



Nicolini Media welcomes the opportunity to work with the Michigan Independent Citizens Redistricting Commission (MICRC) to produce a series of videos that will communicate the authority's key messages and generate public interest and participation in the State of Michigan's redistricting process.

Nicolini Media reserves the right to reexamine costs based on changes to the project's scope and for MICRC-approved project changes before, during, or after the course of production.

THE NICOLINI MEDIA PRODUCTION TEAM

Keith Nicolini leads a team of writers, producers, video/audio/lighting technicians, graphic designers and animators, voice over and on-camera talent, sound designers, and video editors.

Since 2005, his company has produced TV, radio and print advertising, corporate videos, websites, social media, and strategic branding. Please visit our website to learn about [Nicolini Media](#) and its principals or view other video production projects on our [Nicolini Media YouTube channel](#).

Nicolini Media understands the importance of MICRC's mission to ensure fairness, awareness, transparency, and engagement in the redistricting process.

Keith and the team are also committed to that mission and look forward to assisting MICRC ensure Michigan residents know how to participate in that redistricting process.

THE PRODUCTION PREMISE

Based on the Quote for Video Production Services, we understand these videos must:

- Represent Michigan's diversity
- Tell a consistent and compelling story
- Wow the audience and spur them to action
- Follow the MICRC brand
- Meet or exceed established TV broadcasting standards while also adhering to technical specifications for display on social media and the MICRC website
- Include the option to display closed captions
- Be understood in Spanish and Arabic

CREATIVE DEVELOPMENT

Any number of creative approaches that would affect production and pricing could be proposed at this time. However, that would merely be speculation, and Nicolini Media prefers to first consult with the MICRC team to nail down its specific visions for the multimedia strategy. Although, we have taken the liberty of taking an approach in order to provide a preliminary budget estimate.

VIDEO PRODUCTION – POST-PRODUCTION

In conjunction with MICRC, Nicolini Media will:

1. Develop the tone/voice and look/feel of each video (30-second ad or 1-3 minute vignette).
2. Update the tentative production schedule.
3. Develop the script content to be included in each video.
4. Develop graphic content to communicate key message points.
5. Coordinate and schedule all on-location video production – B-roll or interviews

Furthermore, Nicolini Media will:

1. Assist with any on-screen talent selection and make any bookings.
2. Shoot onsite at agreed upon and designated locations with our professional production crew, 4K camera, drone camera, secondary HD camera to capture interviews and all necessary B-roll footage.
3. Screen, transcribe, log, and select all footage and interview bites.
4. Draft final scripts for MICRC review before post-production.
5. Complete post-productions services: video, audio, music, and graphics.
6. Coordinate on-screen and VO talent.
7. Complete requested closed captions.
8. Distribute video files to all requested media outlets.

30-SECOND TV COMMERCIAL PRODUCTION

Our production approach is comprehensive of all production activities, as outlined above. Based on information known to date, we estimate the following for one, 30-second TV commercial:*

- Project Management (inclusive of Creative Development, Writing Services, Project Coordination and Scheduling): \$1,000
- On-Location Video Production (Inclusive of Production Crew, All Video & Audio Equipment, Supplies, Travel & Per Diems, and Director/Producer Services): for one, 10-hour, portal-portal Production Day: \$3,000*
- On-Screen Talent: TBD
- Transcription/Translation Services: \$500
- Voice Over Talent - English: \$500
- Voice Over Talent - Spanish: \$500
- Voice Over Talent - Arabic: \$500
- Post-Production (Inclusive of Editors, Animators, Graphic Artists, Licensed Music & SFX, and All Requisite Editing Equipment): \$2,000

ESTIMATED INVESTMENT PER 30-SECOND TV COMMERCIAL: \$8,000 + TBD*

**Any MICRC-requested changes to the scope of work outlined here will result in project change notices and updated pricing.*

1-3-MINUTE EDUCATIONAL VIGNETTE PRODUCTION

Our production approach is comprehensive of all production activities, as outlined above. Based on information known to date, we estimate the following for one, 1-3 minute video vignette:*

- Project Management (inclusive of Creative Development, Writing Services, Project Coordination and Scheduling): \$2,000
- On-Location Video Production (Inclusive of Production Crew, All Video & Audio Equipment, Supplies, Travel & Per Diems, and Director/Producer Services): for one, 10-hour, portal-portal Production Day: \$3,000*
- On-Screen Talent: TBD
- Transcription/Translation Services: \$1,500
- Voice Over Talent - English: \$750
- Voice Over Talent - Spanish: \$750
- Voice Over Talent - Arabic: \$750
- Post-Production (Inclusive of Editors, Animators, Graphic Artists, Licensed Music & SFX, and All Requisite Editing Equipment): \$4,000 + TBD

ESTIMATED INVESTMENT PER 1-3 MINUTE EDUCATIONAL VIGNETTE: \$12,750 + TBD*

**Any MICRC-requested changes to the scope of work outlined here will result in project change notices and updated pricing.*

TENTATIVE PRODCUTION TIMELINE

ACTIVITY	DUE BY	RESPONSIBILITY
Team introductions, initial input meeting	April 26	MICRC, NM
Submit initial 50% invoice, per project	April 26	NM
Develop initial creative treatments, per project	April 30	NM
Feedback and/or approve creative treatments	May 4	MICRC
Revised production cost breakouts based on approved creative treatments, if necessary	May 6	NM
Final approval of production cost breakouts	May 10	MICRC
Begin video pre-production: draft scripts, coordinate with and schedule prospective talent, schedule locations and crew	May 11	NM
Submit script drafts and project update	May 14	NM
Feedback and/or approve script drafts	May 18	MICRC
Finalize shoot scripts	May 19	NM
Begin on-location video production	May 25	NM
Initial 50% invoice paid, per project	May 28	MICRC
Digitize media, initiate transcription/translation services	May 28	NM
Begin English post-production services	June 1	NM
First English video review	June 4	NM
First English video feedback/approval	June 7	MICRC
Second English video review	June 9	NM
Final English video approval	June 10	MICRC
Begin Spanish and Arabic post-production services	June 11	NM



ACTIVITY	DUE BY	RESPONSIBILITY
First Spanish and Arabic video review	June 15	NM
First Spanish and Arabic video feedback/approval	June 16	MICRC
Second Spanish and Arabic video review	June 18	NM
Final Spanish and Arabic video approval	June 21	MICRC
Finalize video for broadcast distribution	June 23	NM
Video file distribution	June 24	NM
Project debrief	June 28	MICRC, NM
Final 50% + any approved Project Change Notices invoice submitted, per project	June 28	NM
Final 50% + PCN invoices paid	July 20	MICRC

STATEMENT OF WORK

1. Nicolini Media requires written approval of the estimated production investments stated in this video production proposal from MICRC to proceed. Written approval may be as simple as an email stating MICRC agrees to this budget estimate and statement of work.
2. Once approval is received, Nicolini Media will schedule a production timeline and invoice MICRC for 50% of the estimated investment.
3. No pre-production work or video production will start until all parties agree to the final, approved production cost breakouts, per project.
4. Once approval is received, Nicolini Media will seek additional information from MICRC and begin work, including project management duties, such as scheduling on-location video production, the drafting of scripts, any voice overs, and descriptions of the visuals.
5. Based on MICRC input to the scripts, Nicolini Media will amend the copy and descriptions.
6. Video post-production incorporates any voice overs, music, animations, other graphics and on-screen text with video.
7. When video post-production is done, Nicolini Media will provide a file for MICRC review.
8. One round of changes is budgeted after initial video post-production. Any changes requested after the second submission of video post-production will be invoiced based on actual hours expended (\$200/hour).
9. Upon final approval, Nicolini Media will invoice for the remaining 50% + any approved project changes.
10. Once final approval is received, Nicolini Media will release a full resolution video file per project for unlimited MICRC use.
11. Payment of final invoice – along with any project changes – is due within 21 days of video distribution.