



**Proposal for
George Mason University – Creative Marketing Services
Item D. Videography and Motion Graphics/Animation
RFP1692-21**



Prepared by

Rock Creek Productions, Inc.
610 Herndon Parkway, Suite 700
Herndon, VA 20170

703-867-7655

www.rock-creek.com

Authorized Representative: Steve Agnew– steve@rock-creek.com, 703.867.7655

DUNS number: 10-109-7053

Taxpayer Identification number: 52-1985650

Business Type: Small

VA SWaM number: 702802

eVA number: VS0000027960

December 9, 2020, 2:00 pm EST



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Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Voice: 703.993.2580 | Fax: 703.993.2589
<http://fiscal.gmu.edu/purchasing/>



REQUEST FOR PROPOSALS
GMU-1692-21

ISSUE DATE: November 04, 2020

TITLE: Creative & Marketing Services

PRIMARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director, erauch@gmu.edu

SECONDARY PROCUREMENT OFFICER: James F. Russell, Director, jrussell@gmu.edu

QUESTIONS/INQUIRIES: E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. All questions must be submitted in writing. Responses to questions will be posted on the [Mason Purchasing Website](#) by 5:00 PM EST on November 24, 2020. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

PROPOSAL DUE DATE AND TIME: December 09, 2020 @ 2:00 PM EST. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:


Legal Name: Rock Creek Productions, Inc.

Date: 12/9/20

DBA:

Address: 610 Hemdon Parkway, Suite 700

Hemdon, VA 20170

By: 

Signature

FEL/FIN No. 52-1985650

Name: Steve Agnew

Fax No.

Title: President

Email: steve@rock-creek.com

Telephone No. 703-867-7655

SWaM Certified: Yes: ☒ No: ☐ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 702802

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

ATTACHMENT A
SMALL BUSINESS SUBCONTRACTING PLAN
TO BE COMPLETED BY OFFEROR

It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: Rock Creek Productions, Inc.

Preparer Name: Steve Agnew **Date:** 12/9/20

Who will be doing the work: ☐ I plan to use subcontractors ☒ I plan to complete all work

Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete only Section A of this form.
- B. If you are not a DSBSD-certified small business, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: 702802 Certification Date: Unknown, DSBSD did not return calls

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

B. Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement

Subcontract #1

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____



Dec. 9, 2020

Erin Rauch
Assistant Director
Purchasing Department
George Mason University
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030

**RE: Creative and Marketing Services
Item D. Videography and Motion Graphics/Animation**

Ms. Rauch,

Rock Creek Productions, Inc. appreciates the opportunity to provide this proposal for creative and marketing services, and more specifically, Statement of Need Item D. – videography and motion graphics/animation services to support George Mason University.

We're a certified small business with production studios in Herndon, VA and Asheville, NC and we hold a current VASCUPP contract for providing film and video production services to colleges and universities in Virginia. We have a long history producing high-quality video, motion graphics and animation for a variety of clients including the Criminal Investigations and Network Analysis (CINA) Center at GMU, federal and state governmental agencies, non-profits, commercial organizations, and other universities including VA Tech, UVA, and W&M, as well as other out-of-state schools.

More information about Rock Creek, including samples of our work may be found at our website www.rock-creek.com. If you have any questions or need more information, please contact me via email at steve@rock-creek.com or at 703-867-7655.

Best regards,

A handwritten signature in black ink, appearing to read 'Steve Agnew'.

Steve Agnew
President
Rock Creek Productions, Inc.

QUALIFICATIONS AND EXPERIENCE

Engage. Inspire. Motivate.

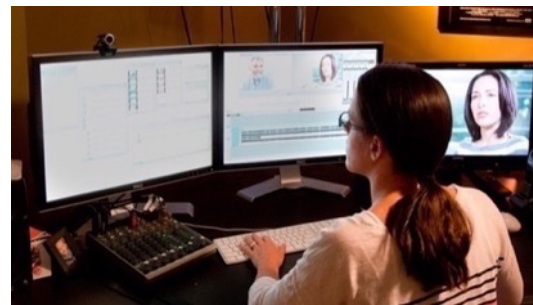
Rock Creek Productions, Inc. is a full-service, award winning, cinematic storytelling company with production studios in Herndon, VA and Asheville, NC. We are a certified small business incorporated in 1995 and employ an experienced, professional, and multi-disciplinary team.

Visual storytelling requires the right tools skillfully applied. Rock Creek shoots on large format, 4K+-resolution UHD digital cinema cameras married to fast prime and cine-zoom lenses, enabling us to create stunning imagery with extremely wide latitude, shallow depth of field, and precise color rendition. Our cameras are supported by a full complement of mobile camera platforms including a Steadicam and a handheld gimbal system, a compact slider dolly, a jib, vehicle mounts, and a 4k-resolution aerial drone – and a full range of video monitoring, sound recording, teleprompting, lighting, grip and electric capabilities.



Our 5,500 sq.ft. Herndon, VA production facility offers flexible studio space including a large 1650 sq.ft. daylight main stage area, a 24' wide infinity cyc, green-screen capabilities, make-up and green rooms, a set and prop workshop, full kitchen, and plenty of client workspaces. We create and stage a variety of professional, industrial, broadcast and residential looks.

Our postproduction solutions include powerful MacPro-based Avid Media Composer and Adobe Premiere editing supported by Adobe's Creative Cloud Suite including Photoshop and After Effects, DaVinci Resolve color correction on calibrated monitors, 2D and 3D motion graphics and animation, audio design and sweetening, and full captioning capabilities.



More information and samples of our work may be found at www.rock-creek.com.



STATEMENT OF NEEDS RESPONSE

1. Producing short topic videos for use at events or posting on YouTube, department web sites, social media sites, etc. that incorporate music, full-motion graphics, and animation.

Producing short and effective topic videos is what Rock Creek has excelled at for the entirety of our 25-year history. Nearly every program that we produce includes licensed, royalty-free music and motion graphics.

Our core mission is to help our clients engage, motivate, and inform their target audiences with programming that highlights an idea, a new technology, or an organization's overarching mission. We have produced promotional videos for GMU's Criminal Investigations and Network Analysis (CINA) Center supporting the Department of Homeland Security's Centers of Excellence (COE) Summit, marketing videos for the Department of Defense highlighting the work of small businesses across the United States, and informational videos for the National Oceanic and Atmospheric Administration's annual Arctic Report Card that garnered 100,000+ views on YouTube in a matter of days.

2. Produce short full-motion graphic or animated videos for use as e-holiday cards, e-greeting cards, or e-solicitations.

We possess vast experience in the conception and execution of entirely animated and full-motion graphic videos, completed entirely by our in-house team. These videos cover the full gamut from simple external-facing branded marketing messages to more in-depth videos covering more complicated scientific topics intended to educate and inform the public and policymakers.

We have produced award-winning and critically acclaimed full-motion graphic and animated videos for our clients including United Way and Environmental Protection Agency covering topics such as earthquake resilience and water utility preparedness for natural disasters. Along with videos produced for Google Pay and the Federal Highway Administration, we've also created full-motion graphics programs for the entire workforce of the Transportation Security Administration covering employee benefits.

3. Videotape, edit, and deliver video files of speeches, panels, conferences, interviews, etc.

Conducting and filming interviews is the bread and butter of what Rock Creek does, along with filming and editing videos of speeches, panels, and conferences. Our core team possesses more than 70 years of combined experience interviewing subjects from across a wide swath of fields and life experiences, garnering us dozens upon dozens of industry awards. We have interviewed everyone from Supreme Court Justices, and owners of small businesses, to children with intellectual and developmental disabilities.

In addition to producing a short highlight video for the DHA COE Summit, we have an ongoing contract with George Mason University to film and edit CINA's Distinguished Speaker Series for the past two years. This work transitioned to a virtual nature in 2020



due to the ongoing pandemic and to date, we have completed a total of twelve series for CINA including full hour-long presentation videos and highlight videos of each talk.

KEY PERSONNEL

At Rock Creek, we apply a team approach to everything we do, with individual players each taking ownership of their responsibilities in a collaborative environment where no suggestion is too small for consideration and where creativity is always encouraged and fostered.

The proposed staff for this project includes;

Steve Agnew	Project Manager / Director / Director of Photography
Tim Phillips	Senior Producer / Writer / Director of Photography
Mike Chirieleison	Producer / Videographer
Craig Hirshberg	Senior Editor
Alexis Antonucci	Animation / Motion Graphics

Steve Agnew – Project Manager / Director / Director of Photography

Steve founded Rock Creek in 1995 to be able to create the type of customized, cinematic storytelling that Rock Creek offers. He manages the company and serves as Producer, Director or Director of Photography on all major projects, oversees all production and creative activities, interfaces with clients, manages company equipment and technology ensuring all systems are up-to-date. He's a hands-on craftsman with in-depth technical knowledge of cameras, lenses, filters, and properties of light and has extensive shooting experience and excellent lighting skills. Steve will be the main point-of-contact for this GMU contract and will also serve as Director of Photography and Director.

Tim Phillips – Senior Producer / Writer / Director of Photography

Tim has over twenty-five years of professional experience in scriptwriting, directing, and producing video and multimedia programs for government, commercial, and non-profit organizations. He has worked across a variety of genres including training, marketing and promotions, advocacy, and documentary and has produced award-winning programming for such varied audiences as children, crime victims, and counter-terrorist operatives. An original owner and partner in Rock Creek Productions, Tim has helped build a flexible and responsive organization that understands production is a collaborative art requiring vision, versatility, and practical expertise. He knows listening to and connecting with clients is crucial to developing successful, engaging messages and effective programs. Tim will serve as Scripting Consultant and Producer on this contract.

Mike Chirieleison – Producer / Videographer

Mike is a producer and videographer with over ten years of experience working in photography and video production in various functions. A graduate of Towson University's Electronic Media and Film program, he first began working for Rock Creek Productions in the Spring of 2012 before coming aboard full time in 2016. With experiences ranging from recording audio for America's Most Wanted, working postseason baseball for Fox Sports, or

producing a student film on a refugee family from Bhutan resettling in Baltimore, Mike is always looking for interesting subjects to capture on camera.

Craig Hirshberg – Senior Editor

Craig brings over fifteen years of experience as a video editor and photojournalist as well as a talent for design and multimedia development to the Rock Creek team. He's got a practiced eye for composition and motion, in addition to being adept at realizing the vision of others on the production team. As Rock Creek's senior editor, Craig is instrumental in the design and art direction of our products. His versatile work has helped us garner several prestigious video awards and has strongly influenced our web and print-based work. Craig will serve as editor on this contract.

Alexis Antonucci – Animation / Motion Graphics

Alexis graduated from UNC Asheville with a BA in New Media concentrating in Film, Video Art, and Animation in 2015. She is an enthusiast of photography, animation, motion graphics and design principles. Alexis is our editor, graphics designer and motion graphics animator. She will perform those duties on this contract.

This is our core Rock Creek team. We've been working together as a unit for many years, which allows us to have a seamless collaboration for every project.



RÉSUMÉS

STEVE AGNEW

Producer/Director of Photography/Owner

Professional Summary

- More than 25 years of professional film and video production experience
- Director of Photography credits include commercials, documentaries and Independent 35mm Feature Film; High-Definition Documentary
- Over 15 years of experience as a professional AVID editor
- Credits include over 200 programs

Employment Experience

Rock Creek Productions, Inc. – Herndon, VA and Asheville, NC

Vice-President/Owner: 1995 to present

Founded Rock Creek in 1995 to offer full service video and film production and digital post-production for Broadcast, Corporate, Government, Documentary, Multimedia, and the Web. Rock Creek continues to develop and produce a wide variety of original and creative promotional, documentary, training, corporate identity, and fund-raising programming.

Manages company, serves as Director of Photography and Creative Director on all major projects, oversees all production and creative activities, interfaces with clients, manages company equipment and technology ensuring all systems are up-to-date.

Hands-on craftsperson with in-depth technical knowledge of cameras, lenses, filters, and properties of light. Extensive hand-held shooting experience and excellent lighting skills. Ability to compose, design, and execute complicated tracking shots and sequences. Experienced in the use of Fisher and Chapman Dollies, Jib Arm, Steadicam. Ability to work quickly and efficiently with a small crew and budget without sacrificing quality.

Directorial and postproduction experience ensures that scenes always have great coverage. Ability to give art direction and to direct professional and non-professional talent. Practiced eye for continuity and coverage.

Freelance AVID Editor – Washington, DC: 1995-1996

Edited Avid on-line and off-line programs for national and international clients. Extensive knowledge of entire Avid product line; ability to use Avid 3-D effects, titles and graphics creatively and efficiently. Experience localizing programs into multi-language versions.

Applied Science Associates, Inc. – Producer; Landover, MD; 1992-95 and 1987-89

Produced and directed all aspects of video and multimedia production efforts. Produced, shot, and edited informational, educational, and promotional videotapes and interactive multimedia programs.

Virginia Tech University Relations – Producer/Director; Blacksburg, VA; 1989-92

Responsible for producing, directing, writing, shooting and editing programs for the university.

Essex Corporation – Videographer/Editor; Vienna, VA; 1987

Responsible for video production, scripting, and on-line editing of training videotapes for the U.S. Navy.

WGHP-TV8 – Production Technician; Greensboro, NC; 1986-87

Broadcast engineer and production technician for a network-affiliate TV station.

Education

B.A., English; B.A., Communications Studies (emphasis in Popular Culture and Film), VA Tech.

TIM PHILLIPS

Director/Writer/Owner

Professional Summary

- Over 25 years as an award-winning producer/director and scriptwriter in the fields of Film, Video, and Multimedia production.
- Director of Photography and Steadicam Operator
- Accomplished in product design and creative development.
- Considerable production experience across a range of product types including documentaries, dramatizations, training, simulations, and interviews.
- Film, high-definition, standard definition, interactive and web-based formats
- Educated in the science, practiced in the art of media production.

Employment Experience

Rock Creek Productions, Inc. – Herndon, VA and Asheville, NC

Vice-President/Owner: 1997 to present

Co-owner and manager of Rock Creek, a full service, award-winning media production company offering film, video, and multimedia production services to broadcast, government, corporate, and commercial clients. Manages and implements all creative and technical aspects of production for video, film, and multimedia programming; shoots and lights for both indoor and outdoor environments; writes and edits scripts, interfaces with clients, casts and directs professional talent, designs graphics, creates detailed shotlists, directs technical crews, manages and directs post-production video and audio editorial efforts.

Capitol Multimedia, Inc. – Manager/Senior Producer/Designer; Bethesda, MD; 1990-96

Designed, developed, and managed award winning video and multimedia productions (CD-ROM, CD-i) for the industrial and consumer markets. Wrote scripts, directed talent and production teams. Managed all in-house, overseas, and third-party contract production efforts for video and multimedia productions.

Applied Science Associates, Inc. – Producer/Director; Landover, MD; 1987-90

Managed projects, wrote scripts, interfaced with clients, developed budgets, staffing requirements, and production schedules. Hired production personnel; purchased production equipment; scheduled and assigned projects, team members, and physical resources. Directed all aspects of video and multimedia production efforts in the field and in the studio, directed talent and production crew, directed postproduction efforts.

Essex Corporation – Field Producer/Director; Vienna, VA; 1986-87

Directed studio and field production and post-production efforts; wrote scripts, created graphics, conducted field exercises as part of documentation efforts; organized overseas travel requirements.

Education

B.A., Communications with emphasis in Film Production and Popular Culture, minors in Geography and Chemistry, Virginia Polytechnic Institute and State University; 1985

MIKE CHIRIELEISON

Producer, Cinematographer, Editor

Professional Summary

Producer, videographer, and editor with over ten years of experience working in photography and video production in various functions.

Employment Experience

Rock Creek Productions, Inc. – Herndon, VA; June 2016 - Present

Produce engaging and informative videos for government, corporate, and non-profit clientele. Edit using Adobe Premiere Pro, After Effects, Photoshop, Lightroom, Audition, Media Encoder, as well as DaVinci Resolve for final color correction.

Manage Rock Creek Productions Studios, including studio and equipment rentals, shoot scheduling and crewing, designing and constructing sets, and handling shoot logistics to ensure a smooth production.

Budget both small and large-scale video productions for clients ranging from multi-national corporations to small local businesses.

Reel Athletics - Editor, Camera Operator; August 2010 – October 2013

Directed video production of semiannual of high school boys' and girls' basketball showcases for two years; managed a team of three camera operators while producing b-roll of individual players throughout a 12-game daily schedule; videotaped local and regional sports; edited highlight reels.

Eye To Eye Video - Field Sound Mixer, Production Assistant; January 2011 – February 2012

Recorded audio for multi-camera shoots including both scripted media and ENG interviews; operated boom and lavalier microphones to record broadcast quality audio; interfaced with talent and clients including FOX, NBC, Fuse TV, BET, Big Ten Network, Deloitte and others.

Recent Project Highlights

TechLink, Department of Defense, Airex – SBIR Success Story, 2020

Producer, Videographer. This video profiles Airex Corporation, a small electromagnetic motor company in Somersworth, NH, and how it benefits from participating in DoD's SBIR contract program. This program provides research funding to develop innovative products for use by the military, and in turn the awardees are often able to transition that technology to the commercial market.

Legal Aid Justice Center / The Hatcher Group, Fund Our Schools, 2019

Producer, Writer, Videographer, Editor. This was the launch video for the Legal Aid Justice Center's new initiative *Fund Our Schools*, a campaign to lobby for more equitable public education funding for all of Virginia's underfunded and underserved communities.

CINA Center / George Mason University, 2019 DHS Centers of Excellence Summit, 2019

Producer, Writer, Videographer, Editor. Rock Creek filmed this highlight video of the Department of Homeland Security's Centers of Excellence (COE) Summit. As the host COE, the Criminal Investigations and Network Analysis Center at George Mason University provided the livestream footage which we paired with our own b-roll and interview footage. The video underlines the importance of the COE network in tackling known and unknown homeland security challenge

Education

Bachelor of Science, Electronic Media and Film, 2010, Towson University, Towson, MD

CRAIG HIRSHBERG

Senior Editor/Designer

Professional Summary

Experienced as a photojournalist as well as a talent for design and multimedia development to the Rock Creek team. He's got a practiced eye for composition and motion, in addition to being adept at realizing the vision of others on the production team. As our senior editor, Craig is instrumental in the design and art direction of our products. His versatile work has helped us garner several prestigious video awards and has strongly influenced our web and print-based work, too. In addition to his creative side, Craig's ability to quickly problem solve has been an invaluable asset to our team in a technologically dynamic industry.

Employment Experience

Editor/Graphics Designer – Rock Creek Productions, Inc. 2004 - Present.

Multimedia Designer and Editor. Performs a variety of preproduction, production and post production functions including, video editing, motion graphics design, and DVD programming and interface design. Still photographer. Software skills include: Avid Media Composer - Symphony; Adobe Creative Suite (After Effects, Premiere Pro, Photoshop, Illustrator, Audition, Encore)

Recent Projects

Continental Brakes - Promotional Video – 2018 – Editor

Video promoting their operations in Henderson, NC, that produce an array of brake caliper units for a variety of automobile manufacturers including Mercedes-Benz, Honda, Ford and others.

Camp Ton-A-Wandah – Promotional Video – 2018 – Editor

Camp Ton-A-Wandah is an all girls summer camp located in Hendersonville, N.C.

The Aspen Institute – *Race: How Did We Get Here? Where Do We Go Next?* – 2017

Follows a group of high school students through tours in and around DC, highlighted by a curated visit to the Smithsonian National Museum of American History, Students also spent a day at the Gala Theater in Mt. Pleasant as they engaged on issues of Race and Equity.

U.S. Navy – BUMED NEPMU5 – *Force Health Protection: Anytime, Anywhere!* - 2017 – Editor / Designer

Rock Creek worked with the Navy Bureau of Medicine (BUMED) to create this five-minute video showcasing the services offered to the fleet by the Navy Environmental and Preventive Medicine Unit 5.

U.S. Air Force: Small Business Innovation Research – Editor / Designer

The Air Force Small Business Innovation Research program asked Rock Creek to design, script and produce a series of success stories about government research program that transitioned to a successful commercial venture. Designed and implemented branding and motion graphics for two separate series within the Department of Defense.

EPA: Drought Response and Recovery – 2015 – 2017 – Editor / Designer

A series of videos providing lessons learned to assist small and medium sized water utilities facing drought conditions. Edited and developed branding graphics for series.

Education

Bachelor of Arts in Multimedia Arts and Sciences. University of North Carolina at Asheville; 2004.

Bachelor of Science in Journalism with concentration in Photojournalism and Business. University of Florida; 1998



ALEXIS ANTONUCCI

Editor/Motion Graphics Artist

Professional Summary

- Three years of experience in editing informational and training videos.
- Experienced in Adobe Premiere and Avid Media Composer editing systems.
- Experienced in Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Adobe InDesign, and Adobe Audition.

Employment Experience

Rock-Creek Productions – Editor/Motion Graphics Artist; Mar 2016 - Present

Create motion graphics videos, title sequences, and lower thirds. Create interview edits, log raw footage, and edit audio narration. Production assistant for local shoots: help set up/tear down equipment and be involved with production.

UNCA Media Design Lab - Lab Assistant Jan-Dec 2015

Assisted students, faculty, and staff with software building techniques for various projects and assignments. Worked independently and used my creative skills in various graphic design, video editing, and animation programs to help people develop creative tangible products.

Vanguard Quality Services – Shift Supervisor; Summer 2015

Trained and mentored three new employees and two existing employees. Assisted local business owner with inventory control, customer invoicing, and various clerical functions.

Recent Projects

NOAA: Arctic Report Card – 2019, 2020 – Editor/Motion Graphics Artist

Designed and edited three short one-minute promotional videos highlighting the state of the arctic region. Programs included NOAA provided stock footage and interviews, commercial stock footage, and motion graphics text; developed branding look and feel.

NAGB: The Nation's Report Card – 2018 – Editor/Motion Graphics

Designed and edited four short graphical infomercials to showcase the Austin, San Diego, Chicago, and Miami-Dade County Public Schools TUDA statistics for The Nation's Report Card: TUDA 2017 Results Broadcast.

EPA: Cyanotoxins – 2018 – Editor

Composed an informative video to explain resources the EPA provides for handling the risks of cyanotoxins in drinking water. Created the title and end slide, compiled footage shots, as well as smaller graphical elements throughout video.

Constitution Hall Pass: Federalism – 2017 – Editor/Motion Graphics

Edited an educational video for the National Constitution Center. In addition to the video, created an animated framework to contain the video elements and illustrate the content.

NCIS: Fraud Cases – 2017 – Editor/Motion Graphics

Created three short videos illustrating how select individuals committed severe fraud, and how the NCIS solved their cases.

Air Force Fire Suppression Safety – 2017- Editor

Edited web-based training course comprising of more than 25 training procedures.

Education

Bachelor of Arts in New Media. University of North Carolina at Asheville; 2015.

Associates in Arts in Computer Graphics. Blue Ridge Community College; 2012.



SPECIFIC PLAN - METHODOLOGY

Technical Approach

Rock Creek understands that George Mason University wishes to partner with vendors to provide a variety of video production services. Rock Creek will work with GMU to ensure that every project is creative, visually dynamic and producible within the allocated budget.

In order to accomplish all required development and production tasks, our typical approach is broken down into four phases: Preproduction, Production, Postproduction and Finishing.

Pre-production

Kick-off Meeting/Design Conference

Upon receipt of contract award, Rock Creek's Project Manager/Producer will meet with the GMU program team to discuss the project. This kick-off meeting focuses on high-level project goals, creative ideas, technical requirements, and development schedules. We may also discuss access to production locations, content materials, casting, and acquisition of existing assets, such as logos and stock footage. This producer is the main point-of-contact for the project, and is responsible for day-to-day communications, all production efforts, and ensuring that all deliverables are on time and the budget is kept on track.

Video Treatment

For each video, Rock Creek typically creates a short Video Treatment which presents important administrative, technical, and creative information for reviewers who may not be familiar with the video development process. This deliverable includes an executive summary of the program, description of proposed approach, intended audience, estimated duration, and format and delivery information. This deliverable's primary purpose, however, is to clearly describe the look and feel, pacing, style, and major branding themes of the program, as well as techniques for production. In cases where the script is already complete, or Rock Creek is only contributing to part of the scripting task – such as the visual approach – the treatment may be tailored to outlining Rock Creek's contributions to the project.

- Deliverable: Treatment

Scripting

Rock Creek is adept at all forms of scriptwriting, ranging from dramatic narrative to factual, interview driven programming. We will work with the GMU staff to develop content outlines for each video and will craft interview questions which will lead us to the desired answers and outcomes.

For animated projects or full-motion graphic programs, our first delivery is a draft script accompanied by initial visual storyboards that exemplify how the visual concept applies to the content. These visual elements consist of line drawings intended to give reviewers an idea of the visual concepts being proposed.

- Deliverable: Content Outline, Interview Questions, Line Drawings



Storyboards

Once the visual approach has been agreed upon, we create a second draft script accompanied by a series of drawings and/or concept animations that further refines and illustrates the visual concept. The storyboards include key visuals for every section of the video and includes proposed text style and colors.

- Deliverables: Voice-over script, A/V script, and storyboards.

Production Coordination

In this task, locations are scheduled, permits filed (if needed), crew members are determined, and specialized equipment (if needed) is acquired. Shot lists are also prepared to ensure efficiency on location. Shortly before the first day of production, call sheets will be distributed to all crew, talent and client team stakeholders. These documents contain all pertinent information for the shoot.

- Deliverables: Shot list, Call Sheets

Production

Filming on Location

Our directors and other crew members are experienced at making interview subjects and non-actors feel comfortable in front of the camera. We will also work with the subjects to film them in staged or actual b-roll situations in order to gather enough supporting footage to make the program visually compelling.

For just over two decades, Rock Creek has been producing projects of this type and many of our crew members have worked together for a dozen years or more. On the set, we intentionally create an energetic, collaborative and efficient atmosphere. We enjoy our work and this experience and familiarity enables us to be extremely efficient on set and to get the job done on time and on budget.

We will provide all crew, camera and lighting equipment. All material will be shot in 4K using our Sony CineAlta 35mm Digital camera or Black Magic URSA Mini Pro, and we will employ various camera motion techniques including a slider dolly and hand-held gimbal if appropriate.

At the end of each production day, all footage is backed up to redundant hard drives. Throughout the production and postproduction process Rock Creek keeps redundant copies of all media and other project materials such as edit and graphics projects.

Rock Creek is fully insured to industry standards for all production efforts.

Postproduction

Rock Creek offers a family of high-end, broadcast quality postproduction editing systems, including Adobe Premiere Pro running on robust Mac Pro platforms. Rock Creek also makes use of the following software, depending on the requirements of the project: After Effects, Audition, Photoshop, Illustrator, Media Encoder, Lightroom, and DaVinci Resolve.



Stringout

Once all production is complete, we gather all the interview footage and have each interview transcribed. We then take these transcripts to create a rough edit, or stringout, of all the best soundbites from each interview. We will deliver a video edit and paper document of the stringout.

- Deliverable: Stringout

Rough Cut

The rough cut is the first draft of the program where reviewers see and hear all of the story and b-roll placed into the context of the program. This draft version may not be complete in terms of transition effects, finished graphics and sound design, but it will be complete in terms of program content. Typically, during the Rough-Cut phase, Rock Creek uses scratch narration as a placeholder to ensure that the script is where it needs to be before incurring the expense of professional narration.

- Deliverable: Rough Cut

Graphics and Titles

As part of the editing process, our graphics team will create all required graphical elements. These elements may be applied both to enhance the look and feel of the program, as well as to describe technical subjects, or simplify otherwise complicated concepts. All branding efforts will look similar to existing GMU branding.

Fine Cut

The fine cut further refines the program based upon feedback from the rough-cut review. This version includes transitional effects, music, sound effects, and professional narration. The Fine Cut is polished and essentially final.

- Deliverable: Fine Cut

Final Program Master

Upon review and approval of the Fine Cut, Rock Creek will create a final master. The final program will include all graphics, sound effects, music and video transitional and special effects, and color correction. This version of the program incorporates all client comments and is considered final.

Upon approval of the final program master, caption files for the hearing impaired are created for all versions of the final deliverables.

Finishing

Rock Creek delivers digital versions of the final video in the format specified by GMU, including a full high-resolution HD master file for archival purposes. Rock Creek has extensive experience preparing high-quality digital file for platforms such as YouTube, Amazon Web Service, Vimeo, Twitter, Facebook, for broadcast and cable platforms, and other digital deliverable platforms.

CREATIVE SAMPLES

At Rock Creek we help our clients tell compelling stories. On this page are descriptions of, and a links to, samples of recent projects sorted into relevant contract requirements. Each of these has been chosen for their relevance to this proposal because we feel that they showcase our ability to convey critical information in a dramatic and engaging way.

To learn more about us and to see more work samples, we invite you to visit our website at: www.rock-creek.com/our-work.

1. Producing short topic videos for use at events or posting on YouTube, department web sites, social media sites, etc. that incorporate music, full-motion graphics, and animation.

ADAPTIVE BRAIN AND BEHAVIOR DESTINATION AREA | VIRGINIA TECH

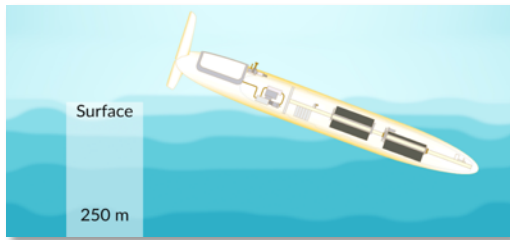
<https://rock-creek.com/our-work/proposals/virginia-tech-abb/>

Rock Creek worked with the team from Virginia Tech's Adaptive Brain and Behavior Destination Area to create this 2-minute promotional video about the university's Adaptive Brain and Behavior Pathways Minor. It highlights just some of the exciting and groundbreaking work being done at Virginia Tech to better understand all of the many facets of the human brain.



PACIFIC WESTERN BOUNDARY CURRENTS | NOAA

<https://rock-creek.com/our-work/government/noaa-pmel/>



This 2020 Telly Award-winning video highlights the research by the NOAA Pacific Marine Environmental Lab into currents in the Solomon Sea using an autonomous Ocean Glider to collect data about current speed and direction as well as water temperature. The resulting data is used to enhance El Niño weather event long range forecasting.

FIRST AMENDMENT OVERVIEW | NATIONAL CONSTITUTION CENTER

<https://rock-creek.com/our-work/non-profit/ncc-first-amendment-overview-part-i/>

This is the first in a series of videos we are producing for the National Constitution Center on Constitutional Amendments. The first of six videos on the First Amendment features Supreme Court Justice Elena Kagan as well as constitutional law professor Jeff Rosen commenting on the history and theory behind the First Amendment. These instructional videos will be displayed at the National Constitution Center and delivered to all AP History students across the country.



2. Produce short full-motion graphic or animated videos for use as e-holiday cards, e-greeting cards, or e-solicitations.

ROUTE TO RESILIENCE | ENVIRONMENTAL PROTECTION AGENCY

<https://rock-creek.com/our-work/training/route-to-resilience/>



Rock Creek was tasked by the EPA (under contract to the Horsley Witten Group) to create a series of short, animated videos to stimulate interest in a web-based interactive tool designed to help managers of small water utilities understand how to become more resilient to the challenges posed by climate change. Rock Creek presented several animated options, including “whiteboard” drawings and the EPA decided to go with graphic novel style drawings with limited animation. In

order to ensure that every detail of the project was correct, we used an iterative approach: following the writing of the script, we created line-drawing storyboards, followed by detailed renderings. At this point we created simple animatics, which approximate the final animations in a short-hand style. Upon approval of the animatics, we created detailed color drawings, followed by the final product with detailed drawings, animation, narration and music. As part of the process, we also auditioned a number of female and male voice over actors to find the right match to the project and worked with a sound designer and composer to ensure that a multi-layered sound design helped maximize the impact of the message.



By focusing on the details and providing multiple opportunities for feedback, we were able to create a project that met the client’s communications objectives on budget and on time. The approach that we used, and use for all of our projects, is essentially similar to that laid out in our technical approach above. Tools used include free-hand or computer assisted drawing, Adobe Photoshop and Adobe After Effects as well as editing in Adobe Premiere.

EARTHQUAKE RESILIENCE | ENVIRONMENTAL PROTECTION AGENCY

<https://rock-creek.com/our-work/government/earthquake-resilience/>

Earthquakes are a threat to municipal water and wastewater treatment facilities across the country. This animated promotional video, produced by Rock Creek for the Environmental Protection Agency (EPA), informs facility managers about the dangers of earthquakes and the steps they can take to mitigate that threat.



NIKKI'S STORY | UNITED WAY OF ASHEVILLE AND BUNCOMBE COUNTY

<https://vimeo.com/446916888/e4628e4360>

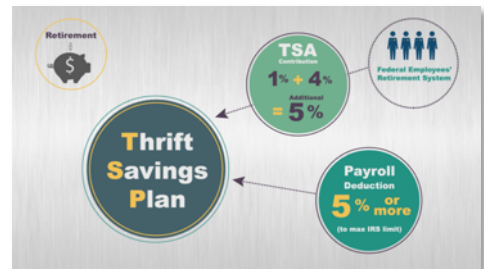


For more than six years, Rock Creek has supported the United Way by creating a variety of video products in support of their advocacy and fundraising initiatives. Several of these short videos have relied fully on animation including this video titled Nikki's Story.

BENEFITS OVERVIEW | TRANSPORTATION SECURITY ADMINISTRATION

<https://vimeo.com/348241797/f88d7a2b98>

Shortly after its founding in 2002, Rock Creek has supported the Transportation Security Administration in all aspects of its operations from external messaging, internal training, to this TSA employee benefits overview video.



3. Videotape, edit, and deliver video files of speeches, panels, conferences, interviews, etc.

CCSSO 2019 NATIONAL LITERACY SUMMIT | NATIONAL ASSESSMENT GOVERNING BOARD

<https://vimeo.com/393538763/a869698f34>



Under contract with The Hatcher Group, Rock Creek produced this video highlighting the Council of Chief State School Officer's 2020 National Literacy Summit in Washington, DC. This conference of state superintendents and other chief state school officers was focused on the reading gap facing our nation and how to address this systemic problem.

DHS COE 2019 SUMMIT | GEORGE MASON UNIVERSITY, CRIMINAL INVESTIGATIONS AND NETWORK ANALYSIS CENTER

<https://cina.gmu.edu/coesummit19/>

In the summer of 2019, Rock Creek filmed this highlight video of the Department of Homeland Security's Centers of Excellence Summit at George Mason University. As one of the COEs, the Criminal Investigations and Network Analysis Center (CINA) at George Mason provided us with the livestream footage which we paired with our own b-roll and interview footage to highlight the importance of this network of institutions in tackling known and unknown homeland security challenges. This is just one video in a long series of productions we have completed for CINA including an ongoing lecture series consisting of nine hour-long presentations by distinguished academics on various fields of criminal investigations and cybersecurity.



ANDE | MONTANA STATE UNIVERSITY / TECHLINK

<https://rock-creek.com/our-work/proposals/ande>

The Department of Defense Small Business Innovation Research (SBIR) program helps companies by providing research funding to develop innovative products for use by the military. The companies are then often able to transition that technology to a successful commercial venture or product. Since 2014, through our contract with Montana State University's Techlink program, Rock Creek has been helping DoD promote SBIR Success Stories by designing, scripting, filming and editing short, five-minute promotional videos. In addition to creating the videos themselves, Rock Creek created and applied the graphical branding across all programs.



This is an ongoing project and the seven videos produced so far include topics such as: tool manufacturing, data analytics and research, medicine, the space industry, single use water purification, and mechanical exoskeletons.

ANDE has created a portable DNA testing unit that provides results in two hours. This breakthrough technology is changing the way law enforcement solves crimes, getting criminals off the streets faster and quickly identifying remains in the case mass

disasters. In order to tell their story, Rock Creek began by conducting telephone interviews with several key executives. The purpose of these interviews was to let the executives tell the company's story in their own words, and also to gauge the suitability of these people for on-camera interviews. We then used transcripts from the interviews to create a draft script which helped us focus on the most pertinent information and create the story of ANDE's success. Following approval of the draft script, Rock Creek travelled to their facilities in Colorado and Massachusetts to film interviews and b-roll. We spent two days with a small, two-camera, four-person crew capturing all of the necessary footage.

We followed the shoot by pouring over the interview footage to find the clips which best told their story. Often on a documentary-style project like this we will edit, re-edit and refine the interviews to winnow the best clips from a storytelling and an emotional perspective; we're not only trying to tell the factual story, we want to paint a picture of the people behind the story—their motivations and values.

Once we had the story in place and approved by the clients, we added b-roll, graphics, titles and music to complete the program. As with all of our projects, postproduction went through several rounds of review to accommodate client concerns and comments.

REFERENCES

George Mason University – Criminal Investigations and Network Analysis Center
Period of Performance: December 2018 - Present

Ms. Kerry Riddle
Financial and Administrative Specialist
kriddle4@gmu.edu
703-993-4409
4400 University Drive, MS2A1
Fairfax, Virginia 22030

Virginia Tech – Adaptive Brain and Behavior Research Destination Area
Period of Performance: April 2018 – March 2019

Mr. Barry Miller
Director of Outreach
bmiller21@vt.edu
Helmet Lab
Virginia Tech
Department of Biomedical Engineering and Mechanics
343 Kelly Hall, 325 Stanger Street MC 0298
Blacksburg, VA 24061

Montana State University – Techlink
Period of Performance: September 2014 – Present

Mr. Allen Jones
Communications Director, Defense Projects
allen.jones@montana.edu
406-994-7715
2310 University Way, Bldg. 2-2
Bozeman, MT 59715



PRICING INFORMATION

Rock Creek Productions would prefer to receive payment via Method of Payment Option #1.

The pricing table below is based on our experience producing videos of this type and is based on our VASCUPP contract for providing film and video production to Virginia colleges and universities. These rates include all overhead costs.

Invoicing will occur at the completion of each phase of production – Preproduction, Production, and Postproduction.

STAFF	Daily Rate	Hourly Rate
Senior Producer	\$785.00	\$98.50
Producer	525.00	65.60
Associate Producer	420.00	52.50
Scriptwriter	735.00	91.85
Art Director	685.00	85.65
Production Coordinator	420.00	52.50
Director	785.00	98.50
Assistant Director	525.00	65.60
Director of Photography	785.00	98.50
Videographer	575.00	71.85
Camera Operator	420.00	52.50
Audio Engineer	575.00	71.85
Audio Technician	420.00	52.50
Lighting Director/Gaffer	575.00	71.85
Grip	475.00	59.35
Production Assistant	265.00	33.15
Make-up Artist	630.00	78.75
Teleprompter Operator	365.00	45.65
Senior Still Photographer	785.00	98.50
Still Photographer	525.00	65.60
Editor	685.00	85.65

PRODUCTION GEAR	Daily Rate	Hourly Rate
Camera Packages		
<i>Camera packages includes lenses, matte box, tripod, batteries and charger, camera mic, and recording media.</i>		
<i>All Cameras are 4K Capable.</i>		
Digital Cinema - Sony F5 CineAlta or Blackmagic URSA		
Mini Pro	\$945.00	\$118.15
Digital Video - Sony Fs5	365.00	45.65
DSLR Video – Sony a7RII	265.00	33.15

Camera Support

Steadicam Package (Archer 2s)	\$1,050.00	131.25
Movi Gimbal	265.00	33.15
Teleprompter (Tablet Based)	130.00	16.25
Teleprompter (Professional)	265.00	33.15
Field Audio Package	\$265.00	33.15
Lighting, Grip, and Electric		
Lighting and Grip -- standard package	\$265.00	33.15
575w HMI Fresnel Light	160.00	20.00
1200w HMI Fresnel Light	210.00	26.25
2000w HMI Fresnel Light	315.00	39.35
Lite Panel Kit	160.00	20.00
Kino-flo 4x4 kit	160.00	20.00
Mini-Jib	160.00	20.00
Full size-Jib w/motorized head, remote zoom and focus	365.00	45.60
Doorway Dolly	80.00	10.00
Fischer Hydraulic Dolly	475.00	59.35
One-ton Grip Truck	365.00	45.60
Miscellaneous		
Make-up Supplies	\$80.00	N/A
Field Media Transfer Drive	145.00	N/A

EDITORIAL SERVICES	Daily Rate	Hourly Rate
Media Logging	N/A	\$35.00
Digital Editing System	N/A	65.00
Music (per cut)	N/A	200.00
3D Animation	N/A	210.00
2D Animation (After Effects/Motion)	N/A	157.50
Photoshop	N/A	84.00

CLIENT LIST

GOVERNMENT

Department of Homeland Security
 Transportation Security Administration
 Customs and Border Protection
 Civil Rights and Civil Liberties
 Immigration and Customs Enforcement
 Federal Emergency Management Agency
SBA/Office of Disaster Assistance
Environmental Protection Agency
National Oceanic and Atmospheric Admin. (NOAA)
National Aeronautics and Space Admin. (NASA)
National Science Foundation
Department of Agriculture
Department of Education
Department of Labor
Office of Personnel Management
The Smithsonian Institution
 Office of Development
 National Museum of African Art
U.S. Census Bureau
Federal Aviation Administration
Department of the Treasury
National Defense University
U.S. Air Force
U.S. Army
 Chemical, Biological, Medical Systems Group
 Entrance Processing Command
 Army Corps of Engineers
 Defense Logistics Agency
 Defense Acquisition University
U.S. Coast Guard
U.S. Marine Corps
U.S. Navy
 Seabees
 Judge Advocate General's Corps (JAG)
 Naval Criminal Investigate Service (NCIS)
Pentagon Force Protection Agency
Housing and Urban Development
DC WIC State Agency
Internal Revenue Service
Veterans Affairs
Academy for Educational Development
United States Postal Service
United Nations

UNIVERSITIES

George Mason University
Virginia Tech
University of Virginia
College of William & Mary
Carnegie Mellon University
Montana State University / TechLink
Asheville-Buncombe Tech

COMMERCIAL

CSRA, Inc.
PerformTech Inc.
PowerTrain, Inc.
Lockheed Martin Corporation
General Physics Corporation
General Dynamics Information Technology
Computer Sciences Corporation
National Geographic
Adayana/Vertex Solutions, Inc.
Nantahala Outdoor Center
Colburn Earth Science Museum
C² Technologies
Saudi Arabian Airlines
Food Channel
Cronkite/Ward Television
Infinity Conference Group
Continental
The Freedom Forum
Meditech Communications
Erickson Barnett
Qnexus
Training Solutions Plus, Inc.
Sundance Channel
Caterpillar
Reinforced Earth Company
Xerox
Verizon

NON-PROFIT

Aspen Institute
National Constitution Center
United Way
Habitat for Humanity DC
Peacework International
Sojourners
United Methodist Church
Grandfather House
National Council on Aging

AWARD LIST

2020	Telly Award Western Boundary Currents NOAA PMEL	2019	Gold Addy Award Because You Said Yes United Way
2018	Telly Award United Way, Hometown Heroes	2017	Telly Award AF SBIR Decisive Analytics Corp.
2016	Emmy Nomination, SE Region Peace Through Education: Stealing the Light	2016	Telly Award Chart the Course – Welcome to the Rat Trap US Navy
2016	Telly Award CRWU CREAT – Manchester by the Sea CSRA/EPA Water Security Division	2014	Telly Award “Gunnery Sergeant”, SAPR Training US Marine Corps
2014	Telly Award Nikki’s Story United Way of Asheville and Buncombe County	2014	HERMES Award, Platinum Website Design Rock Creek
2013	Telly Award <i>A Day Without Water</i> Environmental Protection Agency/CSC	2013	Marcom Platinum Award <i>Advancing the Common Good</i> United Way of Buncombe County, NC
2013	Videographer Award of Distinction Rebuilding Lives SBA Office of Disaster Assistance	2012	Best Shorts Comp. Award Winner <i>From Hell to Here</i> Independent/Creative Progress, LLC
2011	Miami International Film Festival, Best Contemporary Documentary <i>Peace Through Education: Stealing the Light</i>	2010	CINE Golden Eagle <i>Better Built Together</i> Pro Bono/Habitat for Humanity DC
2010	Telly Award <i>Why Legalman?</i> US Navy/Judge Advocate General Corps	2010	EMPixx Gold <i>Why Legalman?</i> US Navy/Judge Advocate General Corps
2010	Telly Award <i>Welcome to Supervision</i> Customs and Border Protection	2010	EMPixx Gold <i>Will Hill Periwinkle Blue</i> Independent
2008	Communicator Award of Distinction <i>Extraordinary Innovations</i> US Patent and Trademark Office	2008	Communicator Award of Distinction <i>Tribal School Zone Safety</i> Tribal Nations Council
2008	Videographer Award of Distinction <i>TSA Industry Watch</i> Transportation Security Administration	2008	Communicator Award of Excellence <i>ICE: Human Trafficking</i> Immigrations and Customs Enforcement
2007	Telly Award <i>Extraordinary Innovations</i> Patent and Trademark Office	2004	Videographer Award of Excellence <i>Pot Luck at the Kents’</i> WIC Program of Washington DC
2004	Videographer Award of Distinction <i>Media Smart Youth: Food, Fitness, & Fun!</i> Academy of Educational Development	2002	Telly Award <i>Evil in our Midst</i> Immigration and Naturalization Service
2002	Telly Award <i>Hold the Line, Guard the Gate</i> US Border Patrol	2002	Telly Award <i>Keeping America Safe</i> Immigration and Naturalization Service
2001	AXIEM Award <i>Hazardous Materials: Technician</i> US Air Force/AFCEA	2001	Communicator Award of Distinction <i>Rock Creek Demo</i> Independent
2001	Communicator Award of Distinction <i>National Museum of African Art</i> Smithsonian Institution	2001	Telly Award <i>Inspiring Vision</i> Smithsonian Institution
1999	Videographer Award of Distinction <i>Expanded Border Control Operations Plan</i> US Border Patrol	1997	Communicator Award of Distinction <i>HUDware II: The Future of Computing</i> Housing and Urban Development

ADMINISTRATIVE INFORMATION

Rock Creek Productions, Inc. is a certified small business and an S-Corporation registered in the state of North Carolina.

Rock Creek Productions, Inc.

Production/Post/Administration
15 W. Walnut Street, Suite 201
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703.867.7655 cell

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DUNS number:
Taxpayer Identification number:
GSA Federal Supply Schedule
Business Type:
VA SWaM number:
eVA number:

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610 Herndon Parkway, Suite 700
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10-109-7053
52-1985650
GS-23F-0074L (541-4b, 541-1000)
Small
702802
VS0000027960

FAR 52.212-3 and 52.209-11

Rock Creek certifies that we have a current SAM registration, and all representations and certifications are up-to-date.

Rock Creek is fully insured to industry standards.