

Contract - Positive Spin

803 East Brockway Ave
Marilla Park Morgantown, WV 26505

Start a Transportation Revolution ph. 304-276-0213



Company:	City of Morgantown
Address:	389 Spruce Street
State:	Morgantown, WV 26505
Zip code:	26505
Phone:	(304) 284-7404
email:	jmikorski@cityofmorgantown.org
Contact:	Jeff Mikorski

Contract #:	2011_07_18
Date:	Jul 18, 2011

Statement of Work:

Positive Spin, Inc (PSI) contracts with the city of Morgantown, WV to conduct the writing, production shooting, directing, editing and delivery of an eight (8) to ten (10) minute bicycle education video intended for youth ages five(5) to ten (10) years. All work will be completed and the final recording delivered on or before September 4, 2011. The contracted price for services and facilities shall be payable upon satisfactory completion of the video. Attention shall be given by PSI to scripting the video so that it may be used in whole or in part for ancillary purposes (such as for public service announcements and/or online videos of shorter length). Expenses for creation of the video, totalling \$3250, are listed in the attached budget spreadsheet.

Deliverables:

The final product will be delivered to the client on or before September 4th, 2011 in a digital format such as a DVD or other media format as per client preference.

Attachments:

Budget Worksheet

Supplemental – Proposed purpose, concept and outline (subject to change)

Signatures:

Nickolas Hein
Director, Positive Spin

Date: _____

Jeff Mikorski,
Assistant City Manager

Date: _____

Budget - Positive Spin

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Budget - Positive Spin

Item	Description	Qty	Unit	Price	Amount
1	Certified instructor for assisting production of bicycling safety video – services may include concept, content, scripting, scenes development and review.	40	hr	\$25.00	\$1,000.00
2	Use of Positive Spin facility and equipment – may include bikes, indoor riding facility, course markers, signs, props	1	ea	\$250.00	\$250.00
3	Videographer: Writing	10	hr	\$25.00	\$250.00
4	Videographer: Writing, preproduction work (eg. Shot list, story boards, scheduling, outline, etc.)	15	hr	\$25.00	\$375.00
5	Videographer: Production – 4 shooting days (8 hrs/day). (Day 4 will consist of insert shots not requiring sound capture.)	32	hr	\$25.00	\$800.00
6	Videographer: Post-production – Editing and final assembly of deliverables	20	hr	\$25.00	\$500.00
7	Videographer: Additional Cost – Sound equipment rental for three days. days	3	dy	\$25.00	\$75.00
				Subtotal	\$3,250.00
				Grand Total	\$3,250.00

Supplemental - Positive Spin

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Video Description (Tentative and subject to change)

Working Title: Biking for Kids – Smart, Safe and Fun

Description: The video will be targeted toward youth ages 5-10 yrs who have learned to ride on 2 wheels to give guidance for further learning. The information is directed at kids, but should be prepared with the knowledge that parents will view it too and there shouldn't be anything that would turn them against biking. The expected outcome is that kids who have viewed the video will understand how to ride safely and confidently off-road and on quiet neighborhood streets with a skilled parent or group to get to the destinations they need like school, sports activities and friends' homes.

Concept: The video will begin with a catchy introductory scene (action shots in Morgantown of kids riding trails, riding in groups, riding to school, riding with adults) and lessons introduced by news-flash style segments. Each lesson will include an exercise that kids can practice on their own to develop the demonstrated skill. News flashes are intended to attract the viewers' interest in seeing the next skill demonstrated. In the closing scene the narrators will emphasize that this is just the beginning of what you need to know and that viewers can continue learning from parents and friends who bike places regularly. It should convey the message that biking is a fun way to get places safely.

Time (sec)	Segment Description	Tot Time (sec)
10	Introductory Action Scenes/Narrative	20
10	News Flash - People are riding bikes, Even grownups	30
30	Learning to ride	60
30	Bike fit	90
30	Helmet fit	120
30	Pre-ride mechanical check (looks right, feels tight)	150
10	News Flash – Solo Riding Skills, Going places safely on your own	160
10	Where to ride	170
30	Controlling your bike – starting/stopping	200
20	News Flash – "Modern Marvels" bike segment	220
30	Bike handling – slalom course	250
10	News Flash 10 sec – Group riding skills, Riding with your friends	260
30	Riding with a friend or group – separation, signaling, precision handling	290
30	Riding to school	320
20	Have a talk with your parents about how they drive	340
20	News Flash – Environmental messages	360
20	Closing – “This is just a start...”	380