



Judicial Council of California

ADMINISTRATIVE OFFICE OF THE COURTS

FINANCE DIVISION

455 Golden Gate Avenue • San Francisco, California 94102-3688
Telephone 415-865-7960 • Fax 415-865-4325 • TDD 415-865-4272

RONALD M. GEORGE
Chief Justice of California
Chair of the Judicial Council

WILLIAM C. VICKREY
Administrative Director of the Courts

RONALD G. OVERHOLT
Chief Deputy Director

STEPHEN NASH
Director, Finance Division

FROM: Administrative Office of the Courts (AOC)
Finance Division

DATE: September 16, 2010

SUBJECT/PURPOSE OF MEMO: Request For Proposals for intermittent on-going Video Production Services

ACTION REQUIRED: You are invited to review and respond to the attached Request for Proposals (“RFP”):
Project Title: Video Production Services
RFP Number: EDUC-MPS10-RB

QUESTIONS TO THE SOLICITATIONS MAILBOX Questions regarding this RFP must be directed to solicitations@jud.ca.gov by no later than 1:00 p.m. Pacific Time, September 24, 2010.

PROPOSAL DUE DATE: Proposals must be received by no later than close of business, October 22, 2010

SUBMISSION OF PROPOSAL: **Proposals must be sent to:**
Judicial Council of California
Administrative Office of the Courts
Attn: Nadine McFadden
455 Golden Gate Avenue, EDUC-MPS10-RB
San Francisco, CA 94102

FOR FURTHER INFORMATION: E-MAIL:
Solicitations@jud.ca.gov

1. GENERAL INFORMATION

1.1. Background

1.1.1. The Judicial Council of California, chaired by the Chief Justice of California, is the chief policy making agency of the California judicial system. The California Constitution directs the Council to improve the administration of justice by surveying judicial business, recommending improvements to the courts, and making recommendations annually to the Governor and the Legislature. The Council also adopts rules for court administration, practice, and procedure, and performs other functions prescribed by law. The Administrative Office of the Courts (AOC) is the staff agency for the Council and assists both the Council and its chair in performing their duties.

1.1.2. The Education Division of the AOC provides training and education for judges, court staff, and other judicial branch personnel to enhance the administration of justice. Educational programs cover such topics as access and fairness, domestic violence, drug courts, complex civil litigation, and a variety of legal and administration issues.

1.1.3. The Education Technology Unit of the Education Division administers distance training and education programs through the production of broadcasts, video, and asynchronous self-paced modules delivered via CD-Rom and internally hosted web-based portals. Distance delivery will enable the judges and court personnel of California to access educational content on an as-needed basis, at their own locale, for initial training and/or for ongoing reference to material.

1.2. Video Production Services

The Education Technology Unit of the AOC provides TV broadcast, and video production, for the AOC, Supreme Court and other Judicial Branch entities. In this role, it produces educational videos and broadcasts both in the studio and in the field.

2. PURPOSE OF THIS RFP

2.1. The AOC seeks to identify and retain qualified service providers to provide video production services on an as needed basis. These services may range from providing equipment operators to orchestrating full-scale production of complex 60 minute (or longer) broadcasts or video. The AOC may award Master Agreements pursuant to this RFP to more than one (1) proposer. This RFP is the means for prospective service providers to submit their qualifications to the AOC

Project Title: Video Production Services

RFP Number: EDUC-MPS10-RB

and request selection as a service provider. Proposers who are awarded Master Agreements will be invited by the AOC Education Division to submit quotes on work orders as they arise using rates in their Master Agreement and taking into consideration the deadlines and other specifications of the project. Please see Attachment A for the work order process.

2.2. Included as part of this RFP are the following attachments:

2.2.1. Attachment A, Master Agreement Terms and Conditions. Contracts with successful firms will be signed by the parties on a State of California Standard Agreement form and will include terms appropriate for this project. Terms and conditions for the requested services are attached as Attachment A, which consists of Standard Provisions, Special Provisions, Payment Provisions, Work Order Administration, Acceptance and Signoff Form, and Sample Work Order Form.

2.2.2. Attachment B, Administrative Rules Governing Request for Proposals. Proposers shall follow the rules, set forth in Attachment B, in the preparation and submittal of their proposals.

2.2.3. Attachment C, Fee Proposal. Proposers shall use this form along with proposers price list.

2.2.4. Attachment D, Proposer's Acceptance of the RFP's Contract Terms. Proposers must either indicate acceptance of, or exceptions to, the Master Agreement Terms and Conditions, as set forth in Attachment A. If exceptions are identified, then proposers must also submit (i) a red-lined version of Attachment A, that clearly tracks proposed changes to this attachment, and (ii) written documentation to substantiate each such proposed change.

2.2.5. Attachment E, Payee Data Record Form. The AOC is required to obtain and keep on file, a completed Payee Data Record for each proposer prior to entering into a contract with that proposer. Therefore, proposer's proposal must include a completed and signed Payee Data Record Form, set forth as Attachment E.

3. RFP Timeline

RFP issued	September 15, 2010
Questions/Requests for clarifications due	September 24, 2010
Answers Posted [Estimated]	October 7, 2010
Proposals Due	October 22, 2010
Contract period begins [Estimated]	November 4, 2010

4. SCOPE OF SERVICES

The AOC anticipates that the contractor will provide the types of services hereunder, including, but not limited to developing one or more video productions. Services to be performed for any specific project/course will be determined and communicated to proposers during the work order process as they arise. The AOC makes no representations hereunder about the amount of work that may be given to a contractor pursuant to this RFP; therefore, the information provided below is illustrative only to assist potential proposers in conceptualizing the anticipated services and deliverables to better estimate what resources would be required to produce them.

4.1. Services are expected to be performed by the proposer between November 4, 2010 and November 3, 2011, with two consecutive one-year options to renew.

4.2. The AOC anticipates the work of the Master Agreement may include but may not be limited to the following types of services:

4.2.1. Project Management

- Set, manage, and communicated overall direction, team roles, responsibilities, and expectations
- Coordinate quality control of all development work and deliverables
- Conduct reviews and overall DVD usability testing
- Ensure projects stay on schedule and within scope and budget
- Provide consulting and analysis regarding proposed video productions, including draft proposals, budget estimates, and production plans;
- Be available to provide possible evening, weekend, and weekday services.

4.2.2. Producing

- Develop timelines.
- Hire directors, scriptwriters, actors, technicians.

- Schedule shoots.
- Scout and arrange use of locations (with Directors).
- Specify any necessary graphics, audio.
- Provide script content.
- Create storyboards.
- Author DVDs

4.2.3. Directing

- Rehearse and block actors.
- Breakdown scripts.
- Scout locations (with Producers).
- Direct the shoots.
- Supervise editing, graphics creation, audio sweetening, music selection.

4.3. General Description of Work

The proposer shall work with the AOC to provide production services for TV Broadcasts and video productions. Since the AOC will contract with the proposer on an as-needed basis, the Fee Proposal (Attachment C) should include fees and/or costs for any of these different types of work, for different tiers of work, and for evening, weekday and weekend hours. The AOC anticipates the majority of potential projects would be in the San Francisco bay area.

4.4. Specific Services

This information is included to enable proposers to visualize the final form of the requested services and deliverables so that they can better estimate what resources will be required to produce them. This is not intended to be the complete list.

Proposer may be called upon to provide any, some, or all of the following services:

4.4.1. This work/equipment is likely to entail:

- Studio camera rental (may have to match with existing Sony DXC D35s);
- Field camera rental;
- Teleprompter rental;
- Studio and audio equipment rental;
- Field audio equipment rental;
- Studio rental;
- Studio camera operation;

- Teleprompter operation;
- Audio board operation;
- Switcher operation;
- Floor manager duties;
- Engineering duties;
- A guaranteed response time for technicians for various different types of service;
- The assignment of specific staff to the facility/account, so they become acquainted with the systems and equipment;
- Evening, weekday, weekend, or holiday work;
- Create full scale production including field production, multi-camera studio production, live multi-camera broadcast mix with actors, technicians, producer and director;
- Produce location ENG(Electronic News Gathering) style production;
- Produce multi-camera live broadcast television production or to record in the AOC studio using state owned equipment (per section 3.5);
- Ala carte equipment & technicians to work on AOC directed productions; and/or
- Technician only.

4.4.2. We realize that a production is impossible to bid not knowing what the final production is supposed to be, what we are looking for is a “menu” of items (including costs) from which we can choose depending on the specific needs of the moment.

4.5. Inventory of Current Equipment and Systems

Please note that although this list contains a great deal of detail, it is not intended to be a complete list. There may be other types of equipment or systems that will require support.

4.5.1. Typical equipment in Courtroom and Conference Center Facilities

- Amplifiers
 - o Crown
 - o TOA
 - o Protech
- Microphones
 - o Crown
 - o Lightspeed wireless
- Mixers

- Shure auto mixers
 - Intellix matrix mixers
 - IRP matrix mixers
 - U.S. Audio line level mixers
- Audio distribution routing and processing
 - Shure feedback processing
 - Sabine feedback processing
 - Sigma distribution amplifiers
 - Kramer distribution amplifiers
 - RDL distribution amplifiers
 - ADC patch bays
 - Protech microphone pre-amps
- Recorders
 - Mitsubishi video recorders
 - Tascam audio cassette recorders
 - Marantz audio cassette recorders
 - Sony mini disk recorder
- Video / Data Switching
 - Extron composite switchers
 - Panasonic composite switchers
 - Videotek A/V switchers
 - Sierra A/V matrix switchers
 - Altinex matrix switchers
- Video distribution routing and processing
 - Extron RGB computer interfaces
 - InLine RGB distribution amplifiers
 - Canare patch bays
 - Sigma distribution amplifiers
 - Kramer distribution amplifiers
- Display devices
 - Hitachi plasma displays
 - Pioneer plasma displays
 - Hughes / JVC video /data CRT projector
 - Sharp video / data LCD projectors
 - Mitsubishi multi-sync monitors
 - NEC multi-sync monitors
- Control system
 - Crestron
- Assisted Listening System
 - Sennheiser
- Audio / Video Monitoring
 - Panasonic Monochrome CRT monitors
 - Wohler Audio Monitor
 - Logitech Audio Monitor

- o Marchall LCD monitors
- MATV insertion
- o Blonder Tongue frequency-agile modulators

4.5.2. Studio Equipment

- Echolab 5500 Video Workstation including:
 - o Insciber CG Xtreme
 - o Pinnacle Genie DVE
 - o Ultimatte
- Sony DXC D35 Cameras including:
 - o Sony CA TX7 CCU adaptor
 - o Sony CCU TX7 CCU w/ SDI output
- Sony UVW 1800 Betacam SP videocassette recorder
- Sony SVO 5600 SVHS videocassette recorder w/ component video output
- Audio Arts D-7012 Digital Audio Console
- Telos one Telephone hybrid
- Telos 1 x 6 (6 line) Telephone hybrid
- KinoFlo DMX fluorescent lighting
- Leprechaun DMX dimming system
- Extron VSC 150 computer scan converter
- Extron VSC 75 computer scan converter
- Sony PVM 5041Q video monitors
- Sony PVM 8045 Q video monitors
- Sony PVM 20M4U video monitor
- Sigma VDA 510 video distribution amplifiers
- Sigma TSG 440 video test signal generator
- Aphex audio signal processing

4.6. Potential Audiences

The following table provides a brief glimpse of the potential audience by position.

Position	Approximate Number
Judges	1,580
Court Staff	17,000
Court Supervisors & Managers	2,000
AOC Staff	900

4.7. Potential Deliverables

In the course of project work, contractor may be called upon to create any, some, or all of the following deliverables:

- Outlines
- Treatments
- Scripts
- Storyboards
- Graphics
- Rough cuts
- Finished tapes/DVDs/CDs
- Audio recordings (e.g. voice, sound clips)

5. **SPECIFICS OF A RESPONSIVE PROPOSAL**

The following information shall be included in the proposal:

- 5.1. Name, address, telephone and fax numbers, and federal tax identification number. Note that if a sole proprietorship using its social security number is awarded a contract, the social security number will be required prior to finalizing a contract.
- 5.2. One (1) original and four (4) copies of the proposal, including Attachment C, Fee Proposal, signed by an authorized representative of the proposer, including name, title, address, and telephone number of one individual who is the responder's designated representative.
- 5.3. Submit a DVD demo with examples of ENG/EFP and live studio productions. DVD will not be returned. Include written descriptions (including project scope, and project timeline) of two productions you've developed, for your clients.
- 5.4. Names, addresses, and telephone numbers of a minimum of five (5) clients for whom the proposer has conducted similar services. The AOC may check references listed by the proposer.
- 5.5. Responsive proposals should provide straightforward, concise information that satisfies the requirements noted above. Expensive bindings, color displays, and the like are not necessary or desired. Emphasis should be placed on conformity to the state's instructions, requirements of this RFP, and completeness and clarity of content. Proposals should be single-spaced with an 11-point font minimum and no longer than seventy (70) pages with a table of contents and page numbers.
- 5.6. Company Overview
 - 5.6.1. Provide a very brief history of your company.
 - 5.6.2. Describe your organization's video/broadcast production services and capabilities.
 - 5.6.3. Indicate the percentage of total revenue that comes from your production services.

Project Title: Video Production Services

RFP Number: EDUC-MPS10-RB

- 5.6.4. List a few of your previously created video productions in areas other than sales, application, or products training.
- 5.6.5. List any awards or industry recognition your company has received.
- 5.6.6. Name your top three competitors and your competitive advantages over those competitors.
- 5.7. Personnel
 - 5.7.1. Provide resumes describing the background and experience of key staff, as well as each individual's ability and experience in conducting the proposed activities. Please provide these in electronic format as well as in writing, preferably MS Word, as they will be incorporated into the Master Agreement.
 - 5.7.2. List the total number of employees, by function, who spend at least fifty percent of their time involved with video projects you have on staff (Producers, Directors, Editors, Graphic Artists, etc.).
 - 5.7.3. Describe your staff's training, experience, and background as it relates to the video production process.
 - 5.7.4. Indicate which development functions, if any, are outsourced to a third party or off-shore development team? Describe in detail, what parts are outsourced, to whom, the relationship to this group/company, and the process you follow to ensure quality.
 - 5.7.5. Do you have dedicated resources or shared resources on projects? If shared, how are your projects prioritized to minimize impact on timelines and deliverables?
 - 5.7.6. Explain measures set in place if your organization has personnel crunches.
 - 5.7.7. Demonstrate capacity to produce video/broadcast projects in the San Francisco bay area.
 - 5.7.8. Indicate capacity to produce video/broadcast projects in California locations other than the San Francisco bay area.
- 5.8. Methodology and Process
 - 5.8.1. Describe your project management process and methodology. Is it an in-house developed process or an adoption of an industry recognized process?
 - 5.8.2. Describe the working relationship, especially how your staff would interact with the AOC's Subject Matter Experts whose responsibilities are defined in Attachment A.
- 5.9. Projects and Clients
 - 5.9.1. What is the number of active clients for whom you have produced in the last year?
 - 5.9.2. What is the number of projects undertaken in the past year broken down by type i.e. Commercials, Short Vignettes, Full Broadcasts, etc

6. FEE PROPOSAL

- 6.1. The proposal should include the proposer's proposed fee schedule. Please see Attachment C, Fee Proposal; this form must be used, along with your pricing list and submitted as a part of your proposal. All items on this form will be used for evaluation purposes (see section 8.b. below); if awarded a Master Agreement pursuant to this RFP, the pricing proposed in Attachment C, as well as any additional pricing proposed, will become part of the Master Agreement.
- 6.2. It is expected that all proposers responding to this RFP will offer the proposer's government or comparable favorable rates.
- 6.3. The rates included in the fee proposal for these services shall be inclusive of indirect and overhead rates and profit, and any subcontractor rate must be provided with identified mark-up rate. The method of payment to the proposer will be set forth in any Work Order issued and will be by cost reimbursement in most cases, and by firm fixed price in others.

7. RIGHTS

- 7.1. The AOC reserves the right to reject any and all proposals, in whole or in part, as well as the right to issue similar RFPs in the future. This RFP is in no way an agreement, obligation, or contract and in no way is the AOC or the State of California responsible for the cost of preparing the proposal. One copy of a submitted proposal will be retained for official files and becomes a public record.
- 7.2. Only written responses will be accepted. Responses should be sent by registered or certified mail or by hand delivery.
- 7.3. The AOC anticipates awarding multiple, non-exclusive master agreements pursuant to this RFP. The AOC does not guarantee that a contractor will receive a specific volume of work, a specific total contract amount, or a specific order value under any master agreement executed pursuant to this RFP. Additionally, there will be no limit on the number of orders the AOC may issue under a master agreement, nor will there be any specific limitation on the quantity, minimum and/or maximum value of individual orders.

8. EVALUATION OF PROPOSALS

Proposals will be evaluated by the AOC using the following criteria, based upon the weighting identified for each criterion:

- a. 30% - Experience on similar video and broadcast TV projects described per RFP sections 5.3 and 5.9, and company organization described per RFP section 5.6.
- b. 30% Reasonableness of Fee Proposal (completion of Attachment C) per RFP section 6.0.
- c. 20% - Quality of submitted video production methodology, described per RFP section 5.8 and references, described per RFP section 5.4.
- d. 10% - Locations and credentials of staff to be assigned to AOC projects, described per RFP section 5.7.
- e. 10% - Proposal organization per RFP sections 5.1, 5.2, and 5.5. and proposed exceptions to Master Agreement Attachment A.

9. ADDITIONAL REQUIREMENTS

It may be necessary to interview prospective proposers to clarify aspects of their submittal. If conducted, interviews will likely be conducted by telephone conference call. The AOC will notify prospective proposers regarding the interview arrangements.

10. ADMINISTRATIVE RULES & TERMS AND CONDITIONS

- 10.1. Master Agreements with successful firms will be signed by the parties on a State of California standard agreement form and will include terms appropriate for this project. Terms and conditions typical for the requested services are attached as Attachment A.
- 10.2. Incorporated in this RFP, and attached as Attachment B, is a document entitled “Administrative Rules Governing Requests for Proposals. Proposers shall follow these rules in preparation of their proposals.

11. CONFIDENTIAL OR PROPRIETARY INFORMATION

- 11.1. The Administrative Office of the Courts is bound by California Rule of Court 10.500 (see: <http://www.courtinfo.ca.gov/rules/amendments/jan2010-2.pdf>) as to disclosure of its administrative records. If the information submitted contains material noted or marked as confidential and/or proprietary that, in the AOC’s sole opinion, meets the disclosure exemption requirements of Rule 10.500, then that information will not be disclosed pursuant to a request for public documents.
- 11.2. If the AOC does not consider such material to be exempt from disclosure under Rule 10.500, the material may be made available to the public, regardless of the notation or markings. If a proposer is unsure if its confidential and/or proprietary material meets the disclosure exemption requirements of Rule 10.500, then it should not include such information in its proposal.

END OF FORM