

City of Brookings MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Tuesday, April 23, 2013, 4:00pm

City Hall Council Chambers, 898 Elk Drive, Brookings, OR

1. Roll Call

2. Action Items

a. TV Advertising Proposals

- Apple Box Media
- KDRV Channel 12
- NBC Channel 5 Medford; Channel 2 Klamath Falls
- Oregon Lifestyles

3. Schedule Next Meeting

4. Adjournment

All public meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1102 if you have any questions regarding this notice.

APPLE BOX MEDIA PROPOSAL FOR SERVICES

For Brookings Tourism Promotion Advisory Committee

Let the committee know that I make it a point not to recommend practices and services that are unnecessary or non-beneficial to my clients. Beyond presenting a proposal, I like to educate my clients on what services are available to them in order to make a decision that is best suited for their needs.

OVERVIEW

I am proposing my services to the Brookings Tourism Promotion Advisory Committee because I feel I have the necessary qualifications to represent this city in a creative format with the highest level of quality. As a former resident of Brookings, Oregon, I feel I have an advantage as I have explored various parts of the city in a creative manner.

Apple Box Media is pleased to submit this proposal for services to support Brookings Tourism Promotion Advisory Committee in achieving its goals for increasing tourism to the Brookings, Oregon area.

The Objective

To create a 12 month long series of donut style television ads promoting Brookings, Oregon tourism to be aired in the Rogue River Valley.

- To create an attractive advertisement which can grab the attention of viewers
- To create multiple "donuts" that showcase tourism opportunities and events within the community

The Opportunity

We have the opportunity to showcase Brookings, Oregon in a fresh way by implementing the highest quality video and graphics services available.

- The opportunity to bring to life the aspects of Brookings that make it unique
- The opportunity to showcase new and exciting events within the community
- The opportunity to present Brookings in a way that creates interest for the viewer

The Solution

I believe the solution for this proposed objective is to go above and beyond what has been done before by creating something that I believe is unique to my company and my talents.

- Showcase the City of Brookings on a much grander scale. We all know that Brookings has a lot to offer its tourists and by suggesting some of those “hidden gems” I believe we can create an interest to viewers that has not previously been presented.
- Create video with a much higher production value. By using the latest high definition video technology along with the experience of all parties involved, I believe we can create an advertisement that not only looks great but can stand the test of time.
- Present the viewer with multiple tourism options. There’s something for everyone in Brookings, and I think that by showing multiple aspects of the city, we are creating interest for a much larger demographic of tourists.

OUR PROPOSAL

Apple Box Media's owner/operator Chris Vanderschaaf has been creating video for over ten years, continually challenging himself to create higher quality video pieces and working with a variety of clients to become a well-rounded, sought-after creative individual.

The Brookings Tourism Promotion Advisory Committee can expect nothing less than the best that Apple Box Media has to offer in all aspects of an advertisement production. By choosing anything less than our high standards, we believe the City of Brookings will not be represented in a way we think it deserves to be. We strive to see the city succeed just as much as the committee does, and that's something we are more than qualified to provide.

We believe our talents and goals are aligned with the needs of the committee and we look forward to serving the City of Brookings in the best way we know how.

Apple Box Media intends to showcase the City of Brookings in a way that rivals national television advertisement in quality and grandeur. Just as larger scale productions (the “come to California” commercials, for example) represent the best of their respective state, we too strive to showcase Brookings on a level all it's own.

We envision high definition, sweeping aerial shots of Brookings for this advertisement. We believe that featuring the iconic landmarks (the rivers, beaches, Redwoods, the Port, etc.) from a new perspective will capture the attention of the viewer and entice them to learn more about what Brookings has to offer. We also feel strongly that this will provide a nice juxtaposition to the donut portions of the advertisement to maintain viewer interest.

This portion of the advertisement will have an inviting and enticing feel to it, allowing the viewer to feel comfortable with planning a vacation to one of Brookings’ exciting destinations.

For the donut portion of the advertisement, we will continue along the inviting theme, showcasing upcoming events and tourism opportunities in high definition, national quality video. For this portion Apple Box Media’s owner/operator, Chris Vanderschaaf, will provide the cinematography. Whether it’s time for the Azalea Festival, or you’re bundled up for the Festival of Lights, we will make every effort to present Brookings, Oregon with the upmost quality.

Professional References for Apple Box Media

FLF Films' "Greater Nevada Credit Union" Commercial

Chris Vanderschaaf's role: Post producer and editor (as freelancer for FLF Films; this project is not produced by Apple Box Media)

Can be viewed at: <https://vimeo.com/62468141>

Contact: Jerry Dugan, owner FLF Films

Team Quest Muay Thai Promo

Apple Box Media's role: Producer, director, cinematographer, editor

Can be viewed at: <https://vimeo.com/62454807>

Contact: Carlos Zapata, owner Team Quest (530) 646-7346

i48 Film Festival "Turn 'Em Out" Film

Apple Box Media's role: Audio, editor

Can be viewed at: <https://vimeo.com/12401123>

Contact: Daniel Hurst, owner Morgan Lane (971) 237-3484

Mt. Shasta Mall Commercial

Apple Box Media's role: Animator, editor

Can be viewed at: <https://vimeo.com/59065354>

Contact: Beth Wood, mall director (530) 518-5449

PRICING

The following table details the pricing for delivery of the services outlined in this proposal.

Production	Price
Aerial footage	\$6,000
Location shoots	\$2,000
Total Services Production Costs	\$8,000
Donut Ad Production	
Monthly segment shoots	\$2,000
Lighting, camera rental, audio	\$2,500
Total Services Donut Ad Production Costs	\$4,500
Post Production	
Editing	\$5,000
Total Services Post Production Costs	
Total	\$17,500

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

QUALIFICATIONS

Apple Box Media has continually proven to be an industry leader for high quality video production in the following ways:

- Working with worldwide clients to create advertisements that sell products and services in a unique and exciting way
- Offering its services in multiple parts of the country to better understand video production and marketing as a whole
- Striving to be the best at what we do and consistently going above and beyond what's expected for each and every client

Apple Box Media's work has been featured locally, nationally, and worldwide. From Brookings, Oregon to Australia, we've worked with a wide range of clients. For more examples of work, and for a list of our clients (including CBS, MTV, and NBC), please visit www.appleboxmediagroup.com and www.chrisvanderschaaf.com/portfolio.

CONCLUSION

We look forward to working with Brookings Tourism Promotion Advisory Committee and supporting your efforts to improve tourism through video marketing. We are confident that we can partner with you in showcasing Brookings' unique tourism opportunities.

If you have questions on this proposal, feel free to contact Chris Vanderschaaf at your convenience by email at chris@appleboxmediagroup.com or by phone at (707) 951-1193. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,



Chris Vanderschaaf
Owner, Apple Box Media Group

Why is NewsWatch 12 the strongest marketing partner for the City of Brookings?

→ NewsWatch 12 is the dominant #1 Nielsen rated station covering 6 counties in Southern Oregon and Northern California.

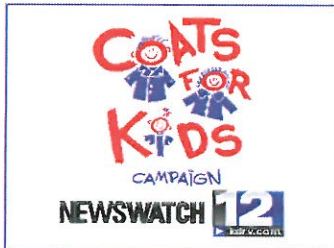
→ NewsWatch 12 has been the market leader in all News programs since 1991 with more viewers than all other stations combined.

→ NewsWatch 12 is an Oregon owned and operated company for 52 years with significant strategic and philanthropic investments in Oregon.

→ NewsWatch 12 is the only broadcast station that produces and airs your commercial in beautiful HD.

→ NewsWatch 12 airs the top syndicated programming including Jeopardy and Wheel of Fortune.

We pride ourselves on having long-term partnerships with our clients with a proven track record of success.



NEWSWATCH



Long Term Involvement...

City of Brookings

Television Campaign On KDRV NewsWatch 12

June 2013 – May 2014

Each month you will receive:

- 6 commercials per month in Morning News M-F 5-7AM
- 4 commercials per month in Good Morning America M-F 7-9AM
- 10 commercials per month rotating M-F 5AM-4PM in the following programs: (Morning News, Good Morning America, Live w/Kelly & Michael, The View, The Judges, The Chew, General Hospital, Katie Couric)
- 2 commercials per month in Evening News M-F 5-7PM
- 6 commercials per month on our 2nd channel KDRV 12+ Non-Stop News, M-Sun 8AM-11pm on Charter Channel 291 and Antenna 12.2

BONUS SCHEDULE

- 10 commercials per month on KDRV rotating M-SU 5AM-2AM
- 18 commercials per month on KDRV 12+ Non-Stop News M-Sun 8AM-11pm

Commercial Production Details

- The commercial production includes 6 hours of shooting and editing for the initial commercial as well as travel, food, and lodging expenses for the production crew
- We will also produce a minimum of 12 different "donut" style commercials, updating the original with monthly events
- PLUS... Your monthly events will also be included in the NewsWatch 12 Community Calendar on KDRV.com

Monthly Total: 56 commercials per month

Monthly Budget: \$1,458 per month

Annual Total: Minimum of 672 commercials

Annual Budget: \$17,496 (includes production)



**You will Reach an average of 130,600
Adults Age 25+ Each Month!**

Signature _____

Date _____

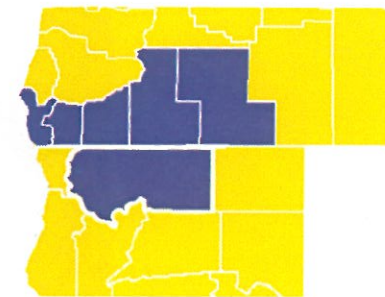
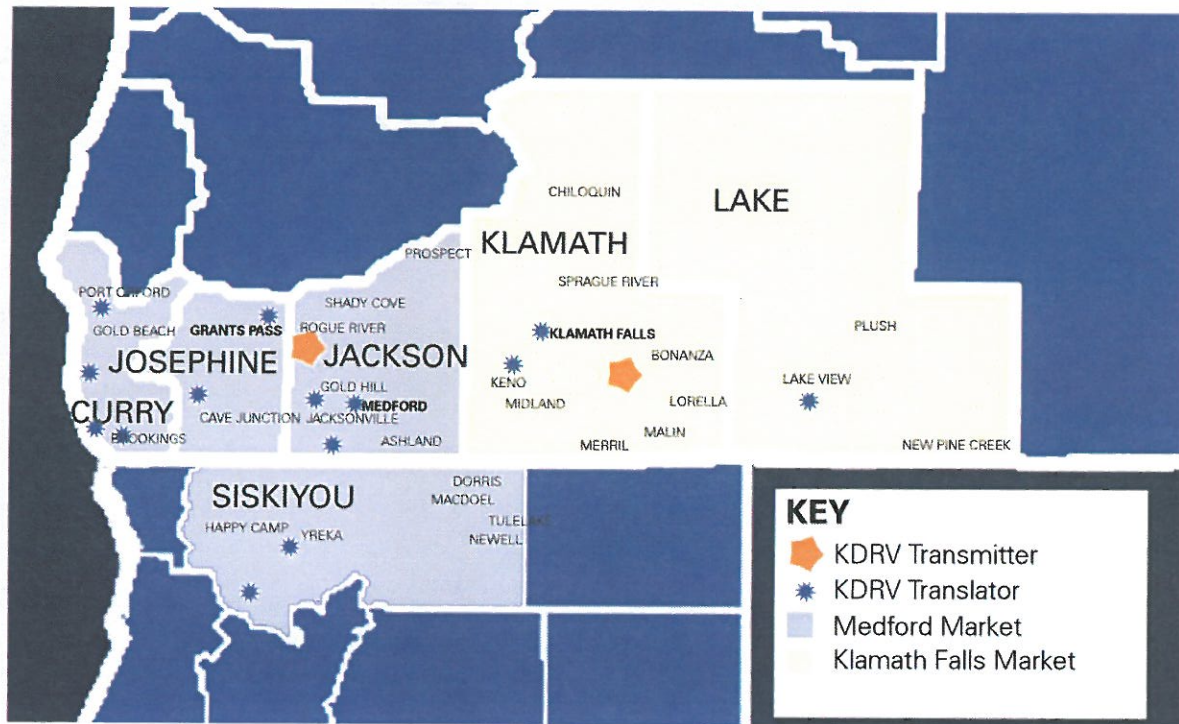
Client accepts this schedule and responsibility for full payment in advance monthly.
Cancellation requires two weeks notice

NEWSWATCH



kdrv.com

NewsWatch 12 Coverage Map



KDRV Designated Market Area

#1 Nielsen Rated Station since 1991
 National Market Rank = 140
 Households = 181,100

Penetration Estimates

Satellite 51%
 Cable 37%
 Over the Air 12%
 *Nielsen Ratings November 2012





NIELSEN RESEARCH RANKS KDRV #1

Medford TV Viewership
Nielsen Rating Period: Nov 2012

Top Ranked Shows in the Time Period

		Station	Program Titles	ADULTS 25-64 Thousands (000)
Monday -Friday 5:00a - 7:00a				
	KDRV+ ABC Channel 12	NewsWatch 12 Live	5	
	KOBI+ NBC Channel 5	NBC 5 New at Sunrise	1	
	KTVL CBS Channel 10	News 10 Good Morning	1	
	KMVU FOX Channel 13/26	Various	0	
	NTVL CW Channel 10.2	Infomercial/Daily Buzz	0	
Monday -Friday 7:00a - 9:00a				
	KDRV+ ABC Channel 12	Good Morning America	6	
	KOBI+ NBC Channel 5	Today Show	4	
	KTVL CBS Channel 10	CBS This Morning	2	
	KMVU FOX Channel 13/26	FOX 26 News 1st/700 Club	1	
	NTVL CW Channel 10.2	Daily Buzz/House of Payne	0	
Monday -Friday 9:00a - 10:00a				
	KDRV+ ABC Channel 12	Live w/ Kelly & Michael	4	
	KOBI+ NBC Channel 5	Today Show 2	2	
	KTVL CBS Channel 10	Family Feud/Millionaire	0	
	KMVU FOX Channel 13/26	Better Gardens	0	
	NTVL CW Channel 10.2	Steve Wilkos	1	
Monday -Friday 10:00a - 11:00a				
	KDRV+ ABC Channel 12	The View	2	
	KOBI+ NBC Channel 5	Today Show 3	1	
	KTVL CBS Channel 10	Price Is Right	4	
	KMVU FOX Channel 13/26	Anderson Live	0	
	NTVL CW Channel 10.2	Jeremy Kyle Show	0	
Monday -Friday 11:00a - 12:00p				
	KDRV+ ABC Channel 12	The Chew	2	
	KOBI+ NBC Channel 5	Jeff Probst	0	
	KTVL CBS Channel 10	Neww 10 at Noon/Bold & Beautiful	2	
	KMVU FOX Channel 13/26	Maury Povich	1	
	NTVL CW Channel 10.2	Infomercial	0	
Monday -Friday 3:00p - 4:00p				
	KDRV+ ABC Channel 12	Katie	2	
	KOBI+ NBC Channel 5	Doctors	0	
	KTVL CBS Channel 10	Rachel Ray	2	
	KMVU FOX Channel 13/26	Divorce Court/Judge Alex	1	
	NTVL CW Channel 10.2	Bill Cunningham	0	
Monday -Friday 4:00p - 5:00p				
	KDRV+ ABC Channel 12	Dr. Phil	2	
	KOBI+ NBC Channel 5	Dr Oz	2	
	KTVL CBS Channel 10	Ellen	3	
	KMVU FOX Channel 13/26	Everybody loves Raymond/Friends	0	
	NTVL CW Channel 10.2	Steve Wilkos	1	
Monday -Friday 5:00p - 7:00p				
	KDRV+ ABC Channel 12	NewsWatch 12 Live	10	
	KOBI+ NBC Channel 5	NBC 5 News/NBC Nitely News	6	
	KTVL CBS Channel 10	News 10/CBS Eve News	5	
	KMVU FOX Channel 13/26	Friends/Two & Half Men/Simpsons/Big Bank Theory	2	
	NTVL CW Channel 10.2	Are we there yet?/King of Queens	1	
Monday -Friday 7:00p - 7:30p				
	KDRV+ ABC Channel 12	Jeopardy	12	
	KOBI+ NBC Channel 5	Entertainment Tonight	3	
	KTVL CBS Channel 10	Inside Edition	2	
	KMVU FOX Channel 13/26	Two & Half Men	4	
	NTVL CW Channel 10.2	Rules of Engagement	1	
Monday -Friday 7:30p - 8:00p				
	KDRV+ ABC Channel 12	Wheel of Fortune	9	
	KOBI+ NBC Channel 5	Insider	3	
	KTVL CBS Channel 10	Extra	2	
	KMVU FOX Channel 13/26	The Big Bang Theory	4	
	NTVL CW Channel 10.2	Rules of Engagement	1	
Monday-Sunday 8:00p-11:00p				
	KDRV+ ABC Channel 12	ABC Prime	9	
	KOBI+ NBC Channel 5	NBC Prime	5	
	KTVL CBS Channel 10	CBS Prime	10	
	KMVU FOX Channel 13/26	Fox Prime	3	
	NTVL CW Channel 10.2	CW Prime	1	
Monday -Friday 11:00p - 11:35p				
	KDRV+ ABC Channel 12	NewsWatch 12 Live	5	
	KOBI+ NBC Channel 5	CBS 10 News	2	
	KTVL CBS Channel 10	News 10 @ 11pm	3	
	KMVU FOX Channel 13/26	Fox 10-10:30P News	4	



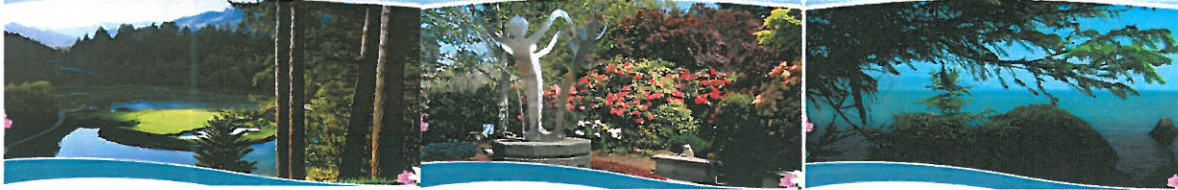
KDRV 2nd Quarter 2013 Program Schedule

Effective 3.25.13 - 6.23.13

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TIME																				
5:00a	NewsWatch 12 This Morning					Sports Stars Tomorrow	Steel Dreams	5:00a																				
5:30a						NewsWatch 12 This Morning					Paid Programming	Cars.TV	5:30a															
6:00a											NewsWatch 12 This Morning					Jack Hanna	Paid Programming	6:00a										
6:30a																NewsWatch 12 This Morning					Jack Hanna	Paid Programming	6:30a					
7:00a	Good Morning America																				GMA Saturday	GMA Sunday	7:00a					
7:30a						Good Morning America															Jack Hanna	This Week	7:30a					
8:00a											Good Morning America										Ocean Mysteries	This Week	8:00a					
8:30a																Good Morning America					Ocean Mysteries	This Week	8:30a					
9:00a																					Live with Kelly & Michael					Born to Explore	Today's Homeowner	9:00a
9:30a																										Live with Kelly & Michael		
10:00a	The View																				Everyday Health	Paid Programming	10:00a					
10:30a						The View															Food for Thought	Paid Programming	10:30a					
11:00a											The View										Food for Thought	Steel Dreams	10:30a					
11:30a	Judge Joe Brown															Steel Dreams	Cars.TV	11:00a										
12:00p						The Chew										Cars.TV	Sports Stars Tomorrow	11:30a										
12:30p											The Chew					Paid Programming	Paid Programming	12:00p										
1:00p	General Hospital															Paid Programming	Paid Programming	12:30p										
1:30p						General Hospital										TBA (ABC Programming)	TBA	1:00p										
2:00p											Judge Judy					TBA (ABC Programming)	TBA	1:30p										
2:30p	Judge Judy															ESPN Sports Saturday	TBA (ABC Programming)	2:00p										
3:00p						Katie										ESPN Sports Saturday	TBA (ABC Programming)	2:30p										
3:30p											Katie					ESPN Sports Saturday	TBA (ABC Programming)	3:00p										
4:00p	Dr. Phil															ESPN Sports Saturday	TBA (ABC Programming)	3:30p										
4:30p						Dr. Phil										Paid Programming	Paid Programming	4:00p										
5:00p											NewsWatch 12 at 5p					Paid Programming	Paid Programming	4:30p										
5:30p	ABC World News															Today's Homeowner	Judge Judy	5:00p										
6:00p						NewsWatch 12 at 6p										Sports Stars Tomorrow	Judge Joe Brown	5:30p										
6:30p											NewsWatch 12 at 630p					NewsWatch 12 at 6p	NewsWatch 12 at 6p	6:00p										
7:00p	Jeopardy															ABC World News	ABC World News	6:30p										
7:30p						Wheel Of Fortune										Jeopardy	America's Funniest Videos	7:00p										
8:00p											Wheel Of Fortune					Jeopardy	America's Funniest Videos	7:30p										
8:30p	Wheel Of Fortune															Wheel of Fortune	America's Funniest Videos	7:30p										
9:00p						Dancing w/Stars / Bachelorette (P 5/20)	Splash	The Middle	Wife Swap / Wipeout (P5/16)	Happy Endings / Shark Tank (4/19)						ABC Saturday Movie of the Week	Once Upon A Time / Ext: Wt Loss (5/26)	8:00p										
8:30p								Dancing Results			Neighbors/Suburg 4/3	Grey's Anatomy	Shark Tank / Prime Nightline (4/19)	Once Upon A Time / Ext: Wt Loss (5/26)	8:30p													
9:00p	Dancing Results	Modern Family	Grey's Anatomy	Shark Tank / Prime Nightline (4/19)	Revenge / Extreme: Weight Loss (5/26)	9:00p																						
9:30p		Dancing Results			Suburg/Live w/Parent 4/3	Grey's Anatomy	Shark Tank / Prime Nightline (4/19)	Revenge / Extreme: Weight Loss (5/26)	9:30p																			
10:00p	Castle/Mistresses (P5/27)		Body of Proof	Nashville	Scandal			20/20	Red Widow / Castle (5/26)	10:00p																		
10:30p		Castle/Mistresses (P5/27)		Body of Proof		Nashville	Scandal		20/20	Red Widow / Castle (5/26)	10:30p																	
11:00p	NewsWatch 12 at 11p					NewsWatch 12 at 11p																						
11:30p	NewsWatch 12 at 11p					NewsWatch 12 at 11p																						
12:00a	Jimmy Kimmel Live (new time period)					Paid Programming	Paid Programming	11:30p																				
12:30a	ABC Nightline (new time period)					Paid Programming	Paid Programming	12:00a																				
1-2:00a	ABC Nightline (new time period)					Paid Programming	Paid Programming	12:30a																				
3-4:30a	ABC World News Now / America This Morning				Syndicated Programming	Syndicated Programming	ABC World News Now / America This Morning	1-2:00a																				
3-4:30a	ABC World News Now / America This Morning				Syndicated Programming	Syndicated Programming	ABC World News Now / America This Morning	3-4:30a																				



Presentation for:



City of Brookings
Presented to:

Gary Milliman
City Manager
898 Elk Drive
Brookings, OR 97415



Presented by:
Connie Eaton
April 11, 2013
541.779.5555
ceaton@kobi5.com



Agenda

Coverage Map

KOBI Initiatives *(Highlights the Scope of our Work)*

Action Plan

Weekly Schedule, Monthly Cost and Annual Cost
of commercial advertisements

:04 id's or :10's *(example)*

Morning News Ticker *(example)*

NBC 5 Weather Now *(example)*

KOBI5.com *(example)*

Pilot Rock Productions

Overview, cost of creative & production of commercials

Resumes

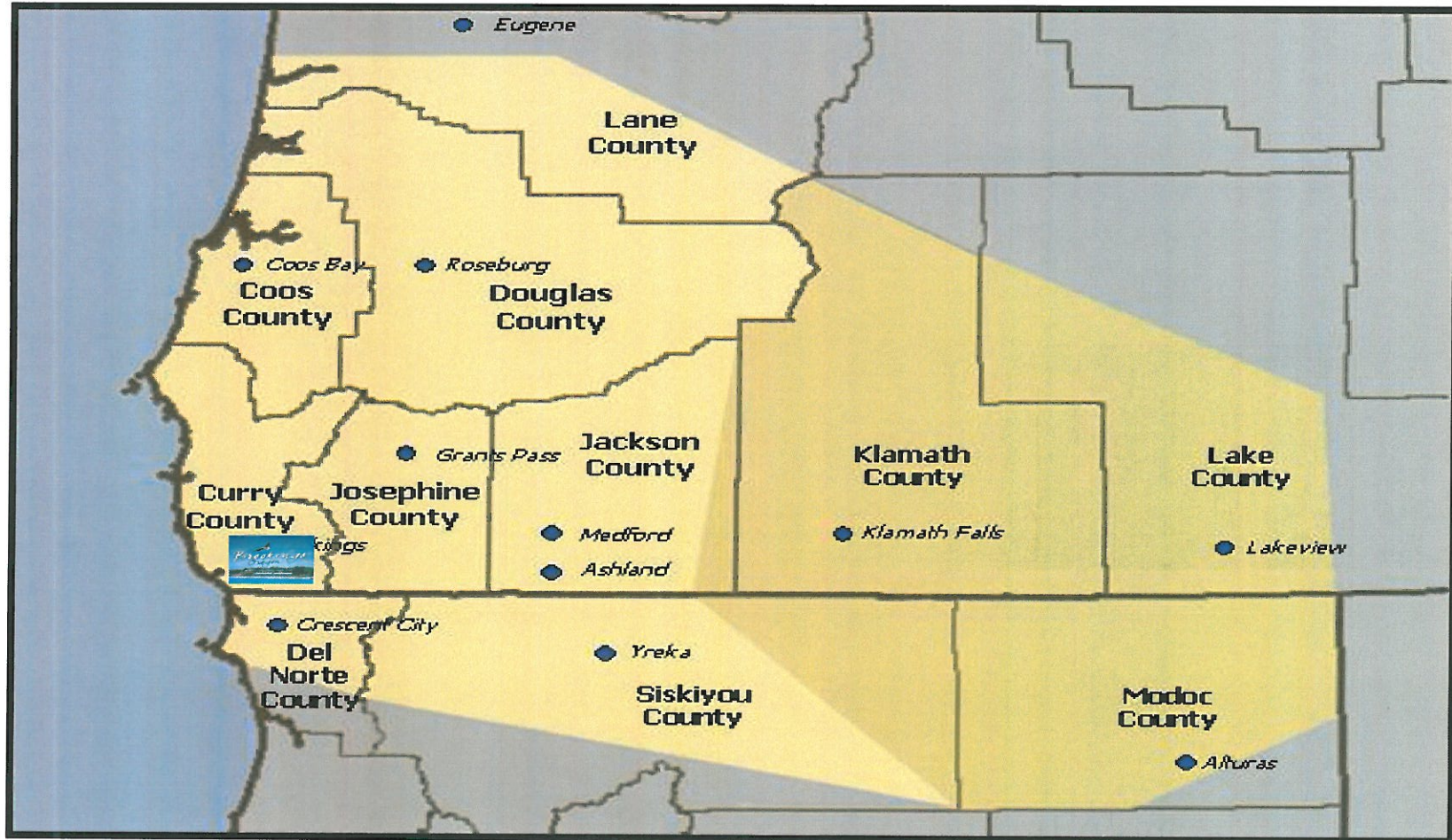
Methodology

Professional References



Coverage Map

NBC5 / NBC2 Combo Covers Over 55,000 sq miles



12 Counties - 42 Cable Systems - 242,000 Households - 583,000 People



KOBI Initiatives

Scope of Work - Deliverables



Created by NBC 5 and NBC 2, our main goal is to considerably decrease the prevalence of first time Meth users in Southern Oregon, with the primary focus being children.



NBC Academic Challenge: 20 High Schools from all over Southern Oregon competing for scholarship money on a weekly broadcast. Over \$40,000 donated in scholarship funds.



YES (Youth Education Success) is a campaign that generates funds through participating businesses who donate a portion of their earnings one day a month to fund extracurricular activities and programs for schools in our region. YES has already funded three grants for math curriculum, new technology and swim lessons in area schools.



One in four of Jackson County's children is a victim of abuse or neglect. *Don't Turn Away* works to combat this terrifying crisis by tackling the sensitive and awkward subject head on. NBC5's public service anti-child abuse campaign and aggressive media plan earned Don't Turn Away the 2011 Community Service Northwest Regional Emmy®.



NBC5 offers something truly unique in our state: A minimum five minute long-form interview nightly on NBC5 News at 5. "5 on 5" attracts everyone from a new non profit organization to U.S. Senators.



KOBI TV NBC Plan

Kick off campaign with a 5 on 5 interview with City Manager Gary Milliman – 5 on 5 interview will air in the 5pm news sometime Monday-Friday one week. Followed by the interview being placed on our website KOB15.com (DVD of the 5 on 5 interview will be provided post airing)

Utilize the power and reach of KOBI TV NBC 5 to air 30 second commercials focused on news to invite viewers to experience Brookings, OR.

In addition to 30 second commercials we will create :04 id's to highlight attractions and events in Brookings, OR. (See slide 7 for an example)

During our morning news we have the Morning News Ticker where the City of Brookings LOGO will be seen by all morning news viewers. (See slide 8 for an example)

Utilize the power of NBC 5 Weather Now to air 30 second commercials inviting viewers to experience Brookings, OR. (See slide 9 for an example)

Create Banner for the City of Brookings to be placed on the KOB15.com web site and direct on average 50- 60k visitors per month the opportunity to click on the banner and learn more about the City of Brookings. (see page 10 for an example) (banner rotates with up to 2 other businesses)

Weekly schedule in on the following page (page 6) this includes the weekly cost, the monthly cost and annual cost. Production not included with this cost.



Weekly Schedule

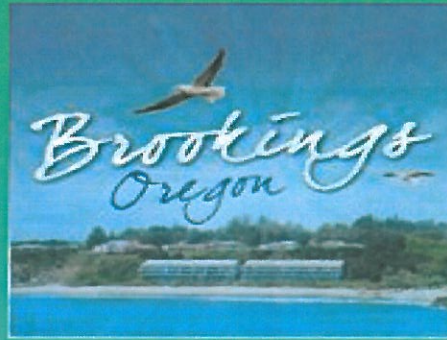
Program	Times/Days	Rate per spot		Weekly Total
News at Sunrise	5:30am – 6am - M-F	5x		Added Value
News at Sunrise	6am – 7am M-F	2x	\$20.00	\$40.00
Breakfast Bar DynaCrawl	5:30am – 7am M-F	5x		Added Value
NBC 5 News at 6pm	6pm – 7pm M-F	3x	\$55.00	\$165.00
NBC 5 News at 11pm	11pm – 11:35pm M-F	2x	\$35.00	\$70.00
Rotators	6am – 1am M-SU	10x		Added Value
:04 id's (Branding)	6am – 1am M-SU	10x		Added Value
NBC 5 Weather Now	5am- 5am M-SU	28x		Added Value
NBC 5 Weather Now	Static Ad	24/7		Added Value
KOBIS.com	Rotating Banner	24/7		Added Value
Total Weekly Commercials		65		
Total Weekly				\$275.00
Total for 3 weeks each month (monthly total)				\$825.00
Annual Total				\$9,900.00



:04 Attraction or Event Highlights

A series of :04 second spots that would run multiple times daily, highlighting events and destinations in Brookings, Oregon
“Below is an example of a :04 id”

Voice Over
Would say something like
“Visit Azalea Park in
Brookings, Oregon”



Azalea Park



Find out more at: **WWW.**
<http://www.brookings.or.us>



Morning News Ticker

Mon-Fri
5:30-7am

Client LOGO
(5 to 7 seconds)

Shared with
Other Advertisers





NBC 5 Weather Now

Opportunity for:

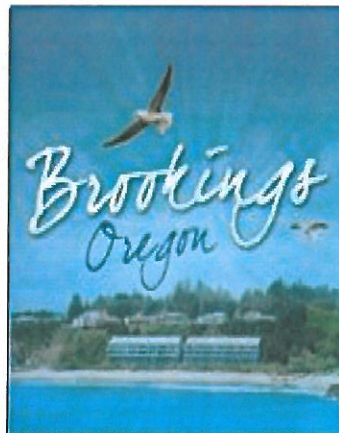
:30 commercial's

:15 commercial's

Static Branding Ad

(example shown)

NBC 5 Weather Now is also seen on KOB15 synbak app 24/7.
(will not be seen during KOB1 news)



Watch video on line at KOB15.com.....Stay tuned

5 Day Forecast





www.kobi5.com

A New KOBIS.com

Opportunity for:

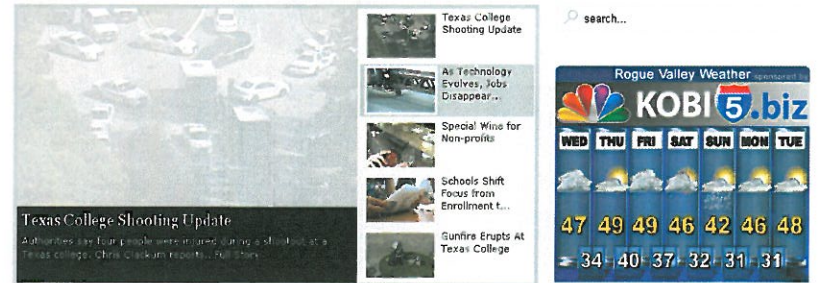
Leader Board 728 x 90

Medium Rectangle 300 x 250

Weather Sponsor

Pre-Roll

Each banner has a maximum of three businesses.





The TV ads that we envision for you should be very cinematic in nature to properly showcase the beauty and unique events that make Brookings special. Collaboration is the key for a successful message. We would work with you to create commercials that would showcase the best of Brookings.

“The Coast” - to most residents of Southern Oregon - is Brookings. Connecting that mental image with the many events hosted in Brookings can be best presented with high quality video production. Shooting would be done on high quality HD cameras and edited on movie industry standard editing equipment for the highest quality end product.

The “Donut” would need to instantly identify Brookings, yet be created in a manner to compliment the “fill” content. The individual messages for the fill would require your local input to insure you get your desired message across.

Create and Produce

6-12 Donut Style 30 second commercials

You Tube Channel – Pilot Rock will create You Tube Channel for all City of Brookings Commercials

\$7,000.00

Pilot Rock Productions is the premiere high quality production company in Southern Oregon. Pilot Rock’s credits include programs that have aired on national networks, high end commercials, corporate videos and national training videos. A service appreciated by many clients is creating a YouTube channel for the videos that is linked to the client’s website. This adds value in many ways including: eliminating the need to host the videos on the web site and making the videos readily available to a much broader audience.

You can view some of Pilot Rock’s work by going to our web site at <http://www.pilotrockproductions.com/> and clicking on the screening room tab.

For additional information or discussion please contact

Roger Harris

General Manager

Pilot Rock Productions

888.262.7937



Pilot Rock Resume's

Roger Harris, General Manager

Roger has been a Manager in Broadcast Television and Cable Television as well as at Pilot Rock Productions. His broad experience in the communications industry has allowed him to work with many public and private entities in developing marketing campaigns, public relations promotions and event promotion management. Roger has also worked extensively with city, county, state and federal government agencies on a number of regulatory and communications issues. Roger serves on the President's Advisory Board for the Oregon Institute of Technology. He is past president of the Oregon Cable Telecommunications Association and served as a Board member on the Chamber of Commerce Boards in Klamath Falls, Oregon, Prineville, Oregon and Redmond, Oregon.

Peter Bedell, Production Specialist/Senior Editor

Peter Bedell has been with Pilot Rock (formerly COBI Digital) since the company's inception in 1994. Pete's video production career started at KOTI TV in Klamath Falls in 1986. He has been a video producer and editor for more than two decades and over the last decade has become a specialist in web video. Bedell earned a Bachelor of Fine Arts degree from Alfred University in New York, followed by an Associate Degree of Science – with a focus on Computer Science – from the Oregon Institute of Technology in Klamath Falls, Oregon. His unique educational background, blended with his energy and creativity, has made it possible to assist Pilot Rock clients reach their constituents in the continually emerging digital communications universe. Bedell has few peers in knowing what formats and file types deliver the best quality video for the many different platforms.

Peter has worn many hats for national series and programs. He is accomplished as a producer and editor in 3D animation, motion graphics, logo design, web design and web video.

Brian Horton, Production Coordinator/Editor/Videographer

Brian has been a filmmaker for the past 10 years and has worked for Pilot Rock since 2002. Brian is highly regarded as a videographer for both high definition (HD) and standard definition (SD) productions. He has shot and edited HD programs for national television including shows for PBS, the Outdoor Channel and educational distributors. Brian has become a key person in project coordination for Pilot Rock clients - handling planning, contracting with outside talent and scheduling. Horton also has managed and assessed web sites for 5 years.



Patsy Smullin, President and Owner

- Patricia Smullin, President and Owner
- Patricia Smullin is the President and Owner of California Oregon Broadcasting, Inc. (COBi), which her father founded in 1933. It is the longest, continuously operated, independent broadcast organization in the West. Its holdings include: 5 Oregon television stations, 3 cable systems and a digital HD video production company.
- Her career in television has been both as an administrator and a practitioner of the art, with experience both behind and in front of the camera. Her recurring television program, *Up Close with Patsy Smullin*, has featured interviews with some of the most intriguing people in America, including TV stars, first ladies, network anchors, musicians, scientists and politicians. Some of the interviews can be seen at www.kobi5.com.
- Smullin is a trustee of Willamette University and the Oregon Children's Foundation Board (SMART). She also serves as board member of AAA Oregon and Idaho. Patricia is the past president of the Oregon Association of Broadcasters, the Oregon Cable Telecommunications Association, and the Pacific Northwest Cable TV Association. She is also a past member of the Board of Directors of the National Association of Broadcasters and the NBC TV Affiliate Board.



Bob Wise, General Manager VP

- Bob Wise, General Manger/VP – KOB-TV NBC 5
- Originally from Houston, TX
- Graduated from Texas Tech University in 1983.
- Has been in broadcasting for 29 years
- KTXS-TV Abilene, TX (1983-1986)
- WOAI-TV San Antonio, TX (1986-1994)
- WCTI-TV New Bern, NC (1994-1995)
- KRCR-TV Redding, CA (1995-2004)
- KOB-TV Medford, OR (2004- present)
- Came to KOB-TV / KOTI-TV in August 2004 as Vice President/General Manager. Wise believes that local broadcasters can and do make a difference in the communities they serve.
- He has created community projects such as:
 - The Southern Oregon Meth Project
 - Smart Choices / Health Lives
 - NBC Academic Challenge
 - YES, Youth Education Success
- Bob has been associated with United Way since 1995, and is a member of the Medford Rogue Rotary.
- His wife, Sally is an Event Planner and owns Event Wise..... and son Jason works for the Sacramento Kings Organization in their New Media Department.
- Bob's interests include racquetball (4-5 times a week)....San Antonio Spurs, and of course, watching television, specifically NBC 5.



Connie Eaton, Sales Manager

- Connie Eaton, Sales Manager – KOB TV NBC 5
- Has been in marketing and advertising for 18 years. 14 of those years in television advertising for cable networks and the last two years in local broadcast.
- KOB TV NBC 5 2011 – Present
- Charter Media 2002 – 2011
- Adelpia Media Services 2001 – 2002
- Comcast 1999 – 2001
- Altec 1997 – 1999
- Bulldog Caster Company 1994 - 1997



Methodology

Provide monthly website analytics from KOBIS.com website banner advertisements

Establish baseline with city and or tourism department and track month to month
Room Tax and any other area's that are tracked

Track views of City of Brookings You Tube channel content



Professional References

Dee Anne Everson
Executive Director
United Way of Jackson County
769 Spring St.
Medford, OR 97504
dceanne@unitedwayofjacksoncounty.org
541-773.5339

Steve Vincent
Regional Director
Avista Utilities
5892 Hillcrest
Medford, OR 97501
Steve.vincent@avistacorp.com
541.858.4773

Gloria Shell
Regional President of US Bank
US Bank
131 East Main St
Medford, OR 97501
Gloria.schell@usbank.com
541.776.2511



Thank you for the opportunity to create and provide this presentation.

Please don't hesitate to call with questions.

I would like the opportunity to present face to face.

KOBI TV NBC 5 and Pilot Rock Productions look forward to
working with the
City of Brookings

Thank you again

Connie Eaton

541.779.5555



TV Advertising

A PROPOSAL TO: The City of Brookings, Oregon

April 8, 2013

oregon

lifestyles

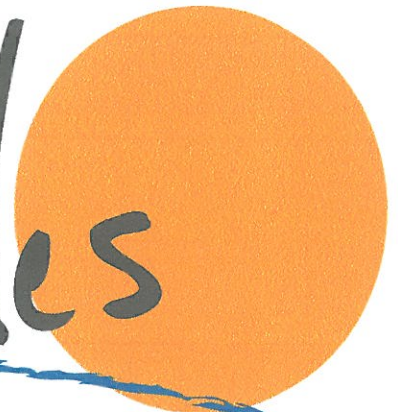


TABLE OF CONTENTS

1 COMPANY PROFILE with relative history.....	3
2 PROPOSAL	4
3 IMPLEMENTATION PLAN	
3.1 Methodology to Evaluate Campaign	5
3.2 Resources.....	5
3.3 Qualifications.....	5
4 Costs.....	6

Appendix A: Personal Resumes

Appendix B: Complete testimonials



MAKAI OHANA PRODUCTIONS

1. Company Profile

Makai Ohana Productions has locations in Gold Beach and Portland Oregon.

“Their films capture the essence of the business, attraction or places they present.” Karolina Wyszynska – Director of Sales & Marketing Ashland Springs Hotel

The company has been producing television programs, marketing DVD's, Web sites, Web site videos, producing events, implementing marketing campaigns and securing sponsorship for travel related projects since 1996 in the state of Oregon and California.

The team at Makai Ohana has had the pleasure of working with over 100 Oregon Based businesses and regional marketing groups successfully promoting the state of Oregon since 2003.

Makai Ohana has a long relationship with media and promotional outlets including Charter Communications, KDRV, The Oregon Coast Magazine, Travel Oregon, Travel Medford, SOVA, KOBI, and many other broadcast networks throughout the state of Oregon, Washington and California.

Currently Makai Ohana produces the television show 'Oregon Lifestyles; The People, Places and Products that make Oregon so unique.' In it's eight season the show is syndicated to over 1,200,000 households in three states. In addition the popular 'Southern Oregon Travelogue' which has aired on channel 9 in the Rogue Valley is now Oregon Lifestyles. Broadcast from 2am Friday evening to 8am Monday morning Oregon Lifestyles is 54 hours of continuous information of what to do and where to go while visiting the state of Oregon.

Makai Ohana Productions is

Tony Kalhagen: Project development officer, filmmaker, music composer and copywriter.

Terri-Lynn Kalhagen: Unit production manager, community outreach / public relations and television host.



Award winning productions

2. Proposal

Makai Ohana will provide to the City of Brookings a team of marketing professionals whose personal unique talents will

- a) Provide all graphics, design, layout, photography and video production for the 12 month television advertising campaign consisting of "donut" style television spots with donut content consisting of timely and seasonal activities in Brookings.
- b) Television commercial will be changed according to information delivered by the Tourism Promotion Advisory Committee (TPAC). Event information and any supporting visual materials need to be delivered in a timely manner to facilitate the production of the new television commercial and distribution to the television networks.
- c) Negotiate advertising rates with media outlets securing optimum placement and pay all related advertising fees.
- d) Work with Oregon tourism commissions to secure cooperative advertising and provide all needed materials.
- e) Develop a thirty (30:00) minute television episode of Oregon Lifestyles that features the city of Brookings and nearby attractions designed specifically to encourage the viewer to visit the area. Makai Ohana will distribute the program to all participating networks that broadcast the program. The thirty minute episode will air in the Rogue Valley no less than 6 times every weekend on Charter Cable channel 9 for 12 months. The episode will begin and end with a :15 second underwriters commercial that will include the City of Brookings logo, phone number and web site.
- f) Please review list of broadcast networks on the left
- g) Makai Ohana has already negotiated a deal with Charter Communications for a 12 month advertising campaign that will place the Donut commercial on a variety of networks to reach the target demographic of a visitor to the southern Oregon coast

Watch Oregon Lifestyles

Portland-Gresham-Oregon City-Beaverton PCM Ch. 11 900,000 + households

Rogue Valley RVTV Ch. 9 65,000 + households looping travelogue every weekend, 54 hours of programming

Salem, Oregon CCTV Ch. 22 48,000 + households

Eugene, Oregon CTV29 65,000 + households

Bend, Oregon COTV Ch. 11 40,000 + households

Vancouver, Washington FVTV Ch. 11 80,000 + households

Redding, California CA K-ECT Ch. 11 40,000 + households

Listen to Oregon Lifestyles in Portland on KZME 107.1

Sunday nights at 5pm and Monday mornings at 7am on Artclectic PDX

Stream all our episodes of over 300 videos on our web site and youtube pages.

www.makaiohana.com

3.1 Methodology to Evaluate Campaign

- After the 2013 Tourism season has been successfully completed, (roughly October of 2013) Makai Ohana will have open discussions with the City officials, Visitor center employees, Local motel owners and business owners to discuss the current travel situation in Brookings Oregon. Topics will include how the recent years have improved and how the past marketing campaigns have encouraged travel to the city of Brookings. The company will solicit feedback from businesses and ask for input as to how advertising dollars may be better spent and also as to new target groups and demographics that are not currently being used.
- A detailed report will be given to the city along with suggestions of new opportunities.
- During the winter months Makai Ohana will develop marketing campaigns that encourage off-season travel accentuating the areas natural resources such as crabbing, steel head fishing, winter storm watching, beach combing and other winter activities.

3.2 Resources

As already mentioned our involvement and placement in the community on the Southern Oregon coast and the State of Oregon as a whole allows us the connections and the leverage to successfully communicate and work with a variety of groups both new and established to the area. Our archive of high quality content both in video and photography allows us to immediately implement advertising campaigns. Our placement on the southern Oregon coast gives us the ability to acquire new footage of ongoing activities and new events to the area. The fact that almost all of our content is produced in-house by a group of highly talented individuals allows for productions to be produced quickly and at a more affordable rate than a company that needs to sub contract deliverables that incur greater scheduling difficulties and production expense. We recognize and actively utilize the platforms of social media and every film shoot, sponsor, video and television program is shared across our always increasing network of Oregon Lifestyles.

3.4 Qualifications

We have worked with the city of Gold Beach on a very similar advertising campaign producing television commercials on a monthly basis to promote upcoming events. Enclosed is a DVD with a sample of twenty three :30 second commercials.

4 Cost Proposal

We have found a solution to work within the budget set forth by the TPAC representing the city of Brookings. We have adjusted our production rates to fit into your budget.

Television 'Donut' Production	\$850
Description: :20 second segment will be produced as an 'overview of Brookings Oregon attractions and activities utilizing input from the TPAC. Final :10 seconds will change with upcoming events and seasonal activities.	
Donut content production	\$2,400
Description: TPAC representative will provide Makai Ohana Productions information on events and the desired featured activity for the coming month no less than 4 weeks prior to desired air date. Cost represents 12 produced updates (\$200 per update)	
Advertising Fees	\$12,000
Description: Makai Ohana will pay all advertising fees for the broadcast of the 'donut' commercial on Charter Cable which will air on various networks targeting the demographic of a southern Oregon coast visitor. Makai Ohana will also use these funds as sponsorship for the 30 minute episode of Oregon Lifestyles "Brookings" which will air no less than 6 times every weekend on Charter Cable channel 9 in the Rogue valley for 12 months. Region includes Jackson and Josephine counties and the towns of Ashland, Medford and Grants Pass.	
The thirty minute episode of Oregon Lifestyles "Brookings" will also be distributed to every station listed on page 4. These stations air the episodes 6 times the first week when they are received. After the first week episodes are placed on a rerun basis and air 6 times per month.	
Oregon Lifestyles Production	\$2,250
Description: Makai Ohana will produce a thirty minute television program featuring area attractions and events centered on Brookings Oregon. Program will begin and end with a :15 second underwriters segment which will include city logo, web site and phone number.	
Total Cost	\$17,500

MAKAI OHANA PRODUCTIONS

Southern Oregon Coast Studio - P.O. Box #1 Ophir, Oregon 97464
Portland Studio – 1509 N.E. 10th ave. Ste. #102 Portland, Oregon 97232
Phone: 541-247-0625

Production Manager- Terri-Lynn Kalhagen email: terri Lynn@makaiohana.com
Producer – Tony Kalhagen email: tony@makaiohana.com
www.MAKAIOHANA.COM

TONY KALHAGEN

1509 N.E. 10th Ave. #102 Portland, Or. 97232 • Phone: 541-247-0625 • tony@makaiohana.com

Project Development and Content Provider

- Nationally award-winning television producer with 11 years of experience producing tourism related programming for the state of Oregon and area businesses
- Respected leader of creative teams, multimedia divisions and corporate communications departments. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
- Expert in the technical, conceptual and content development of sales-driving collateral.

Skills

- Marketing Strategies & Campaigns
- Corporate Communications
- Creative Team Leadership
- Music Producer and Licensing
- Web & Print Content Development
- Focus Group & Market Research
- Director of Photography
- Video editing
- Public & Media Relations
- Graphic Design

Recent Awards

<p>Rotarian of the Year (<i>Rotary club of Gold Beach</i>) Best New Program produced by a non-metro station (<i>Oregon Ass. Of Broadcasters</i>) Best New Tourism related Infomercial 'Coastal Treasures' (<i>Telly Awards</i>)</p>
--

Professional Experience

MAKAI OHANA PRODUCTIONS - GOLD BEACH, OREGON

Project Development and Content Provider, 07/2001 to Present

Produce content for television, radio, web and print ads and manage a 5-member team. Direct brand management, PR, media relations, corporate positioning, advertising, sales collateral and tradeshow marketing.

Selected Accomplishments:

- Effectively work with 100+ Oregon businesses.
- Produced award winning programs for television broadcast
- Manage and administrate six different web sites promoting tourism to various regions and countries
- Wrote and produced over ten hours of soundtracks for television and film
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations.
- Leveraged strengths in cost-effective marketing management and vendor negotiations.

THE WORLD LOVE FOUNDATION – GOLD BEACH, OREGON

International non-profit building clean water wells in West Africa

Project Development , 7/2007 to Present

Locate and assess needs in rural areas of West Africa, locate and negotiate construction costs, secure available funding, schedule events and market fundraising activities.

Selected Accomplishments:

- Successfully build five clean water projects in five rural communities in the country of Ghana
- Establish nonprofit in the United States and the country of Ghana
- Produced a documentary which has been greatly responsible in raising funds and awareness

MINDSCAPE RECORDING – Sacramento, California

Music production studio, live entertainment provider

Engineer and performance artist, 09/1996-07/2001

Produced over a dozen full length albums and music producer for solo artists. Booking agent for all shows in two states, responsible for marketing of events, client data base management and media relations.

Technology

Software: Adobe Premier Pro CS5, Adobe Encore, Adobe Audition, Adobe Photoshop, Digi Design Pro Tools, Office (Word, Access, Excel, PowerPoint)

Web/Multimedia: Hosting provider, Word press, Web Server Administration, Content Management Systems

Education

MILILANI HIGH SCHOOL, HAWAII
Graduate 6/1987

- Graduated with high honors

Portfolio on Request

Terri-Lynn Kalhagen

1509 N.E. 10th Ave. #102 Portland, Or. 97232 • (541) 247-0625 • terrilynn@makaiohana.com

Unit Production Manager

Over 10 years' experience driving **strategic growth and visibility** for leading nonprofit, corporate, media and tourism related businesses. Highly competitive, passionate, persuasive and articulate, able to achieve results others believed to be impossible. **Experienced in marketing, public relations, partnership building and work flow management.**

Demonstrated success record in:

- **Branding, managing and positioning** television programs with multiple sponsors.
- **Distilling value, overcoming objections** and securing hard to close deals.
- **Experienced with both ad agency and direct sales** strategies and tactics for television, radio and print.
- **Designing creative product marketing campaigns** targeted at traditional and on-line demographics.
- **Motivating staff** and volunteers to peak performance levels.
- **Proven record of initiative and success in ad campaign management**, organization, writing, and project management within environments from small projects to large-scale television networks and film production companies.

CORE COMPETENCIES

- | | | |
|-----------------------------------|----------------------------------|-----------------------------|
| • Ad Campaign Management | • Multi-media Marketing | • Account Development |
| • Market Research | • Competitive/Strategic Planning | • Budgeting/ Forecasting |
| • Prospecting/ Client Cultivation | • Organizational production | • Cluster Sales / Packaging |
-

HIGHLIGHTED CAREER ACHIEVEMENTS

- **Revenue Generation** – Recruited sponsorship for tourism marketing on KBSC TV providing income for staff and daily operations of broadcast network.
- **Account Development** – Activated over 100 accounts in the state of Oregon in the tourism industry and developed ad campaigns for television, radio and print.
- **Management** - As the Unit Production Manager for The World Love Foundation scheduled and marketed fundraising events that to date have built five clean water projects in five communities in West Africa.
- **Ruby Award** – Received from the Gold Beach area Soroptimist for her work “Women helping Women”
- **Budgeting** – Oversee the operations of special events, film productions and media campaigns keeping all expenses within or below expected budgets

PROFESSIONAL EXPERIENCE

MAKAI OHANA PRODUCTIONS- Gold Beach, Oregon

2001 – Present

Unit Production Manager

- Schedule advertising clients with production staff
- Generate new clients through direct sales
- Secure media interest, write press releases and transfer needed materials
- On air television host
- Work closely with clients to identify their needs and challenges and provide solutions-oriented campaign themes and timelines.
- Examine ratings, research data and analyze programming features of station vs. competition to insure sales plans are effective and strategic.
- Utilized strong ability to sell marketing ideas, strategies and tactics to help clients increase market share, and generate new business.

THE WORLD LOVE FOUNDATION, Gold Beach, Oregon

2007 – present

Unit Production Manager

- Clearly communicate with donors and individuals the mission statement of the foundation
- Schedule and market fundraising events through press releases and media interest
- Key note speaker at service organizations and Universities
- Manage advertising campaigns in print and on-line resources
- Chairperson of the Operations Committee, charged with identifying and analyzing internal and external issues affecting the foundation and developing solutions to address gaps.

JAZZERCISE - Sacramento, California & Gold Beach, Oregon

1996-2011

Franchise owner

- Certified fitness instructor
- Class manager and accounting
- Responsible for customer cultivation and retention
- Marketing manager securing media interest through press releases and community events

EDUCATION

Kalaheo High School, Kailua, Hawaii, 1986

City of Gold Beach Oregon

To Whom It May Concern,

The City of Gold Beach and Gold Beach Promotions has worked closely with Makai Ohana (Tony and Terri-Lynn Kalhagen), for several years now.

We are tremendously pleased with the projects we have tasked them with (mostly 30-second TV spots).

Gold Beach has recently purchased all of the Makai Ohana archived video footage that they shot over an 8 year period.

Also, we have hired them to put together an 'All Gold Beach' DVD, which we will use for marketing purposes and wholesale sales.

The thing that sets Makai Ohana apart from their competition is their 'creative flair'!!

Jeff Ferguson
Director
P.O. Box 375
Gold Beach, Oregon 97444
(541) 247-7526



JERRY'S ROGUE JETS



A Nature Based River Adventure For All Ages.
The Original Rogue River Jet Boat Tour, Under Family Management Since 1958.

August 12, 2010

To Whom It May Concern:

Our company has worked with Tony and Terry Kalhagen of Makai Ohana Productions on numerous video production projects. The projects have been for the upriver lodges, our Rogue River boat tours and the Gold Beach business area. Tony and Terry are a great team and they always deliver an excellent finished video product.

They produced a 15 minute DVD for our business that is professionally packaged for all types of promotional projects and ready for retail sales. We have currently sold over 7000 copies of the DVD and still counting.

For all of our video photography and video productions we will be calling Tony and Terry at Makai Ohana Productions. If you need any more information or question please feel free to call my office at anytime.

*Bill McNair
President RogueJets Inc.
Since 1972*



Box 1011 Gold Beach, Oregon 97444 1-800-451-3645 Fax: 541-247-7601 www.roguejets.com

email: jerrys@roguejets.com

Ashland Springs Hotel . Larks Restaurant . Waterstone Spa & Salon

Makai Ohana Productions is a great team of professionals who deliver all you asked for and more! I have had a pleasure of working with Terri-Lynn and Tony on a few projects in the last couple of years. Their films capture the essence of the business, attraction or places they present. The films they created for the Ashland Springs Hotel, Larks Restaurant and Waterstone Spa & Salon are interesting, informative, fun, and inviting. I am sure I will be working with them on other projects in the near future.

Karolina Wyszynska,
Director of Sales & Marketing
Ashland Springs Hotel
Larks Restuarant
Waterstone Spa & Salon

Antarctic Pictures LLC

7110 Woodrow Wilson Drive • Los Angeles, California 90068 USA
tel: (1) 323-874-2407 • e-mail: munchchristopher@gmail.com

October 11, 2010

Dear Sir or Madame:

This letter is written on behalf of Terri-Lynn Kalhagen and Makai Ohana Productions, with whom I had the pleasure of working in the autumn of 2009 in connection with my feature film "Letters From the Big Man."

Terri-Lynn and her husband, Tony (who are the principals of Makai Ohana Productions), were first recommended to me by producer Gary Kout, whose organization South Oregon Film and Television (SOFAT) has done much to promote filming in that region. When I described what I was looking for -- a production manager or production management team who could be a "generalist" and handle such areas as locations, transportation, and catering -- Gary said he knew of "just the right person." The fact that Terri-Lynn was based at the time in Gold Beach, Oregon, very near to where much of our filming would take place, only enhanced her desirability as a candidate.

Our film was a very small production involving fewer than 10 in the crew. Much of the filming took place in remote wilderness locations, and for this reason it was organized less along the lines of a standard feature filmmaking model and more on the model of a small, multi-tasking unit that could be easily mobile and responsive to changing conditions.

Although Terri-Lynn did not have a great deal of experience with the conventional/industrial filmmaking model, her excellent interpersonal skills, her resourcefulness in the face of limited resources, and her extremely dedicated and personable manner were, indeed, exactly what we needed. The particular needs of our production were not easy to satisfy: among them were arranging hotel accommodations on an almost non-existent budget for cast and crew (most of whom were seasoned professionals from Los Angeles or New York accustomed to being pampered to some degree), liaising with the local community in such a way that our company was able to earn credibility and obtain outstanding cooperation, and getting food to a principal location that was at least an hour from any town.

As the writer-producer-director of "Letters From the Big Man," I grew to rely on Terri-Lynn and Tony as intelligent and indefatigable sounding boards, on whom I could count to go way beyond the call of duty when my own energies were spread thinly. Underlying our association was, I believe, a mutual respect and flexibility that enabled us to solve problems "outside of the box."

Terri-Lynn and Tony have travelled and worked abroad extensively, and are equally at home in a

large city, a rural town, or a Third World country. This breadth of life experience gives Makai Ohana Productions, I believe, the ability to interface well with communities and individuals that may lack prior exposure to film or media production. They are able to assess what is available and make the best use of it. They are flexible in their thinking and never lose sight of the big picture.

I recommend Terri-Lynn and Makai Ohana Productions for any position requiring this skill set.

If you require any further assessment, please do not hesitate to contact me at the telephone or e-mail address written above.

Sincerely,

Christopher Munch

Gold Beach Books, Inc.

Biscuit Art Gallery

Post Office Box 610
29707 Pacific Highway 101
Gold Beach, Oregon 97444
(541) 247-2495
goldbeachbooks@charterinternet.com

10 August 2010

To Whom It May Concern

Re: Makai Ohana Productions

Dear Sir or Madam,

I am happy to say that my experience with Tony and Terri-Lynn Kalhagen and their company, Makai Ohana Productions, has been most beneficial to my business. They have produced several website and television advertising videos for me, and some DVD joint projects with multiple advertisers, the most recent of which we continue to sell briskly here at our bookstore.

They are always filled with positive energy and practical suggestions, and have a solid understanding of my business needs – and my limited budget. They and their company are integral parts of the local community and are held in high esteem by all.

I am very pleased to recommend them to you without hesitation.

Sincerely yours,



Ted Watkins
President

