



Michigan Independent Citizens
Redistricting Commission
**Quote for Video
Production Services**

Prepared for:

Edward Woods, III
MICRC Communications & Outreach Director
woodse3@michigan.gov

Prepared by:

MessageMakers, Inc.

1217 Turner St., Lansing, MI 48906

Tina Miller, COO, miller@messagemakers.com 517.482.3333 ext. 114

Tom Lietz, CCO, lietz@messagemakers.com

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Project Overview

Goal: To increase awareness and engagement, and assist the Michigan Independent Citizens Redistricting Commission (MICRC) in developing the production of videos to ensure Michigan residents know how to participate in the redistricting process. Videos will make aware Michigan's diversity, tell a story, wow the audience, follow the MICRC brand and drive engagement in Michigan's redistricting process.

Target Groups

- Michigan residents, inclusive across communities

Deliverables

- 30 second commercials
- 1-3 minute education vignettes

Implementation

To achieve the objectives of MICRC, a detailed timeline will be given in this proposal showing how MessageMakers, Inc. will create/produce 30 second commercials and 1-3 minute educational vignettes.

MessageMakers proposes structuring this set of projects with MICRC as an **integrated creative effort**. We recommend **accelerating project launch** with assembly of the full project team, including appropriate staff and leadership from both MICRC and MessageMakers, subject matter experts (if needed), and any other significant stakeholders. Together with this team **MessageMakers facilitates dialogue** to frame high-level strategic objectives, goals for each deliverable, and the story landscape of MICRC as relevant to these deliverables. In this way, MessageMakers develops helpful insight, production efficiency, and initial engagement among a network of individuals and organizations for future collaboration. We anticipate using visual, auditory, conceptual and kinesthetic learning styles to reach as many of the audience as possible.

Upon acceptance of initial creative concepts, MessageMakers will work with MICRC to develop a draft video outline.

With MICRC's review and approval, we will proceed to draft a first full script, including narration, animation, interviews, etc. Existing sources of supporting footage (if any) will also be reviewed, and sourced where possible to increase efficiency and reduce costs. Auditions of voice talent will take place electronically.

If using live actors, a shoot schedule will be developed and the best locations (including MessageMakers studio) to capture content will be identified, analyzing them for production requirements. Two to three shoots will be utilized to help build story threads with a definite beginning, middle, and end (for example: history of MICRC coming into existence; what MICRC is doing now to engage diverse populations; how the audience can engage in the redistricting process/using the tools available). Locations and plans will be confirmed, and the production will be scheduled for May, 2021.

During production, interviews and supporting footage will be captured in native high-definition, if using actual people. The production crew will travel with a full field production kit, including daylight and tungsten light sources, microphones designed for a wide range of situations, and flexible grip equipment, unless in studio. In this way, the team will be prepared to collaboratively build production value while remaining flexible for unexpected opportunities.

All content will be captured and produced in 4K ultra high-definition video to ensure that project deliverables are of the highest, most enduring quality in the face of future technical advances. All footage will be acquired with direct-to-disc cameras, making files immediately available for review and editing.

Immediately following production, MessageMakers editors will finalize the exact script to be followed and assemble a first edit based on the script and footage. This edit will be used as a basis for review, discussion, subsequent review cycles, and a final edit. Throughout the edit process, MICRC will be involved in the production workflow to the extent desired, whether by reviewing pieces in progress on the Internet, and/or participating in videoconferences for real-time review/edit sessions.

If producing an animated feature, MessageMakers will collaborate with MICRC to revise and confirm an approved script, to serve as the basis for pencil-sketch storyboards. MessageMakers will then develop these sketches into finished-quality art assets for review and approval prior to animation.

As determined appropriately, music will be sourced, final narration will be recorded, motion graphics produced, color correction executed, and a full audio mix performed. In addition to English, videos will also be produced in Spanish and Arabic. Video production will meet or exceed established television broadcasting standards and include closed caption.

With approval of the final edit, the completed video will then be mastered for delivery and distribution for television commercials, social media, and the MICRC website.

Based on the target of the **contract start date of April 26, 2021**, MessageMakers recommends the following **base schedule**:

Week of April 26, 2021	
	Planning and pre-production begin. Initial kickoff meeting.
	MessageMakers and MICRC work together to produce outline-level scripts.
	With approval of outline-level scripts, production begins.
	Initial site selection and acquisition of location footage begins.
Week of May 10, 2021	
	Scripts are revised. Production continues.
	Post-production begins with preliminary editing.
	Necessary audio recording and motion graphic creation begin upon final script approval.
	Production completes. Post-production continues.
Week of May 24, 2021	
	Preliminary edits are presented to MICRC and an audience for validation.
	With feedback, final post-production is executed.
	Final edits are produced and approved.
	Media is delivered.

Throughout the production period, MessageMakers will track all of our work in digital **project management**, and **sharing platforms**: principally Monday.com, and Google's G Suite. We welcome MICRC into these virtual spaces, as well as our physical spaces, in order to maximize transparency and creative connection between our teams. At a minimum, MessageMakers will reach out to the MICRC team with weekly updates, because we know that our creative process thrives through strong and dynamic **relationships**, both organization to organization, and person to person.

About MessageMakers

We are **hands-on creative partners**, telling stories that **connect**.

Over the past 42 years, MessageMakers has delivered **quality creative** for a diverse clientele nationally and in more than 38 international markets. Representing businesses, government entities, associations, non-profits, industry groups, and educational institutions, our clients depend on our ability to complete **complex projects on schedule and within budget**.



MessageMakers is noted for robust **in-house creative and technical capacity**. We are makers – artists and technicians grounded in the disciplines of brand strategy, storytelling, design, and video production. Our staff includes strategists, writers, producers, editors, and designers – so we understand the balance between ideation and execution. We're well-equipped – we own **HD, and 4K camera systems, sound, lighting, and grip equipment**; we can access our **in-house video production studio and motion control animation workspace** as needed; and we edit in multiple **Adobe Premiere CC** post production suites connected to **XSAN shared storage**. These factors allow us to be very responsive. We start new projects quickly, schedule aggressively yet flexibly, and collaboratively complete very high quality work.

Our Unique Expertise

MessageMakers was founded as a video production company, and today our **video production and post** teams are without equal – regularly producing category-defining creative. At the heart of every one of our creative efforts is a strong connection between **brand identity, communication strategy, and creative development**. Everything we make is in the service of both a brand story and a quantifiable objective. We firmly believe that by starting with the end in mind, we can work toward **measurable success**.

We enjoy collaborating with our clients in a creative sandbox, an **integrated creative approach**. While starting focus is important, we find that **our best work** often happens at the intersection of preparation and organic circumstance. Because we tend to work with our clients across multiple deliverables and channels, we're always looking for **exceptional and unexpected** creative opportunities.

Our Creative Process



Our **CREATIVE PROCESS** is iterative— a balance between preparing and making, a mix of analysis and imagination, a progression of client reviews and approvals actualized through discovery, reflection, dreaming, designing, and delivering.

We **DISCOVER** the landscape—observe the environment to understand language, context and culture, ask what, why, how, who, when and where, explore “what is” and identify desired outcomes.

We **REFLECT** on our data—clarify the harvest of our discovery, consider emotions and needs, explore relationships and hidden meaning, and integrate client and stakeholder input.

We **DREAM** about “what can be”—imagine innovative results, encourage individual ideation and group discussion, map many possible concepts, and generate new models and methods.

We **DESIGN** products and experiences—create scripts and prototypes, revise with feedback, enhance each iteration, and refine until satisfied – or, better, ecstatic.

We **DELIVER** on time and within budget—maximize learning, stimulate excitement and passion, and inspire participants to action.

Through this process, we **CREATE EXPERIENCES THAT TRANSFORM.**

Budget Estimate (highly dependant on actual scope)

Fully Animated Estimate

Task	Quantity	Rate	Cost
Project Manager (project coordination, concept development and initial design)	40 hrs	\$100/hr	\$4,000
Graphic Designer/Artist (storyboard illustration)	15 hrs	\$75/hr	\$1125
Graphic Designer/Artist (finished assets for animation)	55 hrs	\$75/hr	\$4125
Graphic Designer/Artist (preliminary animation)	55 hrs	\$75/hr	\$4125
Graphic Designer/Artist (revision animation)	30 hrs	\$75/hr	\$2250
Audio Engineer (voiceover recording)	2 hrs	\$55/hr	\$110
Voice Talent (voiceover talent)	2 hrs	\$90/hr	\$180
Video Editor (delivery)	2 hrs	\$70/hr	\$140
Music licensing (not for sale/non-broadcast)			No cost
Total			\$16,055

Or

Studio Shoot w/professional Actors Estimate

Pre-Production	Quantity	Cost
Project Management, Creative Development, and Studio Shoot or Off-Site	1 day	2,400
Production		
Director of Videography	1 day	1,400
High-Definition Camera Package (Incl. tripod, lens, basic audio)	1 day	700
Hair and Makeup	1 day	600
Production Studio (No charge for additional set design for multi-shoot)		0
Teleprompter	1 day	650
Professional Actor \$500 each	1 day	tbd
Post-Production		
Video Editing (structural, script cuts and finishing)	70 hrs	7,000

Script Change and edit (no charge)		
Motion Graphic Design & Production (package graphics)		275
Delivery		
Full captioning		250
Web-based file delivery		n/c
Total		\$13,275

Past Performance

1. Michigan Attorney General Dana Nessel

A few examples

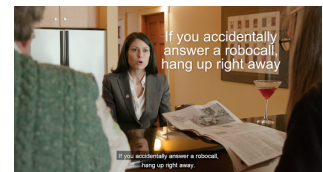
<https://youtu.be/jUbVASGzOUs> Misinformation, Voting

<https://www.youtube.com/watch?v=qpNX3hNReJE> Voter ID

https://youtu.be/FvGwk0IP_vs Vote in you PJ's

<https://bit.ly/2P2TsnX> : Donate Wisely on Giving Tuesday

<https://youtu.be/PINhH2fDgJo> : Safe Online Shopping



MessageMakers has been working with the MI Atty Gen on several informative videos, both humorous and serious. The topics have ranged from voter information to consumer protection. Production has taken place both in studio and off-site using professional actors and state representatives.

Deliverables - Over 30 fully produced .30 sec - 2 minute videos

2. ReValue: Grubstake Video Training

<https://youtu.be/hA9blpluQTK> one of the modules



MessageMakers collaborated with ReValue to produce a video training series called "Grubstake", all about local investing. This series was hosted by a subject matter expert who gave an on-camera presentation, supported by writing and illustration on a through-the-glass whiteboard, and story videos that take the audience out into the world to see examples of the concepts that Angela Barbash is teaching at ReValue. MessageMakers used a Rough-Fine-Final workflow for post-production review, with feedback provided by an appropriate balance of Revalue project team members and representative learners at each stage. MessageMakers supports a more broad dissemination of drafts via Vimeo PRO review tools. This web-based system allows users to privately view each draft, and then provide frame-accurate

comments, even tagging specific details within the frame.

All editing was completed in Premiere CC, utilizing MessageMakers' networked XSAN workstations. Data will be protected through an automatic rolling backup to a second system, as well as an offsite backup of all footage. Final video files were encoded as MP4 files as required for YouTube and Teachable distribution.

At project completion, all raw footage was transferred to an external drive for backup by Revalue. MessageMakers also recommends a project debrief and assessment, building a basis for improvement and increased efficiency in any future related projects.

Our initial deliverables were a creative treatment for educational video series and scripts for 3-4 video segments, each 6-10 minutes in length. Final deliverables were 3-4 completed video segments, each 6-10 minutes in length, delivered as high-definition MP4 video files for web distribution

3. **BWL Lansing Board of Water & Light: Smart Meters**
<https://vimeo.com/209636101/d35bc7cba8>



The Board of Water and Light is moving to become a significantly cleaner electric utility that is also keenly committed to maintaining reliable and affordable energy for Mid-Michigan residential and business customers. MessageMakers produced a series of 4 video segments for the Web, each approximately 90 seconds in length, to convey this message. Each segment was introduced with an on-camera interview with a BWL representative, presenting their authentic perspective as a frame for key information about the shift. In production, we captured present-day BWL locations and infrastructure that will be affected by the plan. Animated infographics were used to depict broader themes, as well as elements of the plan that would be otherwise difficult to represent.

TV spots were also created from real-world footage and animation drawn from the web segments, each 30 seconds in length. Produced with a tone complementary to the web segments, these spots delivered a similar message within a more concise structure.

4. **MSU Advancement: Empower Extraordinary Impact Videos**
<https://vimeo.com/139389754/b36acd7473>

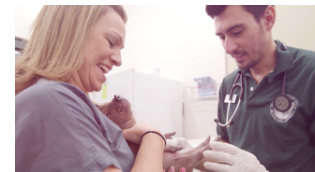


The goal was to engage potential donors to MSU

University Advancement through storytelling video, increasing private support. At a **collaborative launch meeting**, key players from MessageMakers, MSU UA, and other stakeholders met face to face to establish roles, relationships, processes, and a shared creative vision for the project. This meeting served to accelerate early stages of **pre-production**, while also setting up multiple lines of communication that will build efficiency throughout the life of the project. MessageMakers worked with MSU UA to develop an initial **messaging strategy** for each of the twelve storytelling videos, based on story dossiers provided by MSU UA. With acceptance of these strategy specifics, the MessageMakers team then proceed to draft a series of **outline scripts** for the videos. With approval of the **final edit**, each completed video was then **mastered** for delivery and provided for use and distribution.

Deliverables - multiple fully produced 1-2 minute videos

5. **MSU College of Veterinary Medicine: We Are**
<https://cvm.msu.edu/videos/we-are-msu-cvm>



MSU CVM partnered with MessageMakers to develop a rallying cry for the college, employing cinematic techniques to foster a shared sense of purpose. Together, we produced a compelling brand statement video, combining dynamic visuals, inspiring music, and anthemic narration. The completed video brought the college's mission to life, while also illustrating important connections between what happens on campus at CVM, and in communities around our state.

MessageMakers provided: Full service video production including concept development, writing, pre-production planning, video production, video post (including editing, motion graphic design, sound mix, and color correction) and delivery.

6. **GreenStone Farm Credit Services: Storytelling Video**
<https://vimeo.com/213729675/b7abc314a5>



This client, one of the top 6 rural lenders in the U.S., needed to introduce a wide range of audiences to its processes and customer-centered culture. GreenStone Farm Credit Services first engaged with MessageMakers in 2012 to tell a series of connected customer stories ranging from wine industry entrepreneurs expanding their vineyards to rural

landowners building houses.

MessageMakers initially followed several archetypal customers over the course of a season, allowing their relationships with GreenStone to play out through authentic, documentary-style action. The initial deliverables for this project include a 20-minute new hire orientation feature, a 5-minute marketing piece, and a 3-minute video loop for use at job fairs, PSAs and a 1-minute teaser video. Each of these real-world storytelling segments delivered a consistent but targeted message for a subtly different audience, all based on a single library of content.

7. **Bisk - The Business of Good: Young Africa Rising**

<https://vimeo.com/167270718/26737e070b>



Our goal for the Bisk was to unfold the compelling story of Bisk Education, Notre Dame, The Mendoza College of Business, and the Mandela Washington Fellowship for Young African Leaders as they come together in purpose-driven partnership with the private sector, host country governments, international and regional bodies, and civil society organizations and the U.S government. The partnership was meant to build a wide spectrum of high-impact opportunities, to be available both in the United States and in Africa, for participants in the Mandela Washington Fellowship for Young African Leaders to utilize and hone their skills.

MessageMakers produced this feature documentary and supporting video collateral about the power of social entrepreneurship in global society. Developed in partnership with the University of Notre Dame and Bisk Education, “The Business of Good: Young Africa Rising” tells the complex and inspiring story of 25 young African entrepreneurs who are thrust into American culture during a State Department-sponsored fellowship at the University of Notre Dame, and must find ways to learn and work together in order to lead a global future.

The film enjoyed theatrical premiere, film festival screenings, and online streaming distribution. It served as a starting point for conversation among members of a wide range of communities around the issues it raised.

8. **Michigan Virtual: Early Literacy Essentials**

<https://vimeo.com/366741503/9f2c043f5e>



Michigan Virtual contracted with

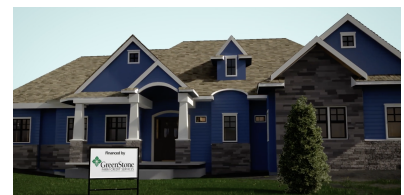
MessageMakers as its video production partner on this Michigan Department of Education project with a goal of improving early childhood literacy proficiency throughout Michigan. This project also involved researchers from Michigan State University's College of Education as subject matter experts. Now fully launched, the Early Literacy Essentials project reaches approximately 28,000 educators through Michigan Virtual Professional Learning Portal. In our work on this project, MessageMakers produced over 500 minutes of high-quality storytelling video to thread throughout this learning experience, featuring Michigan educators authentically depicting best practices in real Pre-K and K-3 classrooms across our state.

9. **Foodbank of Monmouth and Ocean Counties:** Help Stop Hunger
<http://vimeo.com/25681975>



Food Bank of Monmouth and Ocean Counties wanted to show people the large area they serve and help people realize it could be anyone who needs help, so they should support it. Most people do not realize the large pantries supply the smaller ones. We worked on a story-telling video, called Help Stop Hunger, which showed someone receiving help while also showing the process of how the food gets to him. From that video we created a different version that was more focused on the scale of the impact called Seven Million Pounds. We have also helped to coordinate their fundraising event. Help Stop Hunger was initially used as a cornerstone of an appeal event, and pledges tripled the previous year's efforts. The reach and value of the video have extended well beyond this initial event, to serve as an "incredible tool" for introducing the FoodBank and telling their story. In the client's words, "I don't know what we'd do without it!"

10. **GreenStone Farm Credit Services:** Home Construction TV Spots
<https://youtu.be/UJLevED5Vj0>



Building on an eight-year creative relationship, MessageMakers and GreenStone recently launched a new series of television spots for the rural lender. The spots sought to entertain and delight viewers while building familiarity with the GreenStone name, and increasing knowledge of relevant GreenStone services among non-farm

consumers. The campaign was structured to launch in January of 2019 with 30-second and 15-second TV spots localized for Michigan and Wisconsin audiences, utilizing creative techniques that are not seasonally dependent. The spots combined tabletop stop-motion elements with clean vector animation, evocative sound design, music, and narration to paint a compelling portrait of rural experiences and GreenStone's strong relationship to the market for a broadcast audience.

11. **Herman Miller:** How Should I Use Social Media

<https://vimeo.com/55790888/> pswd: hermanmiller



(Even though this is longer than the 1-3 minutes you are looking for, we want to show another type of animation we can provide.) Herman Miller is a Michigan-based global company with operations, sales offices, dealers, and licensees in more than 100 countries in North America, Asia/Pacific, Europe, the Middle East, Africa, and Latin America. Their communication efforts with team members around the globe are supported in part by MessageMakers.

The global footprint of the Herman Miller team necessitates internal communications and training materials that are easy to distribute, representative of the company character, and accessible to employees in a wide range of environments, often with limited time for viewing.

MessageMakers has collaborated with the Herman Miller Information Technology and Human Resources departments on several video projects, including this series of whiteboard explainer animations. This segment uses conversational narration and whiteboard animation to playfully explore best practices for use of social media, in support of the launch of new internal and external social media tools at Herman Miller.

12. **AARP Michigan:** She Votes

<https://bit.ly/32vFzBE>



Elevate the words of a diverse cross-section of Michigan women, driving **voter engagement** in the lead up to the general election in November 2020. Celebrate the 100th anniversary of **women's suffrage**, connecting the legacy of past leaders with the passion of women leaders and influencers in Michigan today. Build a sense of **nonpartisan community** and **shared purpose**.

Developed a series of **social highlight videos** (each approximately 60 seconds in length, intended for monthly release in July-October 2020; Hispanic/Latino Sept-Oct 2020) and **social feature videos** (approximately 2-3 minutes in length, intended for premiere at a virtual statewide women's forum, and broad release in late October or the first days of November 2020). In each segment **combined**:

- A diverse cross section of **women leaders and influencers**, each speaking at-camera in self shot or remotely capture footage as they describe their own perspectives on voting.
- Both **modern and historical supporting imagery**, visually connecting present-day civic engagement with the efforts of past suffragists.
- Modern documentary underscore **music**, building an emotional undercurrent throughout each segment without overwhelming the words of each speaker. **Consistent branding** in motion graphics, and a consistent closing **call to action**.

Each social highlighted video features a cluster of thoughts from a subset of captured speakers, building a **specific narrative thread** through the juxtaposition of diverse voices. Similarly, the longer social feature served as a **climax for the series**, combining all of the voices featured in the social highlight (and potentially additional voices) to connect all major themes in support of a final call to action.

In **producing the series**, MessageMakers first reviewed all available videos. MessageMakers provided structural recommendations for **thematic clusters**, and **additional remote production** as required. Remaining footage was captured by individual participants on their own devices and uploaded to MessageMakers, or recorded over a remotely hosted live recording session (employing Zoom or a similar video conferencing platform.)

MessageMakers sources **supporting footage** for all segments, and **completed rough, fine, and final edits** of each video segment. MessageMakers **delivered** final video and caption files for use by AARP Michigan in its outreach communications, and **archived** all raw footage and files for efficient access and repurposing in future AARP Michigan projects.

Key Project Team



Biography

Terry Terry is an artist, master communicator, and CEO of Message Makers. He delights in producing experiences that transform through public relations/marketing strategies, creative media services, custom learning programs, and large multi-media events. In 2011, under Terry's leadership, MessageMakers was recognized as one of 50 companies to watch by the Lowe Foundation and the Small Business Association of Michigan.

Terry's portfolio is global, high impact, and award winning. He's delivered communication strategies and products in more than 50 countries, serving clients such as the U.S. State Department's Office of Overseas Schools, the National Consortium for Study in Africa, the U.S. Disabled Sports Team and the Association for the Advancement of International Education, as well as the City of Detroit, CATA, the National Association of Women Business Owners, and Harley-Davidson's Harley Owners Group.

The Lansing Regional Chamber of Commerce recognized Terry as the Small Business Advocate of the Year in 1999 and in 2008 his company MessageMakers received the Outstanding Small Business Award. His keen business sense, coupled with strategic communication advice and production support that is second to none, has been further enhanced by Terry's profound artistic capabilities. In addition to receiving numerous awards for MessageMakers' media projects, Terry has personally been a recipient of awards from the Michigan Council for Arts, the Michigan Association of Community Arts Agencies, the Michigan Festival and Events Association and ArtServe Michigan.

In addition to professional communications work, Terry also co-founded and serves as President of the nonprofit Michigan Institute for Contemporary Art. He also serves as executive producer of three popular statewide annual music festivals, such as Lansing JazzFest and Old Town BluesFest and Michigan Mosaic Music Festival. He serves as a catalytic force behind the renaissance of Lansing's "Old Town," historic commercial district.

Professional Experience

Founder and President | MessageMakers | Lansing, MI

- Leads integrated marketing and branding strategies for business, industry, government and human resource services clients.

- Has extensive experience in public relations, marketing, research, instructional design, script and copy writing, directing, videography, video editing, web design and social media.

Special Consultant in Communications | MGTV-Michigan Government Television

- Developed equipment specifications and served as liaison between systems integrator and MGTV on the bidding, procurement and installation of the broadcast network of legislative, judicial and executive branches of the Michigan state government.
- Coordinated issue forums for senators and staff as a communications specialist and as an organization development consultant with the Michigan Senate.

Cameraperson/Segment Producer | Nightline, WNET-13, NBC Sportsworld, CNN, PBS, MediaLink, and other broadcast organizations

Instructor | Michigan State University | College of Education

- Developed the college's first multi-media classroom, taught media production to undergraduates and served as problem-solver for faculty.

Service

- Director, Rotary International – Lansing
- Founder, Michigan Institute for Contemporary Art
- Member, Michigan Society of Association Executives
- Member, Meeting Professionals International
- Member, Small Business Association of Michigan
- Member, Michigan Chamber of Commerce
- Member, Detroit Chinese Business Association
- Member, Harley Owners Group

Honors & Awards

- 50 Companies to Watch – SBAM and Lowe Foundation 2011
- Outstanding Small Business of the Year – 2008, Lansing Regional Chamber
- Community Service Tribute, State of Michigan 2003
- Governor's ArtServe Award 2003
- Small Business Advocate of the Year – 1999, Lansing Regional Chamber

Publications

- Teaching with MultiMedia - Association for the Advancement of International Education
- Program for Athletic Coaches Education - Governor's Council on Physical Fitness
- Solving the Leadership Puzzle - Harley-Davidson Motor Company

Education

Master of Arts | Michigan State University Instructional Development & Technology, College of Education

Bachelor of Arts | Michigan State University Policy Sciences, James Madison College



Biography

Tom helps clients tell their stories through video. Over the past 14 years, he has produced and directed feature films, as well as created video communications that support marketing campaigns, training programs, and non-profit development efforts. For clients ranging from the American Red Cross to the Harley-Davidson Motor Company, Tom has structured narratives that engage, inform and inspire audiences in alignment with specific PR/ communication objectives. These stories frequently come from the real world, told with a documentary sensibility and cinematic production values.

As an experienced editor and director of photography, Tom is able to efficiently plan and execute unique creative concepts within schedule and budget constraints, while also maintaining a quality regularly recognized by various industry creative awards. Tom has also developed and led several instructional programs on video production.

Tom's body of work spans a wide range of clients, including the Harley Owners Group and Harley-Davidson Motor Company, the American Red Cross, Herman Miller, Michigan State University, the FoodBank of Monmouth and Ocean Counties, the National Association for Family Childcare, GreenStone Farm Credit Services, the State of Michigan, Triton Industries, The Verve Pipe, and many others.

Professional Experience

Chief Creative Officer | MessageMakers | Lansing, MI | 2003-present

- Leads on projects for commercial, non-profit, and governmental clients.
- Performs key creative work, including editing, motion graphic design, HD videography, stereographic videography, sound design with original composers and stock libraries, and interactive authoring.
- Responsible for acquisition of new postproduction systems and production equipment.
- Produced over 125 projects, resulting in numerous awards and honors.
- Developed and maintained networked collaborative post-production infrastructure, including systems for handling stereoscopic 3D footage and finishing.
- Managed 32 terabytes of RAID 5 video storage, with backup and archive systems.
- Trained and supported six-person production staff on technical and creative skills.
- Directed and shot projects in Japan, China, Spain, Portugal, Germany, Austria, Italy, New Zealand, Australia, Canada, and across the U.S., on the ground, in the air, and on the water.
- Produced 22 projects for Harley-Davidson Motor Company.

Special Projects | Lansing, MI | 2000-Present

- Involved in production of documentary and dramatic narrative work, emphasizing opportunities for creative development and positive social impact.
- Produced and edited shorts “Broken” and “Waiting” in 2011.
- Edited “Patient 239,” official selection of the Thriller Chiller Film Festival, 2010.
- Edited “Daddy’s Little Girl,” awarded Best Editorial of the 48 Hour Film Project Detroit 2009.
- Produced and edited “Exposure”, winner of the inaugural East Lansing Film Festival 48-5 Competition 2006.
- Principal videographer for documentary “Inside Jazz: Everybody’s Welcome,” winner of the 2004 Aurora International Film and Video Festival Gold Award, and a Columbus International Film & Video Film Festival Chris Award.

Producer | Michigan State University | East Lansing, MI | 2000-2003

- Responsible for production of media to sustain and promote the College of Communication Arts & Sciences while also performing work for community and non-profit organizations.
- Edited on nonlinear and linear systems.
- Performed dubbing, transfer, and web encoding operations. Lit and shot video in studio and on location.
- Edited 13 productions, including several Telly award-winning documentary projects.
- Supported other staff and Faculty on AVID, Media 100, and Final Cut Pro editing systems.
- Developed Quicktime and SMiL-based authoring workflow for web-based interactive video delivery.

Teaching Assistant | Michigan State University | East Lansing, MI | 2001-2003

- Responsible for supporting educational efforts of the Telecommunication program of the College of Communication Arts & Sciences at Michigan State University.
- Supported faculty in lecture and hands-on instruction in lighting, live production, remote production, and post production.
- Led lab sessions and performed direct instruction.
- Taught studio & location video production to approximately 120 students.
- Developed course material in graphic design, lighting, and post production as needs of program evolved.

Technical Skills

SD and HD Videography on various cameras and camera systems. SD and HD Editing and Motion Design on AVID | DS HD, AVID Composer, AVID Xpress, Final Cut Pro HD, Adobe After Effects and other applications Music and Sound recording and mixing.

Service

- Volunteer, Michigan State University's Master Gardener program, supporting community gardens and public education efforts throughout the state.

Awards

- GreenStone Farm Credit Services – “Room to Grow” – Pixie Award 2013
- Roberts Sinto Corporation – “We Are Sinto” stereoscopic 3D feature – Telly Award 2013
- Harley-Davidson Motor Company – “Made In York” – Mid Michigan Addy Awards 2012 (Best in Show)
- Michigan Governor's Inauguration Committee – “Power of Michigan” – Telly Award 2012
- FoodBank of Monmouth and Ocean Counties – “Help Stop Hunger” – Telly Award 2011, EMPiXX Award 2011
- Another 68 industry awards over the past decade.

Education

- Bachelor of Arts, Michigan State University, East Lansing, MI | Telecommunication College of Communication Arts & Sciences, Honor College, 2004



miller@messagemakers.com | 517-482-3333 ext. 114

Biography

Tina offers a comprehensive understanding of how to help clients achieve their goals through creative marketing and communication solutions. She is a highly accomplished entrepreneur with over 18 years of experience in business ownership, management and marketing. Her career has included founding several businesses (including a fitness franchise), later shifting to provide business consulting to a portfolio of over 400 clients with revenues ranging from \$1M to \$50M. Tina has also served the community as a member of the board of directors for the Portland Chamber of Commerce, Chair on the Chamber Growth Committee, and Vice President for Lansing Community College's Professional Admin Committee. For her service and achievements, Tina has received many awards including Business Person of the Year, Portland's People's Choice Award (7 years in a row.) and a feature in the Business Weekly Magazine of Michigan.

Professional Experience

Director of Marketing | MessageMakers | Lansing, MI | 2015 - present Video, Event Production, Learning, and Instructional Design

- Responsible for establishing & implementing a strategic and tactical communications plan designed to capitalize on market opportunities and generate leads.
- Building a creative, integrated, multi-channel marketing department that increases brand awareness and reputation, provides a steady flow of sales leads, and measures the return on marketing investments.
- Responsible for the internship program, coordinating and assigning interns to various departments, liaison between the company and the educational institutions.

Senior Business Analyst | International Services Inc | Buffalo Grove, IL | 2011-2015

Business consulting firm for small to medium-sized privately-held companies in North America

- Provided an in-depth examination of the business including financial analysis, production benchmarks, sales effectiveness, organizational structure and stability, tax savings and estate planning
- Created a value enhancement plan which included recommendations for improvement by identifying each deficiency and the cost to the client both on a monetary and personal level.
- Individually responsible for a Portfolio of over 400 clients with rev ranging from 1M -50M+.
- Awarded MVP in 2012, only a year after joining the firm

Owner/Manager | Miller's Fitness LLC | Portland, MI | 2001 - 2011

- Exceeded growth within 3 months of open date, which then led to expansion and

building purchase

- Generated over 1M in revenue and created a multi-platform business model
- Launched a new fitness center and program for Cook Valley Estates in Grand Rapids, MI
- Produced and marketed two fitness videos

Owner/Manager | Portland Properties LLC | Portland, MI | 2004 - 2011

- Owner of 4,800 sq. ft. commercial building located on a prime 1.19 acre lot
- Fully executed all lease/rental contract negotiations
- Managed advertising material and public relations- Voted #1 Salon for 5 years in a row

Owner/Distributor | Paradise Distributors | Portland, MI | 2003 - 2008

- Created and launched distributorship throughout North America
- Managed Michigan Territory for distribution of product and training for over 75 salons
- Produced and designed product label layout and website
- Public relations coordinator, speaking engagement rep and developed press release campaign on a national level

Honors, Service and Awards

- 2004 Business Person of the Year
- Certified Instructor - American Red Cross
- Certified Fitness/Nutrition Professional
- Video Production/Sale
- VP for LCC Professional Admin Committee
- Head Chair of Chamber Growth Committee
- People's Choice Award 04', 05', 06', 07', 08', 09', 10'
- Featured in Business Weekly Magazine for MI
- Director - Portland Chamber Commerce 04', 05'
- Secretary - Portland Chamber of Commerce 04', 05'

Non-Profit Involvement

- Crisis Intervention Training for Cornerstone Crisis Center in Grand Rapids, MI
- Coordinator for our local Toys for Tots program and the Angel Tree
- Participation in the Portland Community Fund 04', 05', 06', 07', 08', 09', 10'

- Susan G. Komen Foundation
- American Cancer Society
- Relay for Life
- St Jude's

Education

- Business Management/Leadership, GPA 4.0
- Kinesiology/Certified Personal Trainer|National Exercise Trainer Association
- Certified Nurse Assistant



acciaoli@messagemakers.com

Biography

Andrew is a producer, director of photography, and editor with experience working in films, commercials, and live events. He has filmed content for clients such as the Lansing Regional Chamber of Commerce and Michigan Attorney General Dana Nessel. As a live events producer and technical director, Andrew has worked on events such as virtual press conferences, webinars, and performances. Andrew graduated from Michigan State University, receiving a bachelor's degree in Media and Information with minors in Documentary Production and Music. He has received awards from the Michigan Emmy Chapter and the Michigan Association of Broadcasters. Andrew enjoys helping share peoples' stories in authentic ways that inspire and engage viewers.

Professional Experience

Creative Producer | Directory of Photography | Film/Video Editor | MessageMakers, Inc. | Lansing, MI | 2020

- Shapes stories out of raw footage
- Utilizes effective techniques to produce messages

Camera PA | Marathon Productions/NBC | Detroit, MI 2020

- 'America's Got Talent' (Reality TV) | Canon C300, Canon 70-200 & Duclos Rehoused Zeiss'

Set PA | Jupiter Entertainment/Discovery ID | Detroit, MI | 2020

- 'In Pursuit with John Walsh' (Reality TV) | Sony FS7, Canon Zooms & Sigma Primes

2nd AC | ProIMAGE Entertainment | Southfield, MI | 2019

- 'Convocation' (Proof of Concept Film) | Canon C300, Canon Zooms & Zeiss Primes

Font Coordinator | Ross Video/Stadium Network | Ann Arbor, MI | 2019

- 'Stadium Kickoff Live' | (Live Sports Production) | Ross Xpression & Ross Inception PA

Camera Operator | Apex Broadcast/CBS | Traverse City, MI | 2019

- 'Iceman Cometh Challenge' (Live Sports Production) | BMD URSA Broadcast, Fujinon Zooms

Outloud Media Group | Detroit, MI | 2019

- (Marketing Agency) Freelance Editor, Adobe Premiere & After Effects

Audio Engineer and Gaffer | Practical Productions | Traverse City, MI | 2019

- 'Quicksand' (Narrative Feature) | RED Gemini & Monstro, Kowa Primes

PA | Big Ten Network | East Lansing, MI | 2019

- 'College Football' (Live Sports Production) | Parabolic Mic Op |

Head Editor | Rokinson Cine Primes | Detroit, MI | 2019

- 'The Ossian Sweet Story' (Documentary Short) | DP | Sony a7S ii

PA | 5th Media LLC | Detroit, MI | 2019

- 'Big Bank Homie – Block Scorchin' (Music Video) | 2nd AC | Canon C300, Canon 24-70

Head Studio Assistant | Digital Media Art and Technology Lab | E. Lansing, MI | 2017-2019

- (University Equipment Checkout)

Skills

- Camera, Editing, Grip & Electric, XLR & Tungsten Light Repairs, Hand Tools, Power Tools

Education

- **Michigan State University** | East Lansing, MI | May 2019
Bachelor of Arts in Media & Information | Film & Media Production
Minors | Documentary Production, Music



hoyt@messagemakers.com

Biography

Sarah is a graphic designer with over 16 years of experience in print and digital media design and 6 years in social media management. She is proficient in the Adobe Creative Suite (InDesign, Photoshop, and Illustrator), as well as knowledgeable in the Wordpress content management system. Sarah's work has been featured in local as well as nationwide campaigns.

Professional Experience

Graphic Designer | Message Makers | Lansing, MI | 2020 - present

- Digital media design

Graphic Designer | Digital Media Manager SHC Designs, owner | 2016 - present

- Offer print and digital design for clients
- Responsible for all communication and jobs from start to finish.

Graphic Designer | UrbanBeat | 2019 - present

- Digital Media Manager
- Manage all social media including Facebook, Twitter, Instagram, SnapChat and update website.

Social Media Manager | Media Advantage | 2018 - present

- Responsible for developing and implementing marketing strategies for client's social properties using SproutSocial, Google AdWords, Facebook Ads, Mailchimp and Wordpress.

Graphic Designer | Digital Media Manager Spiral Dance Bar | 2014 - present

- Manage all social media including Facebook, Twitter, Instagram, SnapChat and update website.
- In charge of promoting the club, answering emails and creating custom web images and video

Graphic Designer | Dan Henry Distributing | 2006 - present

- Design advertisements for 900 accounts with a 5 day turn around using Illustrator,

Photoshop, InDesign and CorelDraw.

Skills

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Wordpress

Education

- **Michigan State University** | East Lansing, MI | 2000 | Psychology

Volunteer

- Haven House | 2007 | East Lansing, MI



Biography

Sophia Cheng serves as MessageMakers' CFO and Research Director and controller, ensuring projects stay within scope and budget. She manages all aspects of budgets, procurements and billing and has extensive experience with financial analysis, forecasting and research, as well as survey data collection, management, analysis and interpretation. She is the Principal Research Investigator (PRI) for projects related to results measurement, success assessments, and surveys. After graduating with a Ph.D. in Economics from the Eli Broad College of Business, MSU. She has a background in statistical consulting with Michigan State.

Professional Experience

- **Financial Controller & Research Director | MessageMakers |Lansing, MI | 2003-present**
- Supports client communication objectives through sound financial planning and thoughtful fiscal management
- Manages company financials, supervises financial-accounting team, and advises president on company financials
- Has achieved target revenue growth, improved company financial strength and robustness, and streamlined accounting process, while increasing accounting operating efficiency
- Serves as principal research investigator (PRI) of survey/results measurement projects through client- oriented consulting on quantitative and qualitative survey design and

analyses and consulting on statistics and statistical programming.

- Has earned distinction as PRI for the Harley-Davidson U.S. H.O.G. Trainings, International H.O.G. Trainings, and Australia H.O.G. Officers Trainings. PRI for LCC BCI Branding Surveys (2013), MEDC Global Trade Days Action Plan Surveys (2013) and Michigan Association of Counties (MAC) Members Perception/Anticipation survey (2013).
- Consistently seeks to build up company's survey-research capacity.

Service

- **Treasurer and Board of Director, Stonelake Condo Association**
- Provides leadership in budgeting, reviewing and approving financials, advising on financials, and actively participating in board meetings.
- **Festival Committee, Old Town Lansing Festivals**
- Supports festival set up and serves as brainstorming member

Education

- **JD | Cooley Law School**
- **Ph.D | Michigan State University** Economics
- **Master of Arts | Michigan State University** Economics
- **Bachelor of Arts | National Taiwan University** Sociology