Ocean Blvd.
Long Beach, CA 90802
(562) 283-7702
Stephanie.Montuya-Morisky@polb.com

Work performed: dozens of videos promoting the Port



Karl Storz

Susan Mancia
Director, Marketing & Communications
2151 E. Grand Ave.
El Segundo, CA 90024
(562) 841-1515
Susan.Mancia@karlstorz.com

Work performed: dozens of branding and testimonial videos

POTENTIAL CONFLICTS OF INTEREST

WorldWide Productions has no current public clients in SLO County for which we provide service. We do not foresee any potential conflicts of interest that might arise from our representation of the IWMA.

DISCLOSURE OF LITIGATION

WorldWide Productions, our partners, team members and subcontractors are not the subject of, or involved in, any civil or criminal litigation or indictment