

# **Production Services Proposal Qorvis for Abbott**

**Attention:**

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**Qorvis**

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**Submitted by:**

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**Studio Center Productions**

161 Business Park Drive  
Virginia Beach, VA 23462  
(866) 515-2111  
April 29, 2013

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Attn: Cassie and Lara:

Studio Center is proud to have been selected to bid on this exciting production. We have assembled the finest underwater DPs and Directors in the business. We are in preliminary talks with several directors who are all pending based on total budget.

We are poised to begin the production process. We have three divisions to support your production. **Video Division / Audio Division / On-Camera Division**

Each division has a team of dedicated full-time staff members under one roof who understand the meaning of doing what it takes to get the job done anytime day or night and who have the capabilities to deliver the quality required within those budget parameters set in place. We are confident that our work is excellent, our staff friendly and accommodating, and that we will produce a remarkable piece for Qorvis & Abbott. Thank you again for the opportunity. We look forward to this exciting and lovely production.

Warmly,

Robin Russ , VP  
Brian Bartusiak, Sr. Video Producer  
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# **STUDIO CENTER VENDOR PROFILE**

Studio Center was established in 1966, specializing in broadcast advertising. In our forty-seven years in business, we have enjoyed creating unforgettable productions for everything ranging from national TV commercials, documentaries, to non-broadcast recruitment videos for Saks 5th Avenue. Our work is diverse, but our team is specialized and our value unbeatable. Each department contains the best and brightest in their field with no pretense, just the desire to execute the best production possible for our clients.

## **Post Production**

FinalCut Pro HD, AfterEffects, Cinema 4D, AVID Adrenaline, and the latest creativity enhancing software for awesome graphics and effects.

## **Post Formats**

DVCProHD, Digital BetaCam, DVCPro50, DVCam, BetaCamSP, CD, DVD and digital delivery. (NTSC, PAL, SECAM) and FTP site uploading in web, standard-definition, and high definition file formats (QuickTime, Windows Media File, Flash)

## **Studio Center Staff handle all aspects of video production including:**

Full Turnkey Production  
Award-Winning Crew  
Research  
Motion Graphics Designers  
3D Animators  
Video Editors  
Video Producers  
Director of Photography  
Creative Directors  
Casting Directors

# STUDIO CENTER PRODUCTION PROCESS

## Pre-Production

Once the project has been awarded, Studio Center will immediately set-up a meeting with the Qorvis point of contact to review, evaluate, and strategically plan the production. Qorvis will recommend any necessary changes. We will be meeting with our underwater consultant, Fabien Cousteau, who will be guiding us on prospective locales, where to find the best shots and indigenous healthy coral, with our Underwater DPs, Pete Romano and Chuck Davis, for equipment specifications along with Hydraflex and with our Sr. Producer Brian Bartusiak.

Both of our recommended DPs have extensive Caribbean shooting experience and have several recommendations for locales. As does Fabien Cousteau who is an integral part of our shooting proposal.

Next steps include our producer creating a pre-production plan. This plan will include Directorial information, logistical decisions, and arrangements, production personnel and locations. Qorvis will approve and/or make revisions to the plan.

Studio Center will secure recommended locations, permits, boat and coordinate all aspects of the production. (Paying acute attention to reef protection.) Your Studio Center producer will coordinate times and locations with Qorvis. We will handle all associated paperwork, licensing, fees prior to the shoot and will inform Qorvis of any additional costs for same. Your producer will then create a shooting schedule for final review.

Once we receive specs for voice-over from Qorvis, we will begin auditions for talent. We will also begin assembling “Iris” shots from on-camera talent which will be forwarded to Qorvis for approval.

## **Timeline:**

**WEEKS 1-4** (May 2013): Pre-Production commences including (but not limited to): Director's input & treatment, Research & Technical Consulting, Location Scouting, Permits Processing, Travel & Air Freight Arrangements, Production Equipment rentals & acquisition, Casting, Production Guide development, and Coordination & Scheduling.

**WEEK 5** (June 2013): Location Production (TBD) and Deerfield, IL for technology shoot.

**WEEK 6** (June 2013): Video & Audio Post-Production, and Delivery

## **Production**

Studio Center will provide all outlined equipment, materials and personnel necessary for on-location: Director of Photography, Director, AC, Gaffer, Grip and Makeup/Wardrobe, scuba gear, underwater camera housings, and pontoon/barge. Studio Center is responsible for obtaining all necessary release forms for individuals appearing or heard on the video. Qorvis team members are more than welcome to participate and provide feedback during the shoot to both crew and talent.

## **Post-Production**

Once filming is completed, Studio Center will edit a rough version of the show and sent to Qorvis for approval. Qorvis will provide us with feedback, and we will make the requested changes. We will continue this process until Qorvis is 100% pleased with the finished product. After Qorvis signs off on all aspects of the show, Studio Center will then deliver all necessary deliverables.

## Your Team



### **Fabien Cousteau** -- Technical Adviser

First grandson of world explorer Jacques Cousteau, Fabien grew up on the decks of his famous Grandfather's ships, Calypso and Alcyone. As a diver, world traveller, lecturer, and host of National Geographic, PBS, Discovery & CBS special, Fabien has travelled the world's oceans above and below the surface. He will serve as location manager, scout and adviser. Fabien champions the family legacy as third generation ocean explorer and filmmaker. He is excited to be on this project and has already offered up several appropriate locations and contacts.



### **Pete Romano** -- Underwater Director of Photography

Pete Romano's name is synonymous with underwater filming. One of the most acclaimed underwater cameramen in Hollywood, he's won The Academy of Motion Picture Arts and Sciences, and a technical achievement award from Society of Operating Cameramen. He has worked with George Lucas, Steven Spielberg and James Cameron. He is proudest of doing the opening underwater scene in Saving Private Ryan. An additional asset to having Pete onboard is that he is also the owner of HydroFlex in California, renting all manner of underwater cameras and attendant gear. He is offering us wonderful rates for his services and for underwater rentals.



**Chuck Davis -- AC**

Like Pete, Chuck has a lifetime of underwater experience as Director of photography. Through his production company TidalFlats Cinematography, he has produced hundreds of marine productions from Antarctica to the Amazon and shooting around the world more times than he can count. He's been nominated for an Academy award twice. (The Living Sea and Alaska: Spirit of the Wild), both IMAX films. He is well placed for knowing exactly what is needed on this shoot. He is a friend of Pete Romano and Fabien Cousteau and together the three make a cohesive underwater team.



**Brian Bartusiak -- Sr. Producer / Director**

Brian graduated from the College of William & Mary in 2002 with a degree in English Literature and Film Studies. He worked with Colonial Williamsburg Productions, aiding in the production of educational programming, before advancing quickly into the role of Producer/Director in the corporate/industrial/advertising filmmaking world. Brian has written, produced, and directed commercials, long-form and short-form marketing and trade show videos, web products, and interactive products. His list of clients includes many Advertising Agencies, the U.S. Military & Department of Defense, and direct corporate clients (Audi, U.S. Army ROTC, Bernard Hodes, General Dynamics, Northrop Grumman, U.S. Navy, Philip Morris, Great Wolf Lodge, and Agility Logistics, among others). His work has aired internationally, nationally, regionally, locally, and is currently displayed at New York's Time Square.



**Nicolas Krewsczki** -- Editor / Colorist

A multi-award winning commercial and documentary Editor and Colorist, Nicholas Kleczewski is as diverse as they come. Whether directing the latest national campaign spot for his numerous clients, editing an award winning feature documentary, editing the latest hit show on Discovery, or coloring a spot in an all-night Davinci Resolve session, Nicholas brings a story-telling aesthetic to his work that is unmatched. It's one thing to be able to think singularly about what will make a pretty image or a single moment in time work, it's another to understand how an audience will psychologically interpret the meaning of the whole piece. Grounded as a musician turned Editor first, he brings an understanding to a production, seeing the big picture at all times and knowing what is truly important, that is often overlooked by others who haven't worked on both sides of a production. His commercial/retail client list includes Asics, a number of national brands under the Walmart Smart Network, Soyjoy, Jack Daniels, Ferrari, Givenchy, IRS, Charles David, Specialized Bikes, and many more. Nick's passion and ability to find the "story" in any project is a rare find. His accolades include his features appearing in over 40 film festivals worldwide, winning numerous awards including the Audience and Grand Jury Award for Best Documentary in Slamdance at the Sundance Film Festival for "Song Sung Blue", a Best Music Movie of the Year at the Maverick Movie Awards for his feature "On a Carousel Of Sound, We Go 'Round," among many others. His work with artists like Beyonce, Tina Turner, Pink, Slipknot, TSTCTC, Chimaira, and many more show how Nick's talent for seeing the poetic thread in any creative space.





**Chris Karvellas** -- DP / Director / Land shots

Chris studied Mass Communications Television and Video at the University of Maryland. He has been Director/DP in award winning programs such as HBO's Real Sports with Bryant Gumbel, New York Yankees feature work for their network, Madison Square Garden Network and the YES Network (Yankees Entertainment and Sports). He has won a 5-Star rating for the Number 1 Golf Instructional Video "The Master System to Better Golf" with Peter Kostas. His work has been on the following channels: Biography, History, MTV, VH1, Discovery, Lifetime, Food Network, Speed, Fox Sunday Night Hoops, NBC, ABC and CBS.



**Steve Strickland** – Video Editor

Steve is a graduate of James Madison University with a degree in Mass Communications in Telecommunication Production. He is an award winning editor, camera operator, and filmmaker. He joined the Studio Center team in 2009 and has worked with clients such as Audi, DeWalt Tools, Pillsbury, American Heart Association, Kettler, and many more. He is a natural storyteller with a passion for editing and cinematography.



**Bob Schott** -- Sr. Audio Post Producer

Bob leads our team of producers at all of our 6 studios Nationwide in the latest in audio post production. He produces out of our midtown Manhattan location in a Dolby Certified, 5.1 Surround studio. Not only is he one of the best audio post producers in the business he also is an Adjunct Professor at NYU.



**Jeff Russell** – Director Motion Graphics Department

Jeff was born in Pittsburgh, PA but grew up in Virginia Beach. He went to College for graphic design. While going to school, he got an internship at the Christian Broadcasting Network in the Video graphics department and fell in love with motion graphics. After graduating, he began full time at CBN. He was there for almost 7 years and earned Telly Awards for work on The 700 Club and Living the Life. In addition, he's worked on international programs for Britain, India, Hong Kong, Nigeria, as well as other several other countries.

## References

- 1 Audi of America
  - a Brad Stertz
  - b We have worked with AoA to create internal communication videos that include running footage of vehicles, on location interviews, b-roll, Studio Center on camera talent, Studio Center voice talent, and motion graphics design.
- 2 Big River
  - a Dee Briggs / 804.864.5363 / [dbriggs@yourbigriver.com](mailto:dbriggs@yourbigriver.com) / 2100 East Cary St. Suite 200 Richmond, VA 23223
  - b Big River is an advertising agency representing clients in various industries. We work with Big River to execute the creative for their Virginia Lottery broadcast campaigns, both TV and radio. These campaigns include several days of on location shooting, on camera talent casting, voice talent casting, extensive crew, and shooting using different cameras 35mm included.
- 3 Navy Medicine Support Command
  - a Sherry White / 301.295.1494 / [sherry.white@med.navy.mil](mailto:sherry.white@med.navy.mil) / 8901 Wisconsin Ave. Bldg 1, Room 1648 Bethesda, MD 20899
  - b NMSC contracts with Studio Center to execute all of their recruitment and training video production projects. With them we shoot all over the country. That style of shooting includes interviews, b-roll, and motion graphics design.
- 4 CRT Tanaka
  - a Maliya Rooney / 804.675.8199 / [mrooney@crt-tanaka.com](mailto:mrooney@crt-tanaka.com) / 101 West Commerce Rd. Richmond, VA 23224
  - b CRT/Tanaka is a national advertising agency who partners with Studio Center to execute the broadcast creative for their clients. Additionally they look to us for the creation of their internal videos aimed at garnering new business.
- 5 Tattoo Projects
  - a Frank Arendt / 717.503.4992 / [frank@tattooprojects.com](mailto:frank@tattooprojects.com) / 1920 Abbott St. Suite 300 Charlotte, NC 28203
  - b Tattoo Projects is an agency in North Carolina that develops creative campaigns and handles media placement for companies throughout the country. Our most recent project with them included an in studio shoot that took place in our Richmond studio.