

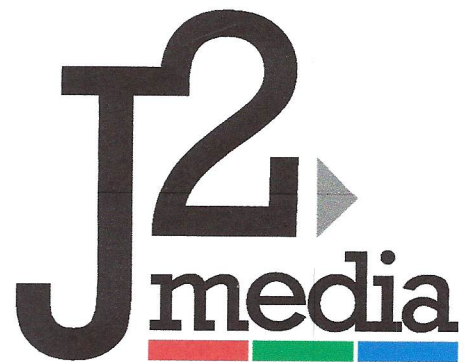


YOUR STORY.
YOUR WAY.



Maricopa County Community
College District
RFP #3452-9
Photography and Video Services

ORIGINAL



December 2019

Thank you for the opportunity to submit this photography and video services proposal to Maricopa County Community College District.


J2 Media was founded nearly 20 years ago, with its roots in video production. The company has grown and expanded with the evolution of the communications industry to include the functions of still photography, web development, graphic design, public relations, social media and marketing. We are located in metro Phoenix with a global service area. We have a national client base and a strong local presence.

Additionally, you will see that we have a strong background in education and government, including work within the cities of Phoenix and Chandler and the Chandler Unified School District. It would be our pleasure to assist MCCD with its video and photo work.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jason Heinkel', with a large, loopy flourish at the end.

Jason Heinkel
President & Founder
J2 Media, LLC

A handwritten signature in black ink, appearing to read 'Jane Poston', with a long, horizontal flourish extending to the right.

Jane Poston
Vice President & co-Founder
J2 Media, LLC



Maricopa County Community
College District
RFP #3452-9
Photography & Video Services

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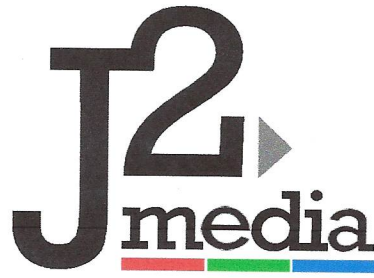
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j2media.tv

2775 N. Arizona Ave., Ste. 3 | Chandler, AZ 85225

602.899.2242



5.2.4 List of Services

Video Services	Notes
Producer	Works directly with client on project direction; oversees project
Scriptwriter	Includes basic storyboarding (text only)
Scriptwriter with Storyboard	Includes visual storyboard (thumbnails & visuals)
Director of Photography	Includes complete HD/4k Camera package with standard audio & lighting support. Additional camera systems are available.
Camera Operator	Includes basic camera package with standard audio & lighting support
Aerial Drone Operator	Includes 4k camera, licensed operator
Audio Technician	Includes full-service audio package
Grip	Assists camera and audio with gear and setup
Production Assistant /Coordinator	Assists Producer in field, scheduling, planning
Video Editor	Includes licensed music library, basic graphic suite, closed captioning, 2D animation and whiteboards
Video Graphic Design	Includes Motion Graphics/Adobe Suite (Illustrator; Photoshop)
Animation Editor	Complete video editing system (Premiere/FCP) Animation software
Voiceover artist	Staff or agency talent available
On-Camera Talent	Staff or agency talent available
Makeup Artist (MUA)	Video, stage and special effect makeup

Still Photography Services	Notes
Still Photographer	Studio and location photography, includes standard lighting and backdrops
Photography Services Offered	Action photography & candid Classroom photography Public events Portrait photography Panoramic photography Sports photography



PRICING SCHEDULE Video Production Rates:

Job Classification	Hourly Rate	½ Day Rate	Full Day Rate
Producer – Pre-Production & Location	\$50	\$250	\$500
Director – Concept Development	\$75		
Scriptwriter – Includes text only video/audio	\$85		
Scriptwriter – Full storyboard	\$100		
Director of Photography – 4k Camera Package	\$200	\$1100	\$2000
Camera Operator – HD camera Package	\$150	\$750	\$1500
Aerial Drone Operator	\$75	\$325	\$750
Audio Technician – Complete Audio Package	\$55	\$275	\$550
Camera Assist (Grip)	\$35	\$175	\$350
Production Assistant/Coordinator	\$35	\$175	\$350
Video Editor	\$150	\$800	\$1050
Video Animation Editor (3D Animation)	\$185	\$950	\$1850
Makeup Artist (MUA)	\$50	\$250	\$500
Graphics Design Editor	\$85		
Social Media	\$100		
PR/Digital Marketing	\$150		
Graphic Design and Print	\$125		
Voice Over – Agency	\$85		
Voice Over – Staff	\$40		
Closed Captioning	\$150		
Specialty Production Equipment (Jib, steady-cam, 4k+ Cameras) available upon request			
Hard Drive	\$40 ea		
Jump Drive	\$10 ea		
Final project billing adjusted per the requirements of each project. Flat rates and standard crew rates available.			

PRICING SCHEDULE Still Photography Rates:

Still Photographer: includes lighting and backdrops as needed	\$100	\$450	\$850
Assistant Photographer	\$35	\$175	\$250

Section Seven: PRICING SCHEDULE

Rev 090817

PRICING SCHEDULE

The undersigned has read and understands all conditions and terms of RFP 3452-9, is authorized to submit this proposal on behalf of the company, and hereby offers to perform the services per the attached pricing proposal. Proposer further understands they are the sole offeror herein and that the performance of any sub-contractors employed by the Proposer in fulfillment of this offer is the sole responsibility of the Proposer.

COMPANY: J2 Media, LLC. **PHONE:** (602) 899-2242

ADDRESS: 2775 N. Arizona Ave. Suite 3 **FAX:**

CITY, STATE, ZIP: Chandler, AZ 85225

SIGNATURE: *Jason J. Heinkel* **DATE:** 12/2/2019

NAME (Print): Jason J. Heinkel **TITLE:** CEO

Submit a detailed pricing schedule as an attachment to this page.

Other-Services/Fees not specifically requested in the RFP (list below)

Social Media Management	\$ 100/Hrs
Marketing & Public Relations	\$ 150/Hrs
Graphic Design	\$ 125/Hrs
Closed Captioning	\$ 150/Hrs

Costs/Fees listed above shall include all overhead and profit. No billing will be accepted that shows any other costs than those listed in the pricing schedule. This includes, but is not limited to, travel, any out-of-pocket costs, meetings, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting, fuel charges, office supplies, etc.

The signature page (Section 10) must be completed, signed and included with your proposal.

SIGNATURE PAGE

Pursuant to Arizona Revised Statutes 35-391.06 & 35.393.06, proposer certifies that it does not have a scrutinized business operation in either Sudan or Iran.

SIGNATURE Jason J. Heinkel

PRINTED NAME Jason J. Heinkel

TITLE CEO

COMPANY J2 Media, LLC.

ADDRESS 2775 N. Arizona Ave. Suite 3

CITY, STATE, ZIP Chandler, AZ 85225

TELEPHONE (602) 899-2242 FAX NUMBER _____

E-MAIL info@j2media.tv

Is your firm a:

() Corporation* (X) Partnership () Individual () Joint Venture

■ If a corporation, answer the following:

- a) Where incorporated: _____
- b) Date incorporated: _____
- c) Have your Articles ever been suspended or revoked? () Yes () No

If yes, when, for what reason, and when were they reinstated:

- Has your firm or its parent or subsidiaries ever been debarred or suspended from providing any goods or services to the Federal Government or other public entities?

If yes, when, for what reason, and when were they reinstated:



MARICOPA
COMMUNITY COLLEGES

ACKNOWLEDGMENT OF RECEIPT

RFP # 3452-9

Photography and Video Services

Please provide the requested information below as acknowledgment that you have received our Request for Proposal noted above. To ensure receipt of any future addenda and to remain in our vendor database it is strongly recommended that interested Bidders complete this acknowledgment and return via Fax to MCCCCD Purchasing at (480) 731-8190 or email to sarah.van.omen@domail.maricopa.edu even if you do not intend to submit a proposal.

All addenda/amendments will continue to be posted on our website at <https://procurement.maricopa.edu/>

Failure to sign and return the "Acknowledge of Receipt" will result in your company not being sent any addenda to this RFP. Addenda may significantly alter the specifications of this RFP which could result in your proposal being deemed unresponsive if this form is not returned.

Name of Firm: J2 Media, LLC.

Address: 2775 N. Arizona Ave
Suite 3
Chandler, AZ 85225

Tel #: (602) 899-2242 Fax #: _____

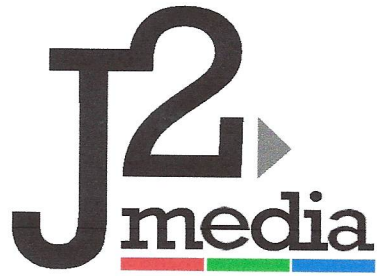
E-Mail: info@j2media.tv

Name: (Print) Jason J. Heinkel Title: CEO

Signature: Jason J. Heinkel Date: 12/2/2019

PLEASE NOTE: Failure to respond to this acknowledgement **may** result in your companies removal from our vendor database for this commodity.

() We will not be responding to this solicitation please retain us on the Proposing Firm's mailing list.



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Scope of Work

3.1.1 Still Photography

Including but not limited to:

- Action photography & candid
- Classroom photography
- Public events
- Portrait photography
- Panoramic photography
- Sports photography

3.2.1 Video Services

Including but not limited to:

- Including but not limited to:
- Shooting Broll
- Video editing/Animation
- Pre-roll spot creation
- :15/:30/:60
- Script/Storyboard creation
- Directing/Coaching
- Audio production

3.1.8 & 3.2.8 Usage Rights

MCCCD Shall retain exclusively all rights to all photographs/videos made from any session performed under this contract.

4.1.1 Licensing

J2 Media, LLC. Is licensed in the State of Arizona and pays all applicable sales taxes and fees.

J2 Media, LLC. Carries full business insurance and can provide a Certificate of Insurance upon request.

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Section 5.1 Company Overview:

5.1.1 J2 Media, LLC was established as an Arizona business entity in April 2000 to provide video production services to network television organizations, corporations and nonprofits. We have offered full-service video and photo production continuously in that time.

While our core business will always be video production, the company has grown with the evolution of the communications industry to include the functions of photography, web, graphic design, social media, public relations and marketing. We are located in Chandler with a global service area. J2 Media has a national client base and a strong local presence.

Company experience encompasses all aspects of photo and video production including production for government agencies, international corporations, small businesses, national network news and cable organizations, as well as creating documentaries and original programing.

Services include, but are not limited to, video conceptualization, scriptwriting, camera operators, producers, photographers, assistants, studio and special effects makeup, audio technicians and editors.

A brief list of current clients

Walmart	City of Chandler, Channel 11
City of Peoria	Alper Jewish Community Center- Miami
Arizona Council on Economic Education	Mt. Claret Catholic Retreat
Chandler Unified School District	Chandler Firefighter Charities
City of Phoenix	Discovery Channel
Risk Assessment Group	Travel Channel
OASIS Hospital	Associated Press
HonorHealth	First Credit Union
Dignity Health	Lynwood Creations
American Diabetes Association	The bulbNEST
Arizona General Hospital	AZCEND



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5.1.2 J2 Media, LLC was established as an Arizona business entity in April 2000 to provide video production services to network television organizations, corporations and nonprofits. We have offered full-service video and photo production continuously in that time.

5.1.3 Key Personnel

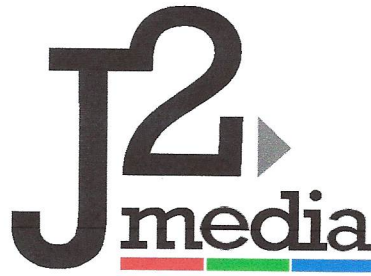
Below are the key staff members at J2 Media to be assigned to this project based on the scope of work:

Jason Heinkel	Concept Development, Camera Operator, Project Oversight
Jane Poston	Concept Development, Scriptwriter, Producer, Project Lead
Tray Goodman	Director, Concept Development, Producer
Paul Watkins	Still Photography, Camera Operator, Editor
Lyle Bonfigt	Still Photography, Graphic Design, Branding
Paula Moore	Producer, Public Relations
Sabrina Bryant	Scriptwriter, Producer
Ryan Baker	Editor, Camera Operator
Nate Mercer	Camera Operator, Production Assistant, Asst. editor
Jason Pasch	Aerial Drone Operator
Erin Ross	Scriptwriter, Producer, MUA

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5.1.3 Key Personnel Work History

Jason Heinkel, President
Team player since January 2000
30 Years Production Experience

EDUCATION:

Metropolitan State College of Denver Bachelor's Degree, 1990 Communications

BIO:

It's not often that you catch Jason without a camera on his shoulder. Working with every major network and most national cable channels, he's captured video of Jim Belushi on a fishing boat in Alaska, Morgan Freeman swimming with turtles in the Galapagos and Hugh Hefner lounging in his pajamas at the Playboy Mansion. But his gift is making every interview subject look as great as the celebrities do. From the C-Suite to the night shift, employees, executives and elected officials know they'll come across like a rock star. Recently, Jason has been using his skills to bring video storytelling, creative video and engaging interviews to corporate America.

PROJECT RESPONSIBILITIES:

Director of Photography, concept development, project oversight

RELEVANT EXPERIENCE

30 years camera operator and director of photography

KJCT/KKTV/KWGN Camera Operator

FOX LA Director of Photography

City of Phoenix, Ch. 11 Camera operator (freelance)

Credits include: DP - Travel Channel, Discovery Channel, ESPN, ABC, HBO, Inside Edition, 60 Minutes, Primetime, Associated Press & A Current Affair

RELEVANT AWARDS

Rocky Mountain Emmy "Mystery Castle"

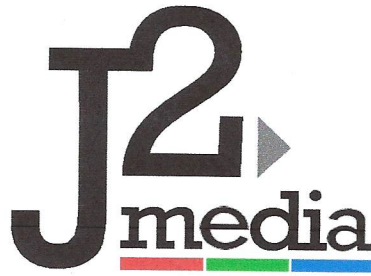
Diversity Award, Chandler Chamber of Commerce

Telly Awards, US West & Chandler HS Football

MarCom Award, Chandler High Promo

CLIO, 1st Place "Lost Boys of Sudan"

CLIO, 1st Place "Sky Harbor Airport"



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5.1.3 Jane Poston, Vice President
Team player since January 2000
30 Years Production Experience

EDUCATION:

University of Missouri-Columbia Bachelor's Degree, 1991 Journalism

BIO: A professor at the University of Missouri, where Jane earned her Bachelors in Broadcast Journalism, coined the phrase "D.B.I's" (Dull But Important) for stories that no one wanted to see. Jane has spent the last three decades making a living by proving him wrong. Her passion is taking complicated and difficult topics and making them interesting and easy to understand. She has done this through her award-winning work at local news stations across the country, in network and cable news, corporate video and work as spokesperson and video producer for two municipal governments. Jane enjoys telling stories that create interest, engagement and pride in the community.

PROJECT RESPONSIBILITIES:

Project lead, concept development, scriptwriting, voiceover, producing, interviewing and project oversight.

RELEVANT EXPERIENCE

J2 Media	Video producer/Scriptwriter City of Chandler PIO; liaison to Ch. 11, worked with all departments City of Phoenix PIO; department communications, psa's & promos Freelance video producer (Ch. 11)
KCA	Public Relations Manager
WAFF/KIEM/KULR	Anchor Reporter

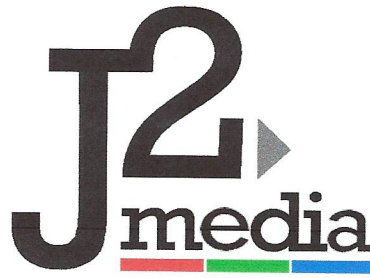
RELEVANT AWARDS

MarCom Award, CUSD Override Campaign
NATOA 1st Place in Magazine Format, "Public Works @ Work"
NATOA "On the Issues"
NATOA "Neighborhood Community Action"
Telly Awards "Public Works @ Work" "Day Change Came to Town"
Videographer Award of Excellence, "Reclaimed Water"
Videographer Award of Distinction, "Public Works @ Work"
Communicator Awards (2), "Public Works @ Work"

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5.1.3 Tray Goodman, Director
Team Player since January 2000
30 Years Television and Film Director

EDUCATION:

Oklahoma State University, Stillwater, OK Bachelor's Degree, 1983
TV Production

BIO: Tray has enjoyed a 35-year career in the television and film industry, telling stories that are both inspirational and aspirational. He most recently has been working on comedies; writing and directing the comedy reality show pilot "Welcome To The Coop," and writing and directing the feature comedy "SNR" (Some Nudity Required).

Additionally, Tray is the director of "The Footprints of God" series consisting of 10 feature length excursions into the Levant, the Middle East and other historically significant parts of the world. He is the creator of the PBS TV series, "Inside Creative Minds," the director of the PBS series, "A Night At The Crescent," and the producer-director of the recently released documentary "#HatersMakeMeFamous."

When not on the road Tray spends as much time as possible promoting education in the media industry by sharing his knowledge with students at local high schools and universities

PROJECT RESPONSIBILITIES:

Director, content development

RELEVANT EXPERIENCE

35 years TV director, producer and camera operator
OK Cable TV/KMID/KOLD/PHX TV 11 – Television Director
Credits include: - Director/Producer over 20 Films (IMDb),
DP – ESPN, FOX Sports, ABC & MLB

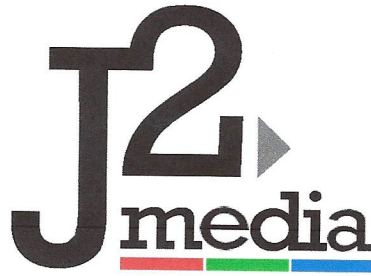
RELEVANT AWARDS

Emmy – Live TV Directing Phoenix Channel 11
National Beacon
Cable ACE
Board of Directors, Rocky Mountain Emmy Awards

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**5.1.3 Paul Watkins, Still Photographer, Camera Operator, Director & Editor
Team Player since 2010
30 Years Production Experience**

BIO: Paul is the go-to still photographer for J2 Media. His experience includes photography for books, newspapers and magazines in addition to sports photography, corporate headshots and product imagery. In addition to creating photos and videos for J2 Media's corporate and retail clientele, Paul has worked in broadcast television production for nearly three decades throughout Phoenix and LA. His work includes field sound for the Super Bowl, all major networks and billion-dollar corporate clients. He has an ongoing relationship with the Diamondbacks, Coyotes, Cardinals, ASU and Phoenix Suns. Paul is a skilled director, with his knowledge of camera work guiding his careful management of live and recorded events. Paul is J2 Media's technical genius on staff with a deep knowledge of gear and equipment stemming from his experience as a tech for two professional rental houses in Arizona.

PROJECT RESPONSIBILITIES:

Still photography, camera operator, editor, post-production oversight, closed captioning

RELEVANT EXPERIENCE:

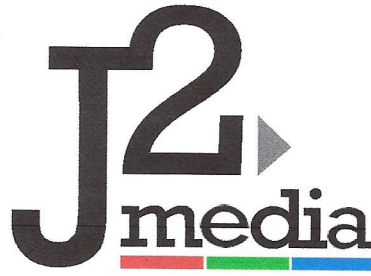
Paul is a respected professional and has deep experience working with elected officials, business leaders and community stakeholders.

Credits include: CSPAN, as well as recording Vice President Dan Quayle, Senators John McCain, Ben Nelson and Chuck Hagel as well as Supreme Court Justices Thomas and Ginsberg. Paul was the main Midwest and Southwest crew contact for CSPAN 3 Book TV series.

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5.1.3 Lyle Bonfigt, Creative Director
Team player since March 2014
25 Years Graphic Design & Photography Experience

EDUCATION:

Creighton University, Omaha, NE Bachelor's Degree, 1993
Journalism / Advertising

BIO: Lyle makes you look good when you are ready to show off a little. He has a talent for developing robust branding and clean design that attracts and engages your clients and prospects. His marketing experience spans more than 20 years and includes graphic design, photography sales support marketing, branding, and trade show event planning and execution.

His knowledge of imagery, branding and marketing translates into beautiful and effective photography, including product shots, classroom and event photography, as well as facility imagery.

Lyle also has an excellent ability to communicate with diverse groups toward a common goal for effective project management. He is our creative guy but makes it a point to understand your business and your goals first.

PROJECT RESPONSIBILITIES

Still photography, graphic design, branding standards & campaign development

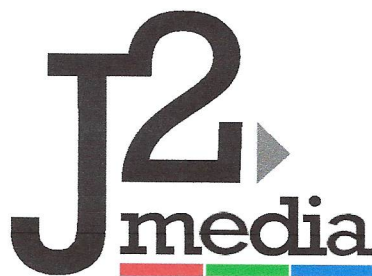
RELEVANT EXPERIENCE

25 years of graphic design experience
10 years local yearbook creation
Extensive project management experience
Multimedia graphic development

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**5.1.3 Paula Moore, Video Producer, Public Relations (Bilingual/Spanish)
Team Player since 2015
25 Years Production Experience**

EDUCATION: Northwestern University's Medill School of Journalism, Bachelor & Masters

BIO: The strong interviewing and engagement skills Paula bring to the table help create quality, informative and positive stories. She has been on the scene in Phoenix for the past 20 years reporting for NBC, Channel 12, Phoenix Channel 11, and the Phoenix Police Department's public affairs bureau. Paula has worked for commercial, government, educational and non-profit TV, Radio, internet and print organizations. Her skills range from writing and producing to shooting digital photography, video and Avid editing. Paula has received many local, regional and national awards for her work.

PROJECT RESPONSIBILITIES:

Video producer, script writer, production assistant

RELEVANT EXPERIENCE:

Producer - Phoenix Police Department, Producer and Editor

Sabrina Bryant, Producer, Writer and Social & Digital Media

Team Player since 2019

3 Years Production Experience

EDUCATION: William Penn University, Oskaloosa, IA Bachelor's Degree
Digital Communications & Journalism

BIO: Sabrina contributes strong writing skills and the ability to view projects with a fresh perspective in her role as Communications Specialist. With a background in print journalism she understands what it means to communicate clearly and effectively! She has experience in the marketing and public relations field and is skilled in using social media as an outreach platform. With an eye for imagery and the ability to write in an established brand voice, she will make sure that your brand's videos, social content and written communication are a match with your target audience.

PROJECT RESPONSIBILITIES:

Video producer, script writer, production assistant

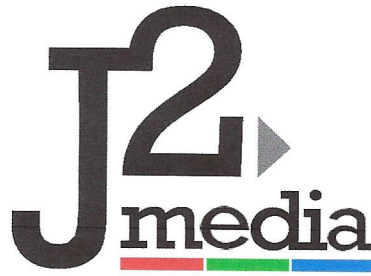
RELEVANT EXPERIENCE:

Sabrina has served as the Editor-in-Chief of a monthly newspaper, operated technical crew positions for a nightly FOX newscast and worked as a Marketing and Communications specialist for The United Way of Mahaska County.

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5.1.3 Ryan Baker, Editor & Camera Operator
Team Player since 2019
7 Years Editing and Video Production Experience

EDUCATION: Art Institute of Phoenix, Phoenix, AZ Bachelor's Degree
Digital Film and Video Production

BIO: After beginning his career in the graphic design world, Ryan shifted his focus to film and production where he's worked for the last 7 years. His experience includes corporate training videos, commercials, web series videos, TV shows and several short films, doing everything from producing and directing to shooting and editing. As a video editor at J2 Media, he uses his graphic design skills to make sure projects are both creative and on-brand. His passion is making everything come together into one story on every project.

PROJECT RESPONSIBILITIES:

Editor, post-production animation design, closed captioning and camera operator

RELEVANT EXPERIENCE:

APPLE Operations specialist,

Credits include: Production Assistant – Adidas, Talking Stick Resort & Discovery Channel

Camera Operator – Burns Pest& Casa Education Foundation

Nate Mercer, Camera Operator and Editor
Team Player since 2019
8 Years Video Production and Editing

EDUCATION:

Penn State University, State College, PA Bachelor's Degree
Telecommunications

BIO: As a part of the J2 team, Nate is a DSLR filmmaker specializing in glidecam/gimbal operation. His early work creating fun and exciting highlight videos for Summer's Best Two Weeks Citikidz from 2013-2016 shows in his energetic filming style. From there he went on to work on several films as a part of Pittsburgh's Steeltown Entertainment Project. He brings both technical and artistic video production experience to the team, and has worked for large and small corporations as well as non-profits.

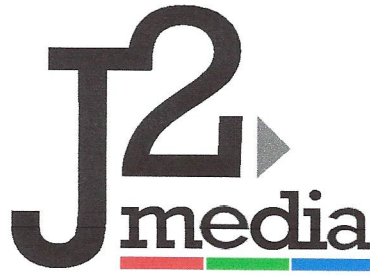
PROJECT RESPONSIBILITIES:

Camera operator, editor, producer

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**5.1.3 Jason Pasch,
Team Player since 2015
5 Years Production Experience**

BIO: Jason is a licensed and certified drone operator. As FAA requirements become more stringent on drone use, it is important to stay up-to-date and operate under ever-changing regulations. Jason ensures J2 Media is compliant with all current rules and policies. The video he captures gives every shot a unique and beautiful perspective.

PROJECT RESPONSIBILITIES
Aerial Drone and Camera Operator

**Erin Ross, Video Producer, Makeup Artist
Team player since May 2016
3 Years Production and MUA Experience**

EDUCATION:
Maxima School of Makeup Artistry

BIO: Erin is J2's triple threat, bringing her skills as a producer/writer, certified makeup artist and on-screen talent to the team. Erin has her hand in most of the projects that come through J2's door and works side by side with businesses, writes scripts, and develops stories that people want to see. Erin is also involved in content creation and social media management internally and for J2's clients. She works heavily in producing a variety of programming, including testimonial, informational, promotional, and instructional video. Erin is dedicated to creating the perfect on-camera appearance for clients as she is certified for makeup in film, theater, photography and special effects - making sure talent on screen is looking and feeling their best.

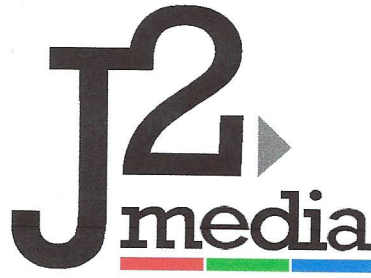
PROJECT RESPONSIBILITIES:
Producing, scriptwriting, voiceover, talent, project management

RELEVANT EXPERIENCE:
J2 Media Video Producer/scriptwriting
Makeup Artist Experience includes: SFX artist for "Me" an independent horror short, 2 years makeup/hair designer for East Valley Children's Theatre, and 2017 Scottsdale Fashion Week.

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5.2 Qualifications

5.2.1 Knowledge, expertise and experience

Our highly-qualified media professionals with decades of experience ensure J2 Media delivers quality video production and still photography specific to the needs of each individual project.

Our knowledge and experience includes most industries: education, major corporations, health care, manufacturing, technology, finance, commercial development, small start-up businesses and more.

In addition to corporate work, we have extensive experience in traditional television, including all major networks and cable news channels, documentary work, from Travel Channel to Discovery Channel, as well as creating our own original programming ranging from a Holocaust documentary to an instructional baseball television show.

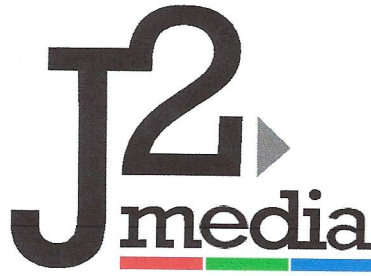
We treat each project with the attention to detail it deserves, making sure your message meets your mission.

Years of interviewing expertise also means we are skilled at making people feel comfortable and look good – from the experienced executive to the first-time on-camera talent.

Engaging imagery and a creative approach are more important than ever in today's cluttered market, so we are invested in keeping up with the latest trends and techniques in the field. We are excited to recommend and explore ideas that make your project stand out, whether it's the latest motion graphics, animation or trending meme.

We have diversity of perspectives on staff to ensure your message resonates with the broadest audience possible. Our team is comprised of everyone from new graduates to experienced executives from all walks of life.

Finally, our team experience with public entities, educational facilities, executives and elected officials gives us a deep understanding of the sensitivities related to privacy, confidentiality and government regulations.



5.2.2 References & Clients

Walmart – (Video & Still Photos) Video and Animation Production for Internal Employee Training, Product photography

Contact Person: Wes Davis, Director of Talent and Development Training.
(940) 447-6909

- Complete design of scripts and content
- Animated videos, training videos, internal promotional videos
- Produced videos in multiple languages
- Location director/producer
- Directed photography & lighting
- Product photos for training manuals
- Post-production and design (short and long format)
- Distributed to 1.5 million US employees digitally

CUSD YES for Chandler Students Override/Bond Campaigns (Video and Still Photography)

2013, 2015, 2017 Full campaign marketing strategy and implementation with record voter support

Contact Person: Terry Locke, CUSD Community Relations/Campaign Volunteer) (480) 861-4005
Jim Bishop, Committee Chair, (480) 390-9368

- Campaign strategy
- Brand Strategy and logo development
- Photography for marketing materials (classroom & action)
- Video testimonials
- Educational videos

City of Chandler – (Video and Still Photos) Video production, motion graphics, script development and design.

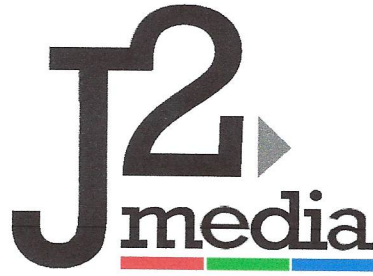
Contact Person: Stacy Sacco, Video Production Manager
(480)782-2236

- Planning and pre-production
- Scriptwriting, storyboarding
- Director of photography, producer, post-production
- Social media videos, educational videos, training videos

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5.2.2 References & Clients

Risk Assessment Group – (Video & Still Photos) Video and Animation Production, Script development, PR & social media and brand management

Contact Person: Brad Brigham, President and CEO
(480) 455-3384

- Branding, strategy and content development
- Creative brief, scriptwriting and content development
- Promotional videos, social media videos, training videos
- Design and print marketing materials
- Director of photography, sound technician and lighting director
- Post-production and design
- Social media management, content development
- Event planning and support
- Employee photography - Head shots/Special Events and Conferences

First Credit Union – (Video & Still Photos) Video and Animation Production, Script development and design.

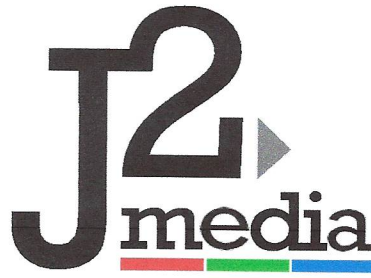
Contact Person: Kari Clay, Marketing Director
(480) 756-5500

- Development and design of scripts
- Director of photography and lighting director
- Post-Production video and animation creation
- Social media videos, organizational training videos, executive videos, company-wide event videos, promotional videos
- Employee action photography, head shots, special events

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5.2.3 Similar Work

City of Chandler Fire Department – (Video & Still Photography)

- Photo Head shots entire fire department (265) individuals
- Video – Production and Post-Production Internal Training and Emergency Calls

OASIS Hospital – (Video & Still Photography) Monthly Photo and Video for training and medical procedures and events.

- Executive, Physician, Employee headshots
- Promotional and Facility photos
- Video Awards – Social media
- Continuing Medical Education Training Videos

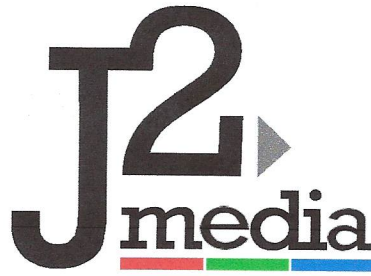
NASM Fitness – (Video & Still Photography) Video and Photos for annual conference

- Promotional video production
- Photographs – Social Media
- Photos for promotional materials

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5.2.5

5.2.5.1 – Video Capabilities

J2 Media has its roots in video production – it's our specialty. As such we have a full suite of experienced production personnel and broadcast quality equipment available to our clients at all times. This includes five camera packages, light and audio packages, four fully-equipped edit systems as well as on-staff camera operators, editors, scriptwriters and producers. In addition, J2 Media has more than 30 years of experience in the local production industry, which allows us to scale at a moment's notice. This gives you, the client, enormous flexibility in planning and scheduling projects.

Our projects range from taking complex and technical procedures and explaining them accurately through training videos, to engaging and creative social posts and ads, in-depth interviews to bring out the best in both staff and professional talent and capturing public events and competitions.

We truly enjoy what we do and take great pride in helping clients deliver their message in a way that resonates with their target audience.

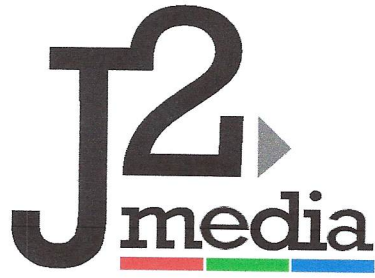
5.2.5.2 – Gathering Documents

J2 Media will provide personnel, typically a producer or production assistant, to manage and coordinate all field documents – scripts, release forms and contact information. We can use client-approved and branded release forms, or if necessary, J2 Media can provide to the client a standard release form for individuals and minors, as well as standard verbiage and signage for major events.

5.2.5.3 – Delivery

J2 Media's standard protocol for images and video is to create a library for each client and project. This library is stored and backed up on internal servers and external hard drives filed under the client/event/date/personnel. Photos are provided in RAW format, or edited and provided as .jpg, based on client request, individually named lastname.firstname (as appropriate).

Files are typically provided electronically via a transfer service based on client choice. Current channels include DropBox, Vimeo and SharePoint. Files are also provided by hard drive upon request.



5.2.6

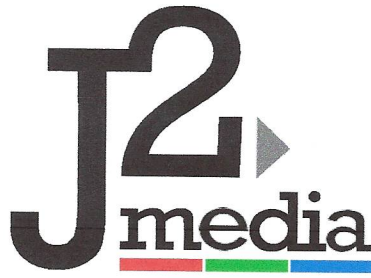
Examples of Work (Please see USB drive J2 Media)

Video:

- a. Walmart
- b. American Diabetes Association
- c. City of Chandler
- d. Adeptus Health
- e. Arizona Council Economic Education
- f. Chandler High School
- g. J2 Media Promotions

Still Photography:

- h. Aerial
- i. Headshots
- j. Lifestyle
- k. Product Shots
- l. Sports



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5.2.7 Additional Qualifications

While the scope of this project is still photography and video production only, our experience with web, social media and branding gives us a depth of understanding beyond the production world that will help meet your team's needs and allow us to communicate and work effectively with all levels of the organization.

J2 Media has provided similar services to companies and organizations nationwide. Our experienced staff bring a diverse field of knowledge ranging from network television and local news to training and educational video, corporate testimonials and profiles, social media and advertising.

We have been in business for nearly two decades and take pride in our reputation for quality and customer service.

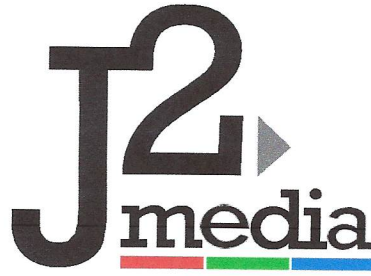
Additional Special Certifications:

Licensed drone operator
HIPPA compliant for medical production
Registered vendor, City of Phoenix

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5.3 OPERATIONAL

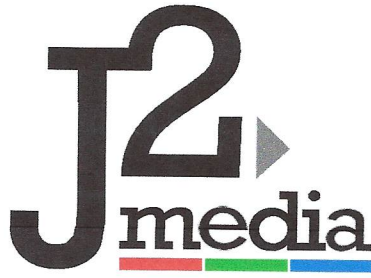
5.3.1 Scheduling

- a. After the initial contact by phone or email, J2 Media will arrange a meeting with the client/responsible party to determine project goals, deadlines and subjects. Initial concepts and strategies will be discussed at this meeting.
- b. A creative brief will be created from this meeting and presented to client for approval. This brief will outline project overview, goals & objectives, target audience, estimated length, voice and tone and contacts.
- c. A script and storyboard (if requested) will be created and approved by client. Occasionally, scripting and approval will happen after the shoot is complete.
- d. If a location scout is needed, J2 Media will research location prior to shoot and determine the best course of action for the day of production.
- e. J2 Media schedules shoot dates and times in coordination with client contact.
- f. After the video production is complete, J2 Media begins post-production timecoding, scripting and editing based on client brand standards and project needs. Still photography will be edited for the best shots, and photoshopped as requested.
- g. Client review of video includes 3 revisions for completion. Reviews can be in-person or electronic.

5.3.2 Notifications

Typical scheduling is 1-2 weeks in advance, or more, based on the complexity of the project and client availability. This timeframe is preferred in order to complete the scheduling, pre-production, scriptwriting and client approval process. We will schedule projects as far in advance as you would like.

In the real world, however, advance notice isn't always possible. J2 Media has its roots in spot production, and we believe in customer service. We can be available for retainer clients within 24 hours, and occasionally, within the hour to accommodate unexpected events.



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5.3.3 Arrival times

Our policy is to show up early! J2 Media staff will arrive on site, set up, and be ready to shoot or take photographs a minimum of 30 minutes prior to call time. Our preference is to set up cameras, lights, audio and backdrops before the interview subject arrives to allow best use of client time.

5.3.4 Cancellation policy

Cancellations happen. Charges are typically incurred when there is less than 24-hour notice. For retainer clients, no additional charges are incurred for the 1st cancellation (per project) with less than 24-hour notice. Subsequent cancellations on the same project are billed at 50% of the day rate if there is less than 24-hour notice. If an entire project is cancelled, we bill only for work performed up to the cancellation date.

5.3.5 Retakes

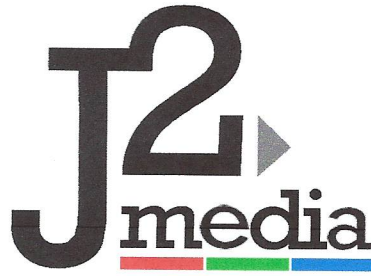
We want you to be happy with the product! If re-takes are necessary, we will schedule them as efficiently as possible in order to meet the deadline. J2 Media will absorb any costs for scheduling retakes if there are technical issues.

For retakes as a result in change of direction or client preference, J2 Media bills at an hourly rate for that portion of the project only. We are also able to shoot retakes at no charge if they can be arranged in conjunction with a separate project.

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5.4 OTHER

5.4.1 Cooperative contracting

Yes.

5.4.2 Additional services

J2 Media can provide a variety of services that benefit all our clients. We are a digital marketing agency that provides not only video and photography, we provide:

- a. Social Media creation and management
- b. Public Relations and Marketing
- c. Branding, Graphic Design and Print Services
- d. Web design, development and maintenance
- e. Client content management system
- f. Closed captioning

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ATTACHMENT A

BIDDER'S STATEMENT

Interested Bidders are asked to review and provide, as completely and accurately as possible, a written response on each applicable section below:

TYPE OF BUSINESS ORGANIZATION

Please check the appropriate box(es).

☒ The Bidder represents that it operates as: J2 Media, LLC.

☐ A CORPORATION incorporated under the laws of

the State of _____

☐ An INDIVIDUAL

☒ A PARTNERSHIP

☐ A NON-PROFIT ORGANIZATION

☐ A JOINT VENTURE

Federal Employer Identification Number: 86-0991660

PARENT COMPANY and IDENTIFYING DATA

A "parent" company, for the purposes of this provision, is one that owns or controls the activities and basic business policies of the Bidder. To own the Bidding company means that the "parent" company must own more than 50 percent of the voting rights in that company. A company may control a Bidder as a "parent" even though not meeting the requirements for such ownership if the "parent" company is able to formulate, determine or veto basic policy decisions of the Bidder through the use of dominant minority voting rights, use of proxy voting or otherwise.

The Bidder:

☐ IS ☒ IS NOT owned or controlled by a "parent" company.

If the Bidder IS owned or controlled by a "parent" company, Bidder shall provide the name, address, phone and fax numbers, and Federal I.D. No. of the company.

Section Eleven: ATTACHMENT A

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ATTACHMENT A
 BIDDER'S STATEMENT (continued)
 BIDDER REFERENCES
 Private Business Contracts

MCCCD requires a minimum of three (3) current and local references for which you are providing same or similar products and services specified herein. Please indicate below the businesses for which you have provided such during the past two (2) years:

- 1 Company Name: Risk Assessment Group
 Address: 2100 S. Rural Rd Tempe, AZ 85282
 Phone #: (480) 455-3384 Fax #: _____
 Contact Person: Brad Brigham
 Contract Period: From: 1/2018 To: Present
 Describe Services: Video Production & Post, Photography, Script Writing & Social Media

- 2 Company Name: First Credit Union
 Address: 25 S. Arizona Place Chandler, AZ 85225
 Phone #: (480) 756-5500 Fax #: _____
 Contact Person: Kari Clay
 Contract Period: From: 1/2015 To: Present
 Describe Services: Video Production & Post, Photography and Script Writing

- 3 Company Name: Wingspan
 Address: 60 E. Rio Salado Pkwy. Suite 900, Tempe, AZ 85281
 Phone #: (602) 284-3804 Fax #: _____
 Contact Person: Jim Moore
 Contract Period: From: 1/2015 To: Present
 Describe Services: Video Production & Post, Photography, Writing & Social Media mang.

ATTACHMENT A

BIDDER REFERENCES (continued)

Federal, State or Other Political Subdivision Contracts

MCCCD is also interested in speaking with public agencies or educational institutions for whom you have provided such products and services covered herein:

- 1 Company Name: City of Chandler
 Address: 175 S. Arizona Ave. Chandler, AZ 85225
 Phone #: (480) 782-2232 Fax #:
 Contact Person: Matt Burdick
 Contract Period: From: 1/2014 To: Present
 Describe Services: Video Production & Post Production

- 2 Company Name: Chandler Unified School District - Election Campaigns
 Address: 1525 W. Frye Rd. Chandler, AZ. 85224
 Phone #: (480) 812-7650 Fax #:
 Contact Person: Terry Locke
 Contract Period: From: 5/2011 To: 8/2018
 Describe Services: Video Production & Post, Photography, Social Media & Writing

- 3 Company Name: Chandler High School
 Address: 350 N. Arizona Ave. Chandler, AZ 85225
 Phone #: (480) 812-7707 Fax #:
 Contact Person: Larry Rother
 Contract Period: From: 8/2016 To: Present
 Describe Services: Video Production & Post, Writing and Photography

Section Eleven: ATTACHMENT A

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ATTACHMENT A

BIDDER'S STATEMENT (continued)

ADDITIONAL BUSINESS INFORMATION

Standard Business Hours

- 1 Days of week available for services: 7 Days a week
- 2 Business hours of operation: 7:00am - 7:00pm
- 3 On-call/Emergency service hours: 24 Hours
- Phone Number(s): (602) 418-3202
- Web Address: j2media.tv
- FAX Number:

General Information

- 4 Business License Number: 86-0991660
- 5 Number of years in business under current name: 19
- 6 Number of offices in the State of Arizona: 1
- 7 Business Classification (check applicable category)
- Minority Owned Business (MBE)
- Woman Owned Business (WBE)

Does your firm hold this certification from any other agencies or companies?

No: ☒ Yes: ☐ With Whom? _____

- 8 Name and address of office assigned to handle the MCCCCD account:

J2 Media, LLC.

2775 N. Arizona Ave. Suite 3

Chandler, AZ 85225

- 9 Account Manager Information:

Name: Jane Poston

Office Phone: (602) 899-2242

Cell: (602) 363-9883

- 10 Contractors License Number(s): TYPE _____ NUMBER _____

- 11 Do you ever sub-contract any of your services? NO ☒
- YES ☐

If YES, which services?: _____

ATTACH ADDITIONAL SHEETS IF NECESSARY TO FURTHER DESCRIBE THE EXPERIENCE AND
QUALIFICATIONS OF YOUR FIRM FOR PROVIDING THE PRODUCTS/SERVICES UNDER THE CONTRACT



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Tab 6 Warranty (if required)

N/A

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Q17. For bigger jobs/projects, are we allowed to sub-contract extra help and their added fees rolled into the invoiced costs?

A17. Yes

Q18. If revisions are needed, how many revisions before additional costs will be incurred?

A18. We usually expect three revisions to be included before additional costs are incurred.

Q19. Will all fonts, text for titles and names, logos, and graphics be provided for the final products, or are we required to create them?

A19. Both. Fonts, logos, colors and other branding requirements will be provided along with branding guidelines.

Q20. If music is required, will you provide, or will charging the licensing fee be allowed as an extra charge?

A20. Prefer photographer/agency to provide licensed music for fee, if necessary.

Q21. If delivery is on a hard drive, will it be returned? Same question re use of a thumb drive/memory stick.

A21. No, we will keep the hard/thumb drive. Please include this in your pricing.

Please fill in the requested information below as acknowledgment that you have received this addendum as noted above and include IN YOUR PROPOSAL when it is submitted.

Name of Firm: J2 Media, LLC

Address: 2775 N. Arizona Ave. Suite 3

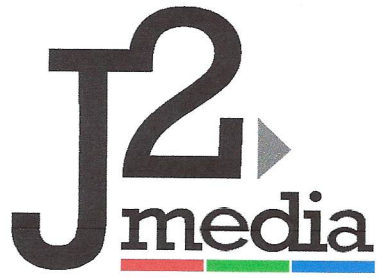
Chandler, AZ 85225

Fax #: () Tel. #: 602-899-2242

Name:(Print) Jason J. Heinkel Title: CEO

Signature:  Date: 12/18/2019

E-Mail: jason@j2media.tv



MCCD

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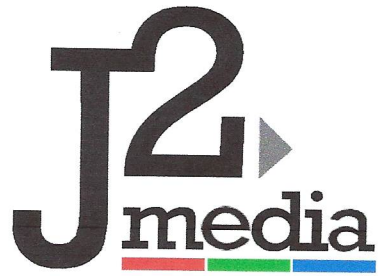
Tab 8 Deviation to Terms and Conditions

None

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Tab 9 External Entity Due Diligence Question

N/A

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