

MEETING DATE:

May 29, 2007

AGENDA ITEM:

A Joint Item to Enter into a Three-Year Professional Services Tri-Party Agreement, with an optional two-year extension, with Imagery Video Productions to Provide Video Operations Services to Broadcast and Videotape City Council, Redevelopment Agency, City Commissions, and Special Meetings or Events.

ATTACHMENTS

1. Imagery Video Productions Proposal.

Pages

1-19



Imagery Video Productions

1644 21st Street • Manhattan Beach, CA 90266
(310) 546-7471

City of Culver City
9770 Culver Boulevard
Culver City, CA 90232

April 26th, 2007

Dear Staff,

Imagery Video Productions has been your video system operator for the past ten years, and I have made it a priority to be there for the operation myself. Often municipal video systems are setup for operation requiring separate camera operators, a technical director and graphics specialist. I was brought early into the original 1997 RFP equipment process and was able to help the City get their equipment installed for the best one-person operation. Culver City was told that one-person operation was not possible or practical, but I have proved those vendors wrong and saved the city thousands of dollars in operational cost during these past ten years.

Some of the new video equipment you are now installing is generally used only in facilities with full time staff. This is an important time to keep the system on track and make sure that the operational hours needed to control and program the system don't get out of hand.

It is my intention to continue to offer the City the highest production value possible, utilizing our wealth of experience, at the most reasonable cost to the City. The modest increase in our proposal is the first increase in seven years. When you factor in the added complexity of equipment operation and the addition of \$1,000,000 business liability insurance, we are continuing to offer the City an exceptional value.

It is my hope to expand services to you with the creation of a constantly running creative and updated informational page display system, and to have more Town Hall meetings, courtyard concerts, and cultural affairs programs videotaped on location and played back at a later time.

Sincerely,

Douglas Nielsen, Imagery Video Productions

**Proposal for
Video Operating, Broadcasting, and
Programming For the City of
Culver City**

Imagery Video Productions

*Presented by
Douglas Nielsen, Imagery Video Productions
1644 21st Street
Manhattan Beach, CA 90266*

310 546-7471

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IMAGERY OVERVIEW—RELEVANT EXPERIENCE

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Imagery Video Productions, operated by Doug Nielsen, provides a range of corporate video production services and technical support to corporations and municipalities. Doug has been a lifetime resident of the South Bay & Westside community and has been producing video programming locally for over 30 years. Being involved in every facet from script consultation to final edit, Doug has formed a "co-op", pooling the talents, equipment and facilities needed specifically for each project.

Having provided video services to five local area cities, two school districts and one health district, Imagery has provided multi-camera robotic meeting coverage every month for the past 17 years. Imagery Video Productions interfaces well with both the needs and direction of staff and Council, and has the experience to professionally handle those specific needs and situations that arise, and has the skill and talent to implement new programs and allow the system and service to grow with the needs of the City within their budgeted constraints.

Many companies can offer video contract operators, but most operators are not specifically trained in municipal meeting coverage, and generally have only experience in tripod operated cameras and not multi-camera robotic systems, such as that installed in Culver City Hall. And not all videographers are well suited to apply their skills in meeting coverage that may last over six hours.

Your system is laid out to be operated by one video operation specialist that is trained to handle all of the various integrated audio and video production systems in addition to being a skilled and creative robotic camera system operator.

The operators of Imagery Video Productions have not only taped countless meetings over the years with robotic systems elsewhere, but they each have extensive experience with the system installed at Culver City Hall, and are being trained on the newly installed equipment as it goes on-line. We already are utilizing the new character generator for agenda items and Doug is being trained on the new Tightrope Cablecast system that can provide DVD playback, video server playback (similar to TiVo), and a page display.

Imagery Video Productions has the experience to know the protocol and how to cover Civic meetings professionally. We realize the importance of our responsibility to both provide excellent meeting coverage for the local viewing community, and video Minutes for the City Clerk's Public Record.

We also know the importance of balancing this quality while operating within the budget constraints of the City. As the City's needs grow, Imagery is there to provide those services with the most professional cost-effective approach.

**Services Provided by
Doug Nielsen/ Imagery Video Productions
to Local Municipalities
Over the Years**

1985	Ordered equipment and wired Control Booth at Manhattan Beach City Hall for the taping of City Council and Commission meetings.
1985-1990	Began taping and supervising the videotaping of all meetings cablecast for the City of Manhattan Beach.
1987	Ordered equipment and wired Hermosa Beach City Hall for the cablecasting of live Council/Commission coverage.
1987-1990	Began taping and supervising the live coverage of all Council/Commission meetings cablecast for the city of Hermosa Beach.
1991	Rewired the Control Booth at Redondo Beach City Hall and drafted a video wiring diagram for the city.
1990-1992	Began taping most City Council meetings and Commission meetings for the city of Redondo Beach through the production company CTV.
1992-present	Took over the contract of taping all civic meetings at the city of Redondo Beach through my company of Imagery Video Productions.
1993-1997	Began taping all School Board meetings for the new Redondo Beach City School District.
1995-1997	Began providing all video production and duplication services for the taping of Inglewood City Council meetings as their first Video System Operator/Services provider.
1997-2000	Began taping board meetings for the Beach Cities Health District. Consultant for their new multiple camera robotic system.
1997-present	Was the first to receive contact and began live cablecasting of Culver City meetings using their new three camera robotic system.
2006-present	Creation of an eye-catching PowerPoint running display, with generally over 100 pages, that runs over the local Redondo Beach local government cable channel promoting City activities during off cablecast hours.
2007-present	First to provide bi-monthly labor, video equipment and cable playback of the Culver City Unified School District Board Meetings.

THE IMAGERY VIDEO PRODUCTION PROJECT TEAM

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As in the past, it is Doug's intention to videotape every meeting himself, which does not conflict with other scheduled productions. With "Imagery Video Productions", you are not only contracting with Doug and receiving his personal attention, but you are gaining the added skills of other likewise talented video operators, each with years of professional experience. This allows the City of Culver City to have video event coverage any time of the day or evening, any day of the week, or coverage of multiple meetings that happen at the same time, either at City Hall or on location.

Peter Michel

Peter has worked as a contractor with Imagery Video Productions for 9 years videotaping with multi-camera robotic systems for both the city of Culver City and the City of Redondo Beach, as well as working other municipal video projects.

For over 12 years Peter has worked with Cox Communications which provides cable service for Palos Verdes. There he coordinates local franchise studio productions, videotapes multi-camera government meetings, and is involved in various capacities on remote video production of location meetings and local news/event coverage.

In addition, he oversees the playback schedules and runs the playback operations for the four local cable channels at Cox. This includes routine programming operation on similar playback equipment to that has recently been installed at Culver City: DVD playback, programmable video-server operation, and a bulletin board page display. He is well versed in operation and troubleshooting of computer controlled systems and character generators.

Peter has a BA and a MA degrees in Film and Television production from Chapman University.

Scott McNair

Scott graduated from Cal State Dominguez Hills in 1996 with a degree in video production and worked regularly for the next 10 years doing freelance work with Hughes Aircraft, now Boeing, doing video documentation of various stages of satellite construction and testing. He also picked up work at Mattel Toys working on marketing videos for many of their product lines.

Scott began working with Imagery Video Productions 12 years ago primarily videotaping multi-camera robotic system meeting coverage for the cities of Inglewood, Redondo Beach and Culver City.

Each city has specific need requirements, and Scott has been very adaptable and has been an exceptional worker, especially in his troubleshooting skills, which has proved invaluable, especially on location productions.

During the day Scott works as a legal videographer, taping depositions, site inspections, and "day-in-the-life" videos to be used as evidence in court.

SUGGESTED IMPROVEMENTS/FUTURE FEATURES

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Future improvements to the video system may include going high definition (which would be entirely cost prohibiting), or adding close captioning, which could be done with the addition of a Close Caption Encoder to the system. Voice recognition is not entirely accurate, and hiring a service to provide Real Time Captioning is very expensive. If such a system is added down the road, we would do all we can to implement the added system.

Immediately we need to take steps to record all meetings in DVD format. Up to four VHS copies can still be made as needed, but we now can be recording up to three DVD copies of all meetings. The problem holding us up is that no provision was made for the City Clerk to duplicate DVD disks. It could be done on a standard computer, but it can be laborious for staff and each copy is made one at a time. The Clerk needs a stand-alone DVD duplicator. There are several on the market for under \$1000 and Imagery would be more than happy to make a recommendation. Either DVD-R or DVD+R format DVD blank disks can be used. Disks can also be purchased at cost from Imagery that are creatively pre-printed for each Culver City meeting.

At this time, there are two directions I would like to see the City take. First, adding a page display system (electronic bulletin board) and second, videotaping more special events and meetings on location.

Page Display

With the addition of the new Culver City Hall video equipment, the Tightrope System installed includes a "Carousel" program. This allows pages to be created into a rotating display which could be shown as a "default" source when live meetings or replays are not being cablecast. You would have to decide if you want the currently showing "LA Channel 35" programming to show over your Government Channel 35, and if so, for how much each day, or instead showing the new page display.

The problem with the Carousel is that in reality it was take some time to create a comprehensive and creative display that gives currently updated information. Each page has to be individually created and give a list of attributes to have it's place in the display. To create the display working from the computer terminal in the Video Room would be a very time-consuming process, and not very resourceful. To use a terminal outside the room would require the system to be connected to the internet and operated remotely—perhaps not in the best interests of the City at this time.

I would suggest creating the same type page display using PowerPoint. Please take a look at the supplied video clip of the page display Doug has running over Redondo Beach's Government channel. It has animation to the slides, embedded music, and is much more creative. Producing the display off-site allows the use of a scanner, photo software, internet access for info from the web, and access to pages emailed to Doug's computer from various staff members.

PowerPoint is updated to a constantly running City computer in the video room using a memory stick. The addition of creating this display costs Redondo Beach about four hours labor per week, or less than the cost of taping a meeting. Using PowerPoint also gives a comfort level to the City, since they themselves know how to create PowerPoint slides. If there was an City emergency, a staff member could create a special information slide to provide the community necessary information.

Suggested Page Display Slides:

CITY COUNCIL ABBREVIATED AGENDAS

CITY COMMISSION ABBREVIATED AGENDAS

SCHEDULE OF CULVER CITY PROGRAMMING

DATES AND TIME OF CITY AND AREA MEETINGS

CITY COUNCIL MEMBER EXTENSION, E-MAIL ADDRESSES, PHOTOS

PHOTOS OF PARK AND RECREATION SERVICES WITH HOURS OF OPERATION, RULES

UPCOMING SPECIAL EVENTS

LOCAL SERVICE GROUPS, CHAMBER OF COMMERCE INFORMATION

SPECIAL PROJECTS, URBAN RENEWAL

HISTORICAL LANDMARK PHOTOS, INFORMATION

HISTORICAL PHOTOS, DESCRIPTIONS OF CULVER CITY PAST

CITY EMPLOYEE RECOGNITION, WITH PHOTO IN WORKING ENVIRONMENT

STAFF POWERPOINT PRESENTATIONS ON ITEMS OF COMMUNITY INTEREST

DIRECT PUBLIC INFORMATION ITEMS FROM DEPARTMENT HEADS

DIRECT INFORMATION, PRESS RELEASES FROM CITY COMMISSIONS

INFORMATION ON THE UTILIZATION OF A VARIETY OF CITY SERVICES

LIBRARY SERVICES AVAILABLE WITH PHOTOS AND INFORMATION

POLICE, FIRE DEPARTMENT UPDATES AND INFORMATION

Remote Videotaping and Program Playback

The new Tightrope video system also includes the ability to playback video recorded on DVDs and video recorded onto its internal Video Server (which is much like a sophisticated TiVo). Meetings played back will most likely be City Council/ Redevelopment Agency and School Board meetings. Since it takes 25% time to input the meeting into the video server (one hour to input a four hour meeting), meetings will most likely be shown directly from DVD, with shorter promotional spots playing from the server.

This opens up some new opportunities to videotape meetings, events, public service announcements, promotions, and educational segments that can be shown back later once or dozens of times.

At this time Imagery Video Productions is capable providing all labor and video equipment necessary to videotape on location. General meetings and events still require only the use of one contractor, to save on costs. We can record directly to DVD for un-edited playback, or can record to digital DVCAM for non-linear editing, which we also provide.

Taping on location is done at the same labor charge as a meeting in the Chambers with the addition of a camera package rental. This rental fee of \$75.00 is 1/2 our normal charge as an incentive to videotape on location.

All programming shot on location must be shown at a later time. This could be promoted using a page display system, as discussed earlier. Know that all meetings that take place in the Patacchia Room, or events (such as the outdoor concerts) that take place in the City Hall Courtyard can not only be taped, but can go live over cable. A camera kit would still be needed, but Imagery would bring all necessary cables and adaptors to hook the audio and video into the video room system.

When the time comes to produce local and promotional spots, we are here to help. The production costs are lower that you would imagine, based on equipment rental and hourly labor, but a simple spot may cost about \$200-\$300 for shooting/editing/ duplication, and even less if multiple pieces are produced at the same time.

CURRENT WORKLOAD

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Currently Imagery Video Productions videotapes and cablecasts over 20 meetings per month, and has at that rate for over 10 years. Doug personally has videotaped City Council and Commission meetings every month since 1985, going the extra mile to make sure each meeting is taped in the highest professional manner possible. That is a track record that stands on its own.

Doug plans to personally to tape all meeting possible, with the exception of when he is unavailable due to illness or scheduling conflicts of other projects. Although Doug does work on other various projects, they are done on a project-by-project contractual basis. If the future workload increases at Culver City with the taping of additional programming, Doug can make himself available to handle the workload. He has also trained a team of video operators to provide an equally high level of video service. Doug is also in constant contact with his operators in those circumstances to make sure that each project and program is handled professionally.

MAINTENANCE OF EQUIPMENT

Although Public Works has stepped in to provided essential support during the past year of equipment changeover, Imagery has provided much of this service and overview to other municipalities over the years. With the new voting system and operational touch screen controls coming on-line, Imagery will be there to help those less trained when needed. And with our knowledge of video systems, Imagery has been able to keep Culver City Hall's failing video system alive for the past few years, and against all odds, was able to keep every meeting on the air and recorded.

In Redondo Beach, Doug provides technical service for their systems. He has personally been in charge of rewiring their systems to meet ongoing needs. He keeps their systems maintained, replaces equipment when needed, and provides consolation on their equipment needs. In Culver City, Doug has and will continue to keep the City informed not only the status of equipment problems, but also on new ways to utilize the equipment Culver has and programs that can be implemented and produced within their budget.

SMOOTH TRANSITION

With 10 years service to Culver City, it goes without saying that Imagery operators are very familiar with the operation of the equipment listed on the RFP attachment #1, and how to make the best use of it. If Imagery is selected as a continued supplier of video operation for Culver City, there will be a continued level of expertise and service, with very minimal change in the current budget. Doug is willing to maintain current coverage of meetings without any increase until the next fiscal budget, with the billing of the meetings starting in July.

Labor charge for meeting coverage from City Hall or on location:

3 hour on-air flat fee \$200.

\$40 each on-air hour after 3 hours (on 1/4 hour increment)

(All time needed for meeting setup and strike is now included in the 3 hour charge)

\$40. per hour Labor charge for additional services, including but not limited to maintenance, system programming and scheduling, consultation, editing and program planning, and electronic bulletin board page creation.

\$100. Package Rental Fee for taping outside of City Hall Chambers

Our camera location video package includes:

All DVD and video recording blank tape stock necessary
Professional Sony DSR-250 DVCAM camera (\$5,000), tripod kit
Backup Sony DV Digital camcorder
Wireless Lav microphones/hard-wired mics, cables for sound system patch-in
Character Generator (to add meeting name/item of discussion)
DVD Recorder
S-VHS Recorder (used as backup recording)
12" LCD Video Monitor
Professional Studio Lighting kit/Battery camera light

Package is capable of recording in DVD, S-VHS and DVCAM and DV Digital formats. Backup camera, recorder, audio, and power ensures event/meeting will be recorded regardless of any unforeseen technical problem.

In addition, Imagery Video Productions will add the City of Culver City to its already existing **Commercial General Liability Insurance** Policy #RBC105-0029, Municipality Insurance Services, \$2,000,000 General Aggregate / \$1,000,000 each occurrence \$1,000,000 Products-Completed Operations / \$1,000,000 Personal & Advertising Injury / \$50,000 Fire Damage.

REFERENCES

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Maggie Healy, City Manager's Office 310 372-1171 #2224
City of Redondo Beach
P.O. Box 270
Redondo Beach, CA 90277

Cristina Sanchez, Scheduling Producer 310 252-2830
Ollie Boyd, Scheduling Producer 310 252-3741
Digital Media Productions
Mattel, Inc.
333 Continental Boulevard
El Segundo, CA 90245

Shelly Wolfberg, City Manager's Office 310 253-6008
City of Culver City
9770 Culver Boulevard
Culver City, CA 90232

David El Fatal, Assistant Superintendent 310 842-4220
Culver City Unified School District
4034 Irving Place
Culver City, CA 90232

Dave Simmons, Producer/Director 714 256-8474
VPS Productions
417 Associated Road, #A299
Brea, CA 92821

Analysis and recommendations such as this have been provide to Culver City over the years, free of charge as a courtesy from Imagery Video Productions...

Imagery Video Productions Analysis of Culver City Video Upgrade RFP

First, let me go over the list of upgrades in your current Project Overview:

1. Replacement equipment for an old AMX System Control
2. LCD Dual Video/Data Projector with short throw lens
3. Automation Playback System and Transmission Server
4. DVD Authoring & Digital Editing
5. 3 Broadcast Cameras
6. Digital Broadcast Switcher/Fader/Keyer and Character Generator
7. Logo Generator with audio/animation playback functionality.
8. Installation Costs including removal of old equipment
9. Software for 5 voting station

1. The AMX system is the system that controls the lighting in the Chambers, the Sound Amp, mic mute, chime, radio transmission on/off, document camera zoom/focus. Film slide control and overflow camera control not in use. There is a button panel control in Audio Rack #2 in the video room, and a touch screen panel at the Clerk's station.

The system is running fine, but due to lack of current software, the system may need to be replaced, since adjustments cannot seem to be made.

2. The LCD Dual Video/Data Projector needs replacing for a sharper, brighter room image that can be easily viewed in standard room light. New projectors are much smaller than the currently used projector, and may allow room space for other expanded needs of the video room, or for limited storage.

3. The Automation Playback System would be an addition to what is existing. This would allow playback of taped programming, and provide current information about Culver City activities, events, and public information, which will be described later.

I have never heard the term "Transmission Server". Further on I will discuss "Video Server", which is what I believe they were listing. In terms of transmission, you already have a video/audio modulator provided by the cable company that places the audio/video information over the cable back to their "headend" facility.

4. "DVD Authoring & Digital Editing" would be nothing more than a simple DVD stand-alone Recorder (the size of a VHS deck) that can easily fit into a slot in the dub rack, and acts much as any other recorder. It may be useful to also have a second DVD recorder with a DVD player and a monitor for the Clerk to make DVD to DVD copies of meetings for the future, which can be kept in their area, taking up little space.

5. Three cameras are needed to replace the existing three cameras covering the meetings (The term "broadcast" has lost the meaning it once had, since high-end "industrial/corporate" cameras cost around \$20,000, and \$2,000 cameras are now used on MTV).

The current cameras do not have a low enough "LUX" to shoot in low light, and are used at a 9db gain setting. When replacing the cameras, the lenses of both side cameras can be re-installed. The rear center camera will need a new matching lens, and a robotic camera mount to match the quality of the other two. The three cameras will need to also be of similar small size as the existing two side cameras, for weight and aesthetics.

6. The digital switcher should have a minimum of 6 inputs, and at a minimum be able to fade, dissolve, "downstream key" the image of the character generator, and have a true "preview" out function, to monitor off-line inputs on the big monitor. The character generator should be a separate unit from the switcher, to enable updating of CG pages during the course of the meeting, and to provide the reliability of switching from a unit not software controlled with a

Roll Tape

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Meeting should already be live over cable at this time.

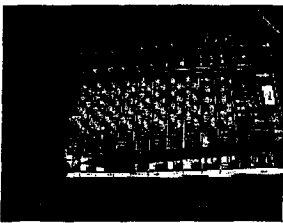
When the Council members come into room and take their seats,

ROLL TAPE

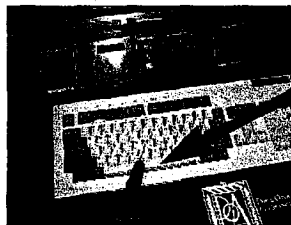
Press Record on VCR's 1-7 being used. Keep opening CG page and music up.



Listen to the audio monitor for the start of the meeting by the Chairperson/Mayor. If the Clerk did not bring up the mic/amp system, you do it by pressing the "Preset" button.



Press "LIVE" button in audio rack to put audio live over radio station.



Audio up on input #1 of audio board (PA feed), CD music faded off.



Spacebar on toaster once to remove graphic. Keep wide for roll call and pledge to flag.

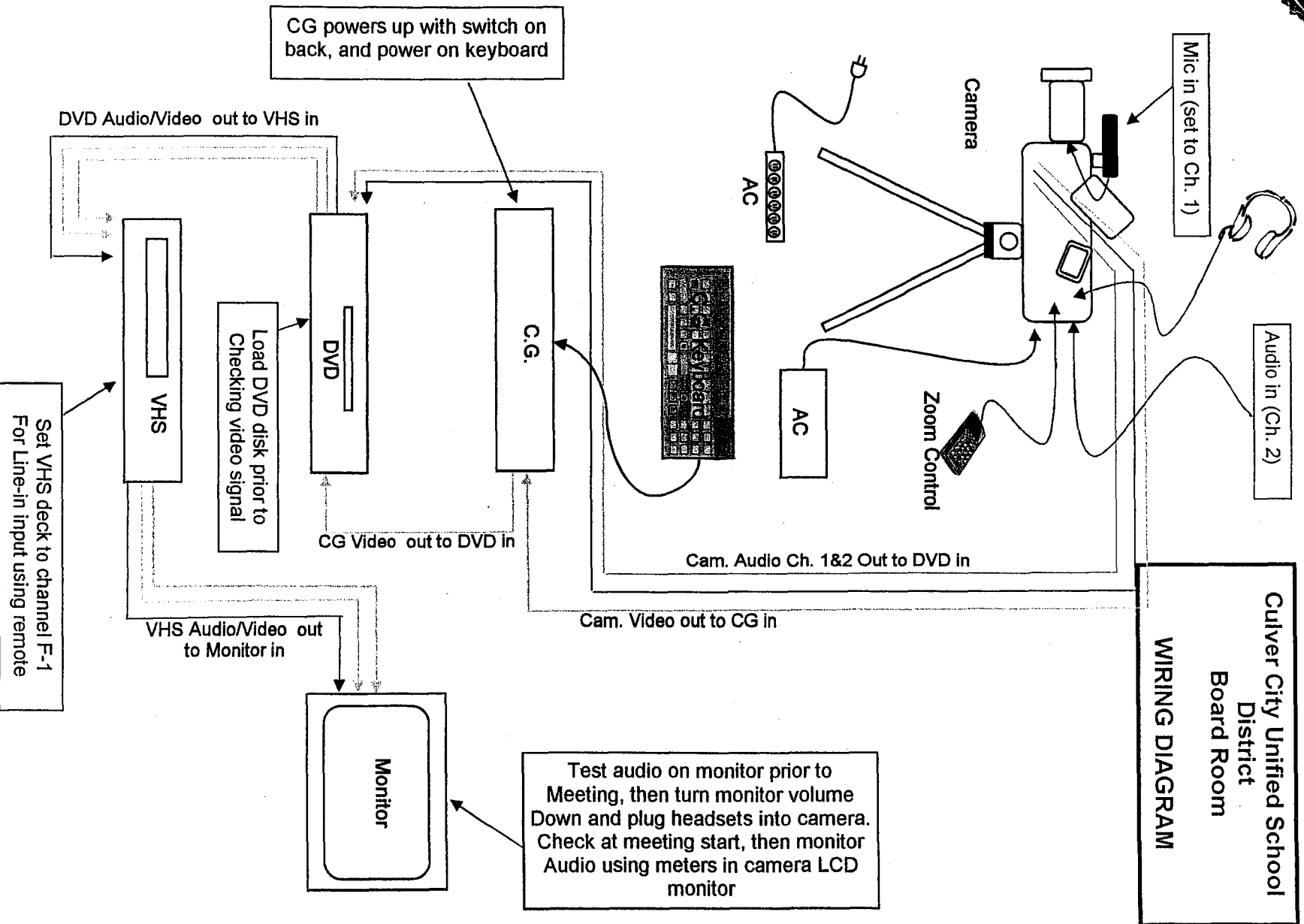
After settling in to taping the meeting, look back to check that recorders are indeed rolling, and that the meeting is switched Live on RADIO— don't wait until a half-hour passes to double check!

Cut between cameras. Use tight head & shoulder shots. After cutting to one camera, immediately reposition the other camera to a looser 2-3 safety shot on camera #1 (or on staff or podium) and a close-up shot on camera #2. Use wide camera #3 as little as possible.

This is a page from the original Culver City video operational manual created by Imagery. Manuals are made for each system and are available to Staff and operators.



Emergency Video Productions



Page from the Contract Renewal
Report to City Council
For the
City of Redondo Beach
2004

TO: Mayor and City Council

FROM: Louis N. Garcia, City Manager

SUBJECT: APPROVAL OF CONTRACT WITH IMAGERY VIDEO SERVICES

RECOMMENDATION:

That the City Council authorize the Mayor to execute a contract with Imagery Video Services, Inc., for an amount not to exceed \$30,000 per year for videotaping of City meetings and events.

EXECUTIVE SUMMARY:

The attached contract provides for videotaping, editing, duplicating and miscellaneous services related to the live broadcasting and videotaping of City meetings and events.

BACKGROUND:

Doug Nielsen of Imagery Video Services has consistently provided high-quality and dependable service that the City has come to expect in the videotaping of meetings and events. Last year, Doug provided 485 hours of meeting video and completed numerous requests for special event taping, editing and duplication services. The attached contract reflects the terms upon which the service has been provided and will continue over the next year including compensation at \$ _____ for City meetings.

Staff considers the City fortunate to have a company with the professionalism and experience of Imagery Video's staff, their familiarity with City equipment and process, and their availability and dedication to the City. The contract allows for two annual extensions upon written approval of the City Manager.

COORDINATION:

The contract has been approved as to form by the City Attorney's Office.

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Redevelopment Agency Agenda Item Report
Continued

Agenda Item # 6A
Page 2 of 3

In October 1999, the Council and Agency approved an additional amendment to this contract to continue broadcasting Council, Agency and Commission meetings as well as special meetings as appropriate. Staff is requesting approval of a third amendment to the contract to continue these services.

ANALYSIS

Doug Neilsen, owner and primary operator of Imagery Video Productions, has been an exemplary contractor. His work is consistently of high quality, he is prompt and attentive and he quickly responds to requests for special meetings from the City.

The following is a recap of the four proposals received in 1997, and the recommended bid is in italics:

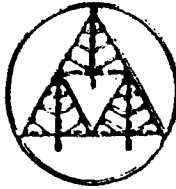
Network Television Time	Culver City	\$546 (flat fee 3 on-air hours)
Studio Spectrum, Inc.	Burbank	\$450 (flat fee per meeting)
Video Max Productions	Thousand Oaks	\$200 (flat fee 3.5 on-air hours)
<i>Imagery Video Productions</i>	<i>Manhattan Beach</i>	<i>\$150 (flat per meeting rate)</i>

Mr. Neilsen has not raised his fee of \$150 per meeting over the past three contract years. This year he has proposed a modest increase of \$25 per meeting. Based on the majority of the proposals listed above, staff believes that there is still a significant enough difference between the cost of Imagery Video Productions and other contractors that it would not be in the Agency's or City's best interest to re-bid for these services. Attachment A includes a copy of Mr. Neilsen's letter of interest.

Staff has planned for approximately 24 regular City Council meetings, four Budget Study Sessions, 24 regular Agency meetings, an average of 14 Human Service Commission meetings, 20 Planning Commission meetings and 14 Civil Service Commission meetings. At \$175 per meeting, the cost of televising all of the meetings would be approximately \$17,500. Staff also recommends a 10% contingency for special meetings such as special budget sessions, the cultural arts workshop and other appropriate community workshops for a total not to exceed contract amount of \$19,250.

MOTION:

That the Agency authorize preparation of Amendment No. 3 to Contract No. 98-09 with Imagery Video Productions, which extends the term to September 30, 2001, increases the contract amount for the period by \$19,250, of which a maximum of \$4,620 is to be paid by the Agency, and authorizes the Assistant Executive Director to execute the Amendment.



CEDERQUIST

I N C O R P O R A T E D

Manufacturers of Interiors for the World of Business

To Whom It May Concern:

Regarding: Doug Nielsen, Imagery Video Productions

It is with great pleasure that I write in reference to Doug Nielsen and Imagery Video Productions. Our projects together included the complete development of our company capabilities video (produced in English as well as Japanese), an on-site project development video, employee project development version and finally a completed project video for our portfolio.

From the very first meeting with Doug it was clear that he understood what it was that we were in need of and that he was not only capable of creating the video but that he was willing to work within our time-frame goal, within budget and consistently provide every service and resource that was needed to complete each video (i.e. the voices for the original English version as well as the Japanese version also, script coaching, material samples, music,).

Doug shared his unending energy for the projects and while I had not had much exposure to the medium of video, he was a patient educator, reassuring and encouraging. Displaying genuine interest in our company, our products and our goals for the videos. Other video companies that I had met with were so much the opposite, telling me how much I did not know, telling me what the time frame for completion would be, telling me what my goals should be for the finished videos...etc. Doug instilled a sense of being totally committed to our company, a real part of it.

Additionally, an aspect of working with Doug, I will not soon forget was his ever-present willingness to work hard, take charge and I do mean work hard. He worked long-exhaustive-hours, often in the middle of the night, without assistance - hoisting equipment, acting as director, camera man, producer & editor - all at once, with no complaint or a flagging in his attitude. He remained focused and upbeat as well as highly competent which resulted in a series of outstanding videos that remain the cornerstone of our Marketing efforts.

As I stated previously, it is with great pleasure that I write of Doug Nielsen, he remains in our eyes, a professional's professional, in a class by himself - with a devoted client in Cederquist Inc.

Sincerely,

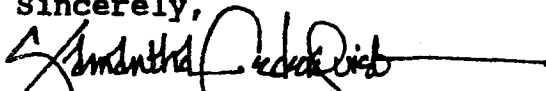

Samantha Cederquist
Vice President

EXHIBIT A

1. STAFFING: Videotaping/cablecasting of meetings shall be single person operation. Imagery Video Productions shall be responsible to provide a qualified technician, specifically trained on the Culver City video system.

2. INVENTORY: The City Clerk's Office is responsible for providing all tapestock/materials necessary for the recording of each meeting. Contractor shall make recommendations on Inventory/materials necessary when needed. Contractor can provide videotape/materials to the City, if necessary, if requested by the City Manager's Office or the City Clerk's office. Any such purchases shall be billed to the City in accordance to their purchasing procedures.

3. MEETING LENGTH: Complete the cablecast of any and all scheduled meetings regardless of length for a fee as per the payment schedule attached herein as Exhibit B. It is up to the discretion of the City Manager, or staff member in charge, as to whether it is necessary to stay to videotape the return from Closed Session at the end of a meeting.

EXHIBIT B

A. METHOD OF PAYMENT: ...shall be made on the basis of the labor rates set forth below:

\$200.00 per Council, Agency, or Commission meeting cablecast/broadcast (3 on-air hour flay rate)
This includes setup and cleanup time necessary.

\$40.00 per hour overtime for each hour the meeting runs after 3 hours, starting from scheduled start.

\$40.00 per hour Labor charge for additional services, including but not limited to maintenance, system programming and scheduling, consultation, editing and program planning, and electronic bulletin board page creation , scheduled to the availability of the Contractor.

D. MAXIMUM COMPENSATION: ...Contractor will be notified at the time maximum compensation is reached in any specific account, prior to any additional meetings beyond budgeting. If it is, it shall at that time be determined if continued coverage of those meeting will continue with the additional allocation of monies, or whether to suspend the taping of those specific meeting until budgeting allows.