



BEREA COLLEGE AND BOONE TAVERN VIDEO PROPOSAL

SUBMITTED AUGUST 5TH OF 2016

TO THE CORE TEAM:

It is with great pleasure that Creative Communications responds to your Request for Proposals for Berea College and Boone Tavern Hotel and Restaurant Videos. I am part of an institutional as well as personal legacy with Berea College. Creative Communications, and a former company of mine, Earnhardt Pirkle, have a lengthy history of producing videos with Berea College. Our work spanned the history of the college, a fundraising piece for a major capital campaign, admissions videos, and a series on workplace expectations. Through this work I have developed an intimate knowledge of the central values represented in the Great Commitments and the transformative experience Berea College offers its students faculty and staff.

On a personal level, my family lineage with Berea college founder, John Fee, (he is my great, great uncle) has been a source of inspiration and motivation throughout my life. His life stands as a testament to the power of faith and the foundational ideas that joined together the founders of Berea College.

The task you have set forth in the RFP offers up an opportunity for a fresh look at how Berea College presents itself to its central stakeholders along with a new communication tool that can redefine Boone Tavern as a destination unlike all others.

Creative Communications starts every project with a broad look at *why* our clients do what they do. Whether we are called to produce a video, a new visual identity or to conduct a complete visioning process, our work must begin with why. This focus on why consistently uncovers the central emotional ties to which stakeholders respond. Additionally, exploring the why allows us to become in tune with the current passion, language and vision of the organization, thus allowing us to become equal partners in passion and vision. In turn, we are able to respond in an intuitive way with our creative approach.

The process of conceiving these two videos is, perhaps, the most important step in the process. Decidedly more art than science, the creative impulses and visions are tied to the experience of interacting with stakeholders, the experience of being on campus, and the nature of the goal of each video. Therefore it follows that the research component provides vital input into the conceptual process.

What is discovered in the process of gathering research data also needs to be tied to the above-mentioned focus on why. We want to understand why people feel the way they do about Berea College. The human brain processes things like loyalty and empathy in its central core, a center without the capacity for language. These videos must help people feel something and make them desire to know more.

A relatively new approach in non-profit communication is aspirational branding: concentrating on the core values (the why) of an organization as the central source of energy, messaging and visual identity; reinforcing the unspoken institutional emotions throughout the communication process. The messages are the same internally and externally. As we have studied the RFP for this project, it feels as if this project emanates from and ultimately desires to communicate the deeper aspirations that Berea College currently feels, sharing a vision that originates deep in the heart of the Berea College tradition yet expresses the contemporary context, hope and substance of the school.

From our point of view, this project presents an exciting challenge: to meet and exceed the high expectations you have for the project and to bring an open mind to your table so that we can hear, enjoy, and absorb the current energy and vision of the college by listening to the stories of donors, alumni, students, staff and faculty.

The reality of this proposal acknowledges that we are at a starting point. If we are selected to execute these projects, we would anticipate a collaborative partnership with the core team at Berea College. A process such as this is very fluid over the course of a year. Many discoveries are yet to be made as material is gathered, interviews are filmed and knowledge is gained. In our experience, a dynamic develops among the team and the central players; that dynamic will inform the final product. A single, powerful interview can shape everything that follows. A message discovered in the research phase may surface months later as a missing piece that brings everything together. This is to say that we remain open to the core messages as long as we are working on a piece.

Our company develops relationships; building strong ties to core principals held by the organizations with whom we work. This demands a personal approach. Therefore we operate on a very simple model: our core group is small and we expand to meet the needs of every project; embracing contemporary technology and leveraging whatever tools necessary to meet the project's demands. We have also built strong relationships with highly talented individuals and companies that partner with us in a variety of ways, all organized around our core concept: simple, powerful, and authentic. With this approach, our clients receive the service that the project and budget demands. In the end, we are part of the client's family.

We approach this project with Berea College as if it were two feature films. While the length may not be long-form, the integrity of the production plan will be no less detailed, the immediacy of the content will be powerful and the intimate emotional journey will be compelling. There is also, for the Boone Tavern piece, the added joy of promotional energy - sharing and defining the excitement and integrity of what is happening behind the scenes of this laid-back and reflective setting.

The proposal we have laid out in the following pages provides a more detailed view of how our approach integrates with the various components of research, concept, writing, production, post-production and the delivery of final products.

We are honored to have been included in the RFP and look forward to the opportunity to partner with Berea College on their continually evolving story.

A handwritten signature in black ink, appearing to read "Mac Pirkle". The signature is fluid and cursive, with a large, sweeping initial "M".

MAC PIRKLE

Founder & CEO, Creative Communications

FILM #1 - BEREA COLLEGE MISSION AND VISION

THE RESEARCH

We believe the research component of this project expands the scope of what will be discovered by Berea College. Beyond producing a film about the college, you will receive a unique point of view from your stakeholders that has the potential to influence your communications planning - internal and external - over the next several years. While the films that we produce will be the initial expression that arises from this important exploration with Berea College stakeholders, the research and visioning process we propose to undertake is designed to generate an asset beyond these two deliverables.

Our approach to the research for this Vision and Mission film is designed to generate information that embraces this larger opportunity. It will unfold in two parts:

Part 1: Bedrock Beliefs and Core Behavioral Values, a visioning process facilitated by Creative Communications

Participants: Campus-based stakeholders (students, faculty, staff, local board members)

Methodology: Day-long, facilitated group discussion format

Goal: Engage stakeholders in inspirational reflection and challenging discovery

Outcomes: First, generate the Bedrock Beliefs; the true north of Berea College. Second, given these beliefs, how must the college behave as a result, and how does the college wish to be perceived? These are the Core Behavioral Values.

We will be partnering with Sightline Research (**Mark McPeak**, CEO) to design and execute the external research component of this project. <http://sightlineresearch.com>

Part 2: Why Does Berea College Matter To You? A discovery of core messages led by Sightline Research

Participants: Non-campus, committed stakeholders (board members, alumni, parents, donors, etc.)

Methodology: Qualitative research; 20 in-depth video interviews (with pre-contact, invitation, video interview);

Goals: 1) Collect personal reflections and perceptions centered on the emotional triggers that motivate core supporters to give, volunteer, enroll their children, and promote the college.

2) Document perceptions of Berea College; what do people know and hear about Berea College; where do they get their information; what do they love about Berea College; what might be missing in their relationship with Berea College; and, what would they like to hear about Berea College that is not currently being communicated.

Research Note

Sightline and Creative Communications will work in conjunction with Berea's team to identify the types of individuals to be included in the potential sample (recruit target is a 5:1 ratio of prospects to completes). Berea will select the individuals and gather the contact information to prepare for the research. The following process is recommended:

Pre-Contact: A pre-contact should be made from Berea - from an influential person who is likely to motivate participation.

Invitation: Following the first contact, Berea will send an invitation email with a carefully worded subject line and body content. This will include a link for the recipient to follow to a brief sign-up survey.

Video Interview: Those respondents who click through and sign up will be contacted by a Sightline professional interviewer and scheduled for an in-depth video interview

This dual approach of visioning and research offers an efficient way to generate a meaningful volume of data from a variety of stakeholder inputs. We will summarize the research results in a document for the team, including an analysis of similarities and differences in the language and perceptions of the two groups. This document can then serve as reference material for the college's future communication plans.

INTEGRATING RESEARCH, CONCEPT AND PRODUCTION

The experience of gathering and reviewing this data and facilitating the discussion serves as primary source material for our creative process. The resulting concepts for the film will naturally reflect the collective values, perspectives, language, and aspirations of the stakeholders; and by proxy: the contemporary character and aspirations of Berea College. We will mold a message that will inspire viewers to learn more and do more. The film will be a partner for the development of new relationships and the deeper cultivation of existing relationships. Staff will be confident in using the film to further their goals, be it admissions, alumni relations, or advancement.

We follow a set of essential creative steps, beginning with the initial concept. This concept can come quickly and fully formed, can emerge in unexpected impulses, or can be the direct result of ideas that were initially rejected. As the saying goes, you have to trust the process. And we do.

Given the extended timeline of this project we fully expect that the concept will evolve. Time allows for perspective, which in turn may generate new adjustments to the concept. A moving interview, b-roll that captures a moment of spontaneous beauty - you never know where or when the inspiration arises. In our process we stay open to these moments right up to the final edit.

Even though the concept is presently unknown, we recommend that the film is a mix of documentary and narrative approaches:

- 1) The documentary aspect of the film will feature interviews with key stakeholders. We will work with you to identify the best people to interview, knowing that these interviews are the personification of the messages we want to deliver. The documentary approach also utilizes b-roll that illustrates the way in which the message of the film is lived out - the rituals of the college, the details of daily life, the academic life of the college, and reflective moments of beauty and intimacy.
- 2) The narrative aspect of the film articulates the larger than life aspects of the Berea College experience. College itself is a coming of age experience, one that gains significance over time. The Berea College experience becomes even more transformational - worldviews expand and life's possibilities blossom beyond what students thought possible. The combination of writing, photography, music and editing stand tall in these moments, elevating the Berea experience to an emotional level on the heels of the personal testimonies of interviewees.
- 3) A third artistic element we have used with powerful effect is cinematic vignettes. On one level they are historical remembrances. On another, they are staged interactions that heighten a particular point of the concept. At times they are abstract representations - using metaphorical visuals to take the viewer to another level - as we did with the scene in the past Berea history film: photographs of a diverse set of contemporary students floated down a nearby stream, eventually passing over submerged pictures of John Fee and other Berea College founders.

The final concept will ultimately determine the use and balance of these three elements. We will deploy the appropriate cinematic tools to achieve the integrity and style of the concept, be that drone technology, a jib, steady cam or portrait-style still photography. Again, we will approach the entire project as if it were a feature film.

The strength of our work is the ability to uncover and communicate an organization's core story. This fundamental competency gives us the ability to guide and reinforce overall institutional messaging. We start with why and work outward from there, fully aware of the responsibility with which we have been entrusted.

We bring a rich history to the table where Berea College is concerned, and we are eager to discover and share what we find within this latest chapter of the Berea College story.

FILM #2 - BOONE TAVERN AND RESTAURANT

THE RESEARCH

The Boone Tavern and Restaurant film will benefit greatly from an understanding of the market forces in the region, and the perceived needs of the clientele - guests, organizations and institutions alike. Additionally, this film needs to express a vision; a vision of the future experiences that can be expected. The research for this second film is designed to generate data and an informed vision that can drive the content, energy and style of the film. As with the Mission and Vision film, the value of this research will extend beyond the production of this film, providing a significant asset and foundation for building new communications and marketing plans for the Boone Tavern and Restaurant. The film and the research will create important momentum. The emergence of a common vision and the production of a film that lifts up the Boone Tavern as an irresistible place to visit, dine, and meet will motivate staff and provide a tool for achieving new goals.

The research will utilize two approaches:

Part 1: The Future of the Boone Tavern and Restaurant, a visioning process facilitated by Creative Communications

Participants: Boone Tavern stakeholders (key leadership, the chef, PR/Mktg., managers, etc.)

Methodology: Day-long, facilitated group discussion format. Timeline based examination of what was, what is, and what can be

Goal: Engage stakeholders in a visioning process that captures their dreams for Boone Tavern

Outcomes: An articulated organizational vision for the future; a prioritized set of achievements laid out on a timeline

Part 2: The Competition, the Opportunity and the Reality; Data on why people come to the Berea area, where they stay, and what they want when they are there.

Participants: 1) Professionals who plan meetings, conferences, and events (weddings, conferences, civic events, etc.)

2) Individuals who have been guests of Boone Tavern or who live in the community and are familiar with Boone Tavern and competitors

Methodology: Qualitative research; Focus group, incentives, existing historical data

Goal: Understand current perceptions, identify competitors, invite response to vision elements, and identify differentiators, challenges, needed improvements, value, and motivation

Outcomes: Compare internal vision with external perception, identify opportunities, and drive new thinking and strategies

Research Note

Sightline recommends meeting the Boone Tavern research objectives through a focus group, to be held in an appropriate space at Berea College. Depending on sample availability, 10-12 qualified individuals (from the target audiences) would be involved.

INTEGRATING RESEARCH, CONCEPT AND PRODUCTION

Once again, the research sets the stage for the concept. For Boone Tavern, though, the focus is different: to market a destination in a compelling and concise way through an online channel where attention spans are short. This calls for a forward moving energy and a graphic element that will drive people to take action; to find out more, explore the hotel online, share with constituents and ultimately encourage a visit. The goals of the film is to evoke an impulsive response; one that must repeat over and over again and remain fresh through multiple views.

1) Our approach will likely be more narrative driven, with strong messages, quick cuts, and lots of visual information. Energetic behind-the-scenes moments will reveal Boone Tavern treasures: the meticulous approach to food and dining, the remarkable hand-made furniture and industry leading LEED certified features.

2) Standing along side the visual excitement behind the scenes is the remarkable history - a place where travelers have rested and relaxed for over a hundred years. This will call for the impactful use of historical photos that underline the rich history of the Tavern, and perhaps the use of cinematic vignettes that underscore the way in which the Boone Tavern has adapted to changing times.

3) The use of interviews will be considered as well. Depending on the final concept, personal testimony may well be an effective tool to reinforce messages and differentiating factors discovered in the external research, including endorsing comments from satisfied event planners.

From a production standpoint, our toolbox for this film relies on the same technical package as the Mission and Vision film yet we will utilize it in different way - a jib shot offers wonderful sweeping exteriors, while a hand held camera offers a personal, inside look behind the scenes at the kitchen activity and the woodworking shop. Still photos capture candid interactions and conversations in the lobby. Graphic design will help reinforce the contemporary relevance of the Tavern as it also serves to set it apart from the national chains that make the majority of accommodations near the interstate.

VALUE ADDED CONTENT

One of the elements of the documentary approach we have included in this proposal includes on-camera interviews with key stakeholders. The interview clips featured in the two films will be very brief. Valuable stories and perspectives from these interviews are left on the cutting room floor. Our proposal includes the creation of a library of edited content from each person interviewed. This library gives Berea College the ability to expand the value of your investment beyond the 2 proposed videos. We have produced similar libraries for other clients who have created social media series, profiles on their websites, video link signature lines on their emails and other opportunities to extend their core message. This project could easily generate 6-10 interviews for the library.

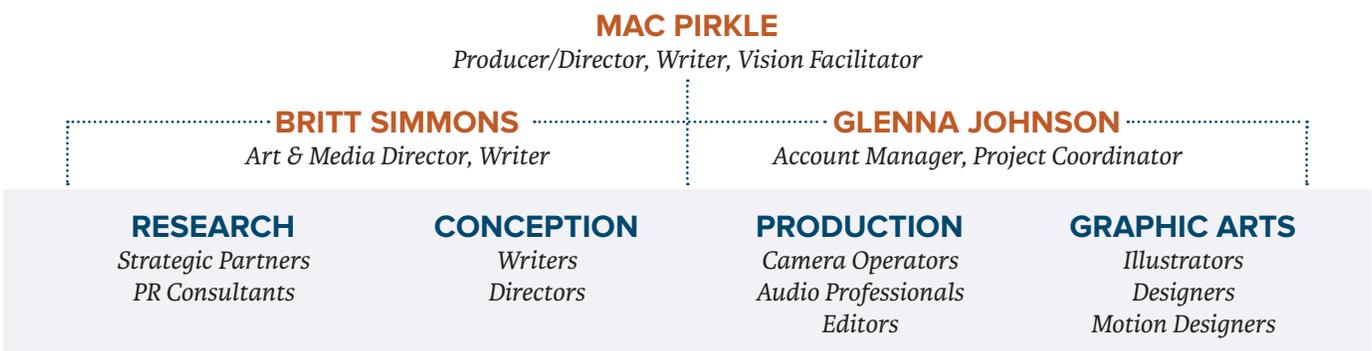
CREATIVE COMMUNICATIONS

Founded by Mac Pirkle in 2011, Creative Communications is based in Nashville, Tennessee. Our client roster is a mix of non-profit organizations and corporate clients. We have produced short films with 3-person crew as well as a studio-based video programming with a crew of 14 and a cast of five that delivered 104 episodes per year and 13 music videos. The work we do with non-profits and schools is mission driven. As mentioned previously, we start with the question, “Why?” This approach is central to our entire operation. We created a visioning process that helps organizations better understand themselves through the discovery and acknowledgment of common language, values and goals. This visioning work is in service to the need for a new way of expressing the character, mission, and brand of the organization. We follow up the vision work with the creation of a wide variety of communication deliverables: visual identity and design, website design, print collateral and our original strong suit - custom produced films.

The films produced for our non-profit and education clients are used by development staffs for annual campaigns and capital campaigns, by marketing and communications staff as part of larger branding efforts and by admissions staff for recruiting. We also create animated explainer videos for clients whose product delivery system calls for it.

To accomplish this array of services we maintain a small core of three people that drive the vision of the company that leads a team of freelance professionals and strategic partners. The recent recession transformed the way in which companies like ours serve the needs of clients. We have a network of like-minded professionals in our industry that fold into our projects on an as need basis, giving us the ability to offer very personal service and a scalability that matches the needs of the project in a customized way:

Our company is built on strong client relationships and the delivery of creative content that reflects the core values of their organizations. Each project is unique to the client’s needs.



For the work outlined in this RFP, we will employ a crew of nine:

Mac Pirkle, Producer/Director, Writer & Facilitator

Founder: Creative Communications, 45 years in the creative industry (theatre, film and community leadership)

Britt Simmons, Art & Media Director, Director of Photography

Three years with Creative Communications, ten previous years with Kent Creative. Among Britt's clients prior to Creative Communications: Weill Cornell Medical College, Rhodes College, USC, The University of Miami and Vanderbilt University.

Glenna Johnson, Account Manager, Project Coordinator

Two years with Creative Communications, 22 years in sales & marketing. Among Glenna's previous employers: Johnson & Johnson, The Walt Disney Company, Earnhardt Pirkle and Franklin Road Academy in Nashville, TN.

Brandy Burnette, Production Manager, Ind. Contractor, Previously: Film House, Bohan Advertising - Nashville, TN

Nick Nicholas, Camera Operator, Lil' Dragon Productions - 810 Dominican Dr. #118 Nashville, TN 37228

Andrew Spencer, 1st AC, Drone pilot, Lil' Dragon Productions

Nick Price, Audio/Grip, Ind. Contractor - Nashville, TN

Brian Wilson, Editor, Ind. Contractor - Nashville, TN

Production Assistant, TBD

All personnel will be under the direction of the Producer with additional accountability assigned to the Art Director during field production. Both pieces will be post-produced using the Adobe Creative Suite on a 6-Core Intel Mac Pro, and tools used in principal photography will include but not be limited to: (1) Canon C300 mkii, (2) 4k Sony A7Sii Cameras w/ Cages, (1) Canon 1DX w/still equipment, Canon L Series Lenses, a DJI Inspire Drone kit, a 18' Jimmy Jib Lite and a Movi M10 w/Teredek Kit all supported by a full suite of grip and lighting equipment. Creative Communications operates under a \$1,000,000 general liability insurance policy and a worker's compensation policy with Berea College named as the additionally insured is currently in the approval process.

Our company is fully capable of delivering the research and the finished films described in the RFP. The crew roster for this project has collective experience in numerous films for educational institutions, non-profits, corporate clients, religious curriculum, feature films, independent films, and commercials. We maintain ongoing relationships with several clients, operating as their de facto communications department or as a strategic partner with their existing communications and marketing team.

BUDGET

The attached budget offers a detailed view of the estimated costs for research and visioning, each film and an interview library. We are assuming that this budget, and indeed the details of the project itself, will evolve as the creative and production details of the project are clarified. This assumption also applies to the research component. The details of the research approach we are envisioning will need to be fleshed out as we develop the actual plan in partnership with you.

FINAL THOUGHTS

This project can be the catalyst that ignites an effort to clarify the way Berea College projects its character and mission across the full spectrum of its communications efforts. The research and discussion about vision and values will provide a launching pad for additional strategic conversations around a new communication plan. The two films and the interview library will offer powerful evidence that the college is expressing itself in a new way, one that is reflective of a contemporary sensibility and one that looks and feels like today's world.

Our intent is to deliver an effort worthy of not only the monetary investment but also the importance and relevance of today's Berea College. What you do and why you do it is an antidote for the acrimony and pessimism of our world. We are honored to be a part of your story.

Please find examples of our work at:

<http://www.creativellc.net/berea>

BUDGET	BEREA COLLEGE	BOONE TAVERN
RESEARCH & VISIONING	\$9,150	\$6,650
Research		
20 In-depth Interviews, Development of Discussion Guides, Recruitment, Recording, Summaries, Message Refinement		
Visioning		
Facilitated Sessions Covering: Common Language, Bedrock Beliefs, Core Behavioral Values		
<i>Primary Team: Sightline Research, Creative Communications (Core Team)</i>		
PRE-PRODUCTION	\$8,450	\$5,050
Concept Development, Script Draft & Storyboarding, Script Revisions, Production Planning		
<i>Primary Team: Producer/Director, Writer(s), Art Director, Illustrator and Production Manager</i>		
TRAVEL	\$9,915	\$4,572
Research & Visioning, Film Production		
FIELD PRODUCTION	\$22,000	\$10,200
4K Principal Photography: Two Days in Fall of 2016, Four Days in Spring of 2017 Fall Exteriors, Fall Interviews (4-6), Spring Interiors/Exteriors, Scripted Scenes		
<i>Primary Team: Producer/Director, Writer(s), Art Director, Camera Operator, Assistant Camera Operator, Audio Professional, Project Coordinator, Production Manager and Production Assistant</i>		
EDIT PREP	\$5,060	\$2,000
Transcriptions, Writing, Footage Management (Input, Logging, and Backup), Revisions		
<i>Primary Team: Producer/Director, Writer(s), Editor</i>		
POST-PRODUCTION	\$9,200	\$6,400
Editing, Graphic Design, Musical Direction, Voice-Over, Revisions Mastering (Full Resolution Digital Files, Blu-Ray, DVD), Label Design Data Management & Backup, Delivery		
<i>Primary Team: Producer/Director, Writer(s), Editor, Art Director, Project Coordinator, Voice-Over Artist</i>		
OVERHEAD	\$6,378	\$3,487
SUBTOTALS	\$70,153	\$38,359
TOTAL		\$108,512

* Producing both of these films together creates a savings of \$10,488.

** A discount of (\$5,250) may be applied if lodging is arranged by Berea College.

TERMS

- The production cost estimates are based on the creative concepts and production plans as detailed in this proposal. In the event that you, as the client, request services in addition to those described in this proposal, Creative Communications LLC. will prepare a revised estimate for your approval.
- Upon approval of one or both of the projects outlined in this proposal -dated August 5th, 2016- a payment of 1/4 of the agreed-upon estimated production investment is due.
- A payment of 1/4 is due on February 15th, 2017
- A payment of 1/4 is due on April 30th, 2017
- A final payment of 1/4 is due upon the approval of the final edit of the project(s).
- A monthly interest fee of 1.5% (18% per annum) is added to past due invoices.
- Berea College will be responsible for securing any needed permission and/or releases from people who appear in any imagery and, as such, will be liable for this responsibility.
- Production dates are reserved on a first-come, first-served basis. Bids for the same dates are unavoidable and therefore, the initial payment is required to secure production dates.
- The proposal is valid for 30 days from its issuance.

YOUR APPROVAL

Please indicate your acceptance of this proposal by signing below and returning an executed copy for our files. Your signature indicates that you agree to the concepts outlined in this proposal. Final cost estimates and terms will be determined through follow-up discussions upon approval of this proposal.

We look forward to working with you on this project.

Sincerely,



Mac Pirkle
CEO, Creative Communications LLC

Berea College agrees to engage the services of Creative Communications LLC to produce the project, as described in this proposal and project material dated August 5th 2016.

APPROVED BY (signature and date):

.....
Berea College Representative

.....
Date

.....
Printed Name