

AGENDA ITEM FOR ADMINISTRATIVE MEETING ( ) Discussion only  
( X ) Action

FROM (DEPT/ DIVISION): County Counsel

SUBJECT: Board Contract

<p>Background:</p> <p>The County has the opportunity to has produced a documentary highlighting places to live, visit and start a business. It would be available for distribution and promotion purposes. The cost for the production is \$29,300. Funds from economic development are available to cover the cost.</p>	<p>Requested Action:</p> <p>Approve project and authorize the Chair to sign agreement</p>
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ATTACHMENTS: Proposed Agreement

\*\*\*\*\*For Internal Use Only\*\*\*\*\*

Checkoffs:

- ( ) Dept. Heard (copy)
- ( ) Human Resources (copy)
- ( X ) Legal (copy)
- ( ) (Other - List:)

To be notified of Meeting:

Needed at Meeting:

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Scheduled for meeting on: April 24, 2024

Action taken:

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Follow-up:

# VIEWPOINT

— WITH DENNIS QUAID —

## Studio Production Authorization

To the Attention of: John Shafer

Participant Company: Umatilla County, OR.

Storyline: Discover America: Great Places to Live, Visit and Start a Business

Producer: Anthony Davis

Date: Thursday, April 18, 2024

## Public Television Distribution

This VIEWPOINT short-form documentary series will be distributed to Public Television stations in all 50 states. The overall project will include the production of one (1) 3-5-minute educational segment produced as a standalone short-form documentary for distribution to Public Television Stations nationwide (estimated reach for one year is 60 million households). VIEWPOINT maintains editorial control for the series format following Public TV Standards and will adhere to guidelines for Public Television's official practices. The host of VIEWPOINT for Public Television is Dennis Quaid. Mr. Quaid's image may not be used for any other *broadcasts* other than for this Public Television series. Umatilla County, OR. agrees to be a content expert for VIEWPOINT and understands that the format of the Public Television segment is non-commercial and strictly educational in nature. In adherence with Public Television Standards and Practices, there are no fees associated with the Public Television portion of the project. All fees outlined in this Authorization cover production costs for the value-added production and distribution services outlined below.

*As a special thanks, VIEWPOINT will provide the following value-added services.*

## 5-6 Minute Corporate Profile

VIEWPOINT will provide the production of one (1) broadcast quality, 5-6-minute educational documentary profile with expansive and detailed information documenting the issues and educational message that are applicable to your target audience. This is produced and edited on digital HD media. The format is educational and informational and is designed to promote your educational message within the context of the feature story line. Production includes interviews, narration, program/set design, script writing, videography, graphics, music, editing, high-end computer-generated graphics, and 2-D animation and/or graphics of your logo, phone number, and website will complete the production.

## Educational Commercial Television Airings

VIEWPOINT will provide the production of one (1) high end one-minute educational commercial segment used for network distribution. Your segment will be broadcast once primetime in over 84 million homes via MSNBC, CNBC, CNN, or an equivalent network. Your educational commercial segment will also air 400 times in many of the top 100 Designated Marketing Areas during peak and primetime on networks such as CNBC, CNN, CNN Headline News, Discovery Life, Fox Business Network, The Learning Channel, Discovery Channel, or equivalent networks (a media schedule will be set in advance to guarantee these spots and post airing affidavits (proof of airing) will be provided upon request following the airings).

# VIEWPOINT

WITH DENNIS QUAID

## Internet Distribution

VIEWPOINT will digitize your segments into digital files for streaming on your website and will be delivered in a format for streaming on social media sites. VIEWPOINT will design and generate an email campaign to *your* narrowcasted audience sending up to 1,000,000 video emails from our email database.

## Project Cycle: 90-120 Days

Day 1: Contract signed, and organization is scheduled for participation in the project.

Days 2-14: Project Fee is due on receipt of invoice; Questionnaire and Collaterals Sent.

Days 15-45: Project assigned to a field producer, producer reviews literature, acclimates to storyline.

Days 46-75: Scripts written and approved. Shoot location determined and shoot day set.

Days 76-90+: Shoot Day occurs; studio edits film; segments are approved & media schedule is set for airing.

## Requirements of Umatilla County, OR.

- a. Completion of the Research Questionnaire. (Available online, by email, & in Welcome Package)
- b. Collateral materials sent necessary to the storyline and to aid the producer and field producer in scripting. (Included should be all necessary literature, marketing materials, past video work, master files of previously shot video (if available), company logo(s); all helpful creating the script.
- c. A list of potential interviewees and site locations where the educational story may be shot.
- d. Umatilla County, OR. does hereby commit to participate in this project described above and agrees to pay the \$25,900 underwriting and scheduling fee upon receipt of invoice (there are no post-production fees).
- e. The one day one location shoot will be provided for a location fee of \$3,400 to shoot onsite in the continental U.S. This location expense will be the responsibility of Umatilla County, OR. . Alternately, a field production crew can be provided on location at an appropriate facility in South Florida (West Palm Beach to Miami) to shoot all footage and interviews for this project at no additional expense if the organization has a South Florida location to shoot story in use by an end user.
- f. Expert advice on the technical accuracy of script and video for the 5-minute educational documentary and one-minute segment within 5 *business days* of receipt of these deliverables.
- g. Umatilla County, OR. agrees to sign up for a free six-month ClipStock Enterprise Membership (the duration of the project). This membership is essential because it includes unlimited access to necessary stock footage, music and SFX for the project. As a VIEWPOINT featured guest, Umatilla County, OR. will receive both licensing and distribution rights to the stock footage, music, SFX along with the 6-minute corporate documentary and educational commercial at no additional cost. Your team will also have final sign-off and approval on all 3 segments prior to airings and distribution.

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Authorized Signature

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Position

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Date

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Pioneer Production Services, LLC

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Position

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Date

VIEWPOINT

Senior Producer

Anthony Davis

Venue for any claim relating to this agreement, or to the breach of this agreement, shall be in Palm Beach County, Florida. This agreement shall be interpreted under the laws of the state of Florida.

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VIEWPOINT

P. 561-244-7620 • info@viewpointproject.com