Scope of Work

Video Blog Project

Arizona Department of Health Services and Arizona Developmental Disabilities Planning Council

Purpose

This Scope of Work is being developed to support the Arizona Developmental Disabilities Planning Council (ADDPC) in their efforts to meet the goal of Empowerment through Information as stated in the current 5 Year State Plan.

Goal 3: *Empower persons with disabilities, their families, and others who support them by linking them to information that promotes informed decision making.*

The ADDPC is currently developing a communication plan which will incorporate new approaches to enhance the delivery of information to developmentally disabled persons and their families across Arizona. An essential mode of communication to be utilized will be short videos produced to address selected topics and issues. The use of video will positively augment the multitude of printed and electronic media already produced by the ADDPC.

Video Blog

Video blogs are defined as short (5-8 minutes), studio produced segments, focusing on persons in Arizona who have information or a story to tell pertaining to developmental disability issues. Examples would include:

- Consumers
- Family members of consumers
- ADDPC members
- ADDPC staff
- Elected officials at the state, county and municipal levels
- Professionals working in all fields of developmental disabilities
- Employers who support diversified work environments
- Self-advocates

Access to Resources

The ADDPC will collaborate with the Arizona Department of Health Services (ADHS) in filming and producing all video blog presentations. It is proposed that an Interagency Service Agreement (ISA) be established which would detail responsibilities of both parties and define costs and payment processes.

The development of the ISA will incorporate the following features in detailing services and costs:

- Production site – it's proposed that the majority of filming be done in the ADHS studio located at 1740 West Adams Street, Phoenix, AZ 85007
- ADHS will provide all equipment necessary for filming including but not limited to cameras, lighting equipment, sound equipment, mixing and production equipment, tele-prompters, and all other items needed for professional production.
- To the best of its ability, ADHS will support accurate and prominent representation of the ADDPC brand in all facets of videos produced.

- ADDPC will maintain sole responsibility in selecting persons to participate in video blogs and will facilitate communication and scheduling with persons who will participate in video blogs.
- ADDPC will seek to produce a maximum of 8 video blogs with ADHS, with not less than 3 to occur during the 12 months of the initial ISA.

Deliverables

As part of this agreement and in partnership with ADDPC, ADHS will produce a series of video blogs for ADDPC. Specific deliverables, per video blog, include the following.

- (1) copy of video blog raw footage on CD media;
- (1) copy of video blog final, edited footage on CD media; and
- (1) copy of video blog web-ready final, edited footage on CD media.

It is the responsibility of ADDPC to upload the web-ready video blog files to the websites and social media channels of their choosing. Video blogs will be designed to maintain maximum accessibility for persons with disabilities, including captioning.

Estimated Work Breakdown

Video production work by ADHS is estimated to include 30-48 hours *per video blog*, in addition to $30.-$120. for photographic and/or other graphical images per blog. Production work anticipated per blog includes the following activities and corresponding estimate of time in hours.

- Administrative (8 hrs)
    - Music/image search (3)
    - Meetings (2)
    - Calls, emails, and project management (3)
- Production (4-10 hrs)
    - Studio filming (4 hrs)
        - Setup (1)
        - Filming talent (2)
        - Tear down (1)
    - Offsite filming – talent and/or required b-roll (6 hrs)
        - Travel time (1)
        - Set up (1.5)
        - Filming talent/environment (2)
        - Tear down (1.5)
- Post (18-30 hrs)
    - Initial rough cut (12-16 hrs)
        - Cutting (8-10)
        - Closed-captioning (4-6)
    - Revised cut (2-6 hrs)
    - Final cut (2-6 hrs)
    - Encoding/export (2 hrs)

Total produced final footage is estimated to include up to 70 minutes of final edited footage.

All work on this project (administrative and technical) will be billed by ADHS to ADDPC at a rate of $45.02 per hour.

Estimated Cost Breakdown for Video Blogs

Rate	$45.02/hour
Production Hours	30-48/per blog
Cost of Production per Blog	$ 1,350.60 -$ 2,160.96
Cost of Production for 8 Blogs	$ 10,804.80 - $ 17,287.68
Photography Costs (8 blogs)	$ 240- $960

Total Cost Range for 8 Blogs - $ 11,044.80 -$ 18,247.70