

# **Jim Nelson Media Services**

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## **Project Proposal:**

**Request for Qualifications-**

**Public, Education, and Government**

**Access Cable Television Services**

**Contact persons:**

**Jim Nelson & Skip Engle**

Prepared January 10, 2013

JAN 16 2013

AS PER ORD #25445  
Referred to Purchasing Agent

## **Cover Letter**

**The stories and vast history of the Omaha area is best told by its government, its education and its local public. The opportunities and economic impact the Public Access channel can provide for Omaha is monumental, exciting and historic! Jim Nelson Media Services has the expertise, the experience, and the unparalleled desire to not only help show to Omaha, but to the world, all the best this area has and is continually working toward.**

**The Jim Nelson Media Services team of experience is extensive, lengthy and all inclusive of the expertise needed for the success of the Omaha Public Access Channel. At Jim Nelson Media Services we can do every aspect of broadcasting: state of the art technology equipment to on-camera professional presentations to branding and revenue generation as well as positively creating and impacting local economics.**

**Under the heading of qualifications we demonstrate what we have done.**

**Our vision for this project is to create a channel that becomes the new standard for how and what local communities see about their own home town. We call it "Omaha New City-TV". Our mission is to show and provide the best in local cable Public Access programming and services for all of Omaha and its viewers.**

**Our plan is simple and straight forward as we explain in this RFQ.**

**We know the power and influence the media has on the viewers and we bring the wealth of experience, the expertise and the can-do attitude and energy to make the Omaha Public Access Channel the spotlight that focuses on the best that Omaha has to offer.**

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# LETTER OF TRANSMITTAL

**Jim Nelson Media Services**  
**2505 North 24<sup>th</sup> St.**  
**Omaha, NE 68110**  
**402-614-8202**  
[Jimnelsonmedia@yahoo.com](mailto:Jimnelsonmedia@yahoo.com)

**January 16, 2013**  
**Office of the City Clerk**  
**1819 Farnam Street, LC 1 Civic Center**  
**Omaha, Nebraska 68183**

**Attention: Thomas Mumgaard - Deputy City Attorney**

**Subject: City of Omaha Cable Television Access Corporation – Public, Education,  
and Government Access Cable Television Services**

**We are pleased to submit “A Proposal for managing the Public Access Cable Channel” in response to your RFQ request of December 19, 2012**

**We are an Omaha based media service provider with many years of experience and an association with many media professional collaborators. As you review our proposal we will demonstrate our capabilities to provide the professional and technical media services necessary for this undertaking.**

**The amount requested for the performance bond is an item that we would like to negotiate as currently the figure could be an impediment for our participation on this project.**

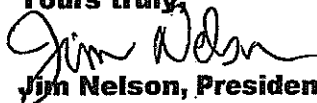
**We understand and agree that the scope of services subject to this request includes coordinating programs, scheduling, distribution, supervising production facility, providing training of persons wishing to produce programs, and other tasks as are required to receive, create, and distribute public access programs via the cable television system are well within our ability to provide.**

**Our plan will demonstrate our positive commitment in fulfilling your request. Our team desires to increase the economic and social impact that the Omaha Public Access Channel can provide to the area and we are ready to bring our expertise and energy to the table to work with the board to make it happen.**

**Jim Nelson, owner of Jim Nelson Media Services, 2505 North 24<sup>th</sup> St, Omaha, NE, 402-614-8202 is the individual authorized to make representations for the company and his signature on the transmittal letter has the authority to bind the company to this agreement.**

**If you have any questions please do not hesitate to call us.**

**Yours truly,**

A handwritten signature in black ink that reads "Jim Nelson". The signature is written in a cursive style with a large initial "J".

**Jim Nelson, President**

**Jim Nelson Media Services**

# **Company Profile**

**JIM NELSON MEDIA SERVICES is a multi-media production company offering a variety of multi-media services and products to consumers, businesses, governmental agencies and non-profit organizations.**

**JIM NELSON MEDIA SERVICES is a company started by a creative, energetic, and experienced producer and editor.**

**JIM NELSON MEDIA SERVICES utilizes cutting edge technology to provide multi-media services for clients to reach their customers, employees, and constituencies. The company's media services are offered to individuals, organizations, corporations, industries, non-profits and government agencies. The company provides creative development, scripting, editing, and consultation for commercials, public service announcements, infomercials, documentaries, training tapes, business and individual profiles, specialty video projects and Youth video training (Video Kool Skool).**

**The media industry has changed dynamically in the past few years. An industry that did not exist 50 years ago is now rapidly growing to serve the demands of business, industry and community at large. The rapid growth of this industry is in part facilitated by the changes in technology; most notably the introduction of P.C. based digital editing. Although the tools of the technology remain expensive, the relative costs have dropped dramatically while the demand has risen substantially.**

**The owner, James (Jim) A. Nelson, possesses extensive experience, having worked in the video production for over 30 years. The majority of his experience was acquired through employment at the four local TV network affiliates. Positions mastered have ranged from reporter to director to on-air host. He has supervised technical and production staff of TV stations. In addition to direct work activities, he has been nominated and received several local and national awards.**

**The inclusion of a video production studio, currently located at 2505 North 24<sup>th</sup> St. in the Omaha Small Business Network building has moved the**

**company to the next level of growth as well as provided the opportunity for youth to be trained in media production and also to make available affordable video services to non-profit agencies to promote and market their causes.**

**Jim Nelson Media Services produces videos to help train, market and sell.**

**“It is our mission to provide the very best product and service available to our clients by styling their image and visualizing their message.”**

**Jim Nelson Media Services began in April 2000 with a one-of-a-kind state of the art designed editing facility offering video production services to the public and private sector. Today the company has expanded adding a 1700 sq. ft. Multi-Camera Production Studio.**

**Jim Nelson is a seasoned video, broadcasting and marketing professional bringing more than 30 years of experience in directing, producing, hosting, reporting, shooting and TV news management with the local NBC, CBS, ABC and Fox stations.**

**Jim Nelson Media Services is pioneering television's new frontier: Cable Access by creating, developing and promoting local programs.**

**Jim Nelson Media Services offers studio and location production, editing and scripting at a reasonable rate and without the incurring third party costs through an agency or packages that require clients to purchase air time along with their services. At Jim Nelson Media Services, his clients decide which services they need or not, but if the client is unsure, the company offers a free consultation to help determine those needs.**

**Jim Nelson Media Services can help you with equipment rentals, dubbings, CD mastering, Image magnification, Web Development, Graphic Design, Photography, Large Run Printing (Color), Logos & Icons, purchasing media and equipment and assistance with all aspects of Commercial Production. They also handle pre-production consultation, location productions, studio productions, independent productions and Co-productions of Long Form Programming.**

## **Facility Location**

**24<sup>th</sup> & Lake**

**OSBN' Business & Technology Center**

**1.2 miles north of Creighton University Campus**

**Part of Omaha's Downtown Redevelopment**

**3 Blocks East of the North Freeway Lake street exit**

**Easy Access to Century Link Center, Airport, and Downtown**

**Providing Multi-camera Studio Production**

### **Additional Services:**

**Location Production**

**Editing**

**Video Training**

### **Objectives:**

**Cost effective Multi-camera studio productions**

**Training Minority & Disadvantage Youth in Media**

**Provide training, marketing, sales & Public relations services**

### **Studio:**

**40' x 42' Studio with 13' Ceiling**

**225 amp 3 phase electrical panel in room**

**Dedicated in Room Heating & Air conditioning**

**Door access 70" wide x 84" High**

**Loading Dock Access**

**Handicapped Assessable**



# Qualifications

**The team at Jim Nelson Media Services brings experience in media management, education, training, programming, production and broadcasting. The areas of expertise we cover vary from producing, managing, directing and hosting programs on the local ABC, CBS, NBC and FOX affiliates, to building and equipping video production studios.**

**Prior to starting a media business; Jim Nelson Media Services in 2000, Jim Nelson was responsible for producing, managing, directing and hosting programs on the local CBS, NBC and FOX affiliates as well as managing the operations of a morning news program on the latter.**

**Our local partnership with industry professional, Skip Engle; owner of Editech, who has designed, built and managed two corporate facilities that broadcasted live programs all over the country, several post production facilities and a Fox affiliate station in Wausau, Wisconsin, WFSX , strengthens our knowledge base and assets in the media industry.**

**Jim Nelson Media Services, Inc., is registered with the City as a Tier I and II contractor and the studio is located in a HUB zone. For the past 5 years, we have videotaped the Douglas County Board of Health monthly meetings and prepared them for Cox to air on the Omaha government channel.**

**In addition to the business, we created a non-profit corporation called Sable Accent Media Experience, Inc., which has been the conduit for private and government grants such as The Nebraska Arts Council and The North Omaha Historical Committee. Through this non-profit we have been able to provide training opportunities to youth who have assisted in the development of quality local historical documentaries.**

**For over three years, as an adjunct faculty member Jim Nelson has taught video production to adults through an accredited course at Metropolitan Community College in our studio and at their Elkhorn Campus. Nelson would utilize the management of the channel and its programs as an opportunity to further train youth and adults in broadcast and media production.**

**As a current producer of programs aired on Channel 109 and Channel 22, and as a local video professional, Nelson comes with a unique, historical viewpoint on the positives and negatives of the past programming and productions on public access TV channel.**

**Jim Nelson believe the skills outlined and the demonstrated work experience will be of benefit in determining the best Contractor for the Public Access Channel and the best structure for providing a seamless management transition from Cox to the City of Omaha.**

**Media and facilities management, facilities construction, broadcast education, media training, programming creation and development and video and audio production are just a few of the skills Jim Nelson Media Services will provide for the growth and success of the Omaha Cable Channel.**

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## **SKIP ENGLE**

**Skip Engle has been in the production business for over 40 years.**

**1966: Started working for KELO television in Sioux Falls, South Dakota as a camera operator, then director.**

**1968: Moved to Omaha and took a job with Chapman & Spittler, traveling all over the United States producing films for Mutual of Omaha, H&R Block and Northwestern Bell Yellow Pages, to name a few.**

**1976: Skip went out on his own with a partner, Rick Griffin, and created Griffin Engle Films. They worked on commercial ads for clients such as Valmont, First National Bank, Security National Bank, Mutual of Omaha and many others.**

**1980: Griffin moved on to other interests and Skip changed the company name to Cinema Visuals. Skip went on to produce film and video for such companies as Endicott Clay products, ConAgra, Union Pacific, while still keeping up with his commercial ad clients.**

**1984: Cinema Visuals Entertainment was formed. This branch of the Cinema Visuals group produced and distributed films for the Boy Scouts of America**

as well as an animated video called "Winston's Potty Chair", a potty-training video for toddlers.

**1987: With an investment of 1.5 million dollars Editech Post Productions opened. Editech met the growing demands of Cinema Visuals. Additionally, it met the demand for other clients who were tired of trekking to Los Angeles or Chicago for top quality post-production. There was a strong need for a state-of-the-art post-production facility in the Midwest. It started out as video post and moved into the audio production arena as well.**

**1993: Union Pacific hired Skip to design, build and manage their live television studio called UPLINC in Central Park Plaza.**

**1993: Designed and built a second post production facility in Branson, MO.**

**2001: Designed and built WFXS, FOX affiliate in Wausau, Wisconsin. This design and installation work was accomplished in 90 days.**

**2003: Union Pacific brought Skip and Editech back to run the studio and design and build a studio for their new headquarters building. Cutting edge technology was used for this studio. Cameras and talent were at the studio at Union Pacific's headquarters building these cameras were compressed and sent to Editech's studio in Millard where they were uncompressed and the programs were switched live and uplinked to 1500 downlink facilities around the country. While the studio was downtown the Director, producer, Graphics artist, sound engineer and telephone operator were located at Editech.**

## **Tim Tschudin**

**Since 1992, Tim Tschudin President and Creative Director of Fence Post Creative has been producing TV Commercials, TV Station Image Promotion spots and 2D & 3D Graphics for a variety of clients. Including Fox 42 KPTM, CBS Affiliate KMTV Channel 3 in Omaha, as well as national clients like Pfizer and Pizza Hut. Tim has experience in the following: Editing, 3D Modeling, Graphic and Audio software; Avid Media Composer, Final Cut Pro, Adobe Premiere, Autodesk EDIT, Grass Valley EDIUS, Autodesk 3ds Max,**

**LightWave 3D, Zaxwerks 3d, Autodesk Combustion, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Motion and Adobe Audition.**

**Tim has worked in all aspects of video production as well as producing Half Hour shows, Long Form Videos, and has years of experience in writing, producing, directing, camera operation, audio production and lighting techniques. He has also worked closely with various talent agencies and local colleges hiring actors for local TV Commercials and video projects. Since 1995 Tim has been in the Omaha market and has built a strong relationship with several Ad Agencies including Bishop Advertising INC, Bozell World Wide, Clark Creative, Skar, Anderson Partners, Sleight Advertising and more.**

# **Implementation Plan**

**Because the transition to City management is scheduled for March 2013, the plan needs to in place by February 2013.**

**We propose the following:**

- **HAVE THE CHANNEL GO DARK FOR 30 DAYS**  
**While the following is being prepare for launch in 30 days**
- **Locate and secure facility for broadcasting**
- **Establish equipment needs and secure**
- **Create for launch branding & marketing program**
- **Develop, schedule and solicit producers for training program**

**The ability to produce quality cable access programming first starts with adequate, professional training which meets technical TV standards. Our approach is educational and qualifying in a positive, upbeat approach. Our method for the information transfer is all hands-on.**

# **Client List**

**John Beasley Theatre**

**Morning Star Baptist Church**

**Salem Baptist Church**

**City of Omaha**

**First National Bank**

**Charles Drew Health Center**

**New Community Development Corporation**

**Urban League of Nebraska**

**Wellness Council of the Midlands**

**Omaha Morning Rotary**

**Omaha Small Business Network**

**Omaha Chamber of Commerce**

**The Winners Circle**

**Omaha Public Schools**

**Catholic Charities**

**North Omaha Foundation**

**Empowerment Network**

**Metropolitan Community College**

**Collective for Youth**

**Washington Branch Library**

**Girls Inc**

**New Era Baptist Church**

**Lovgren Advertising**

**Mildred D. Brown Memorial Study Center**

**Skip Engle**

**Production Credits**

**The company has produced films for many national clients over the past 34 years including the following:**

**Hallmark - television commercials for the signature Hallmark Crown Center**

**Kiewit Construction Company - 1977 a feature on the first two hundred miles of the Alaska Pipeline and the Prudhoe Bay oil drilling sites - Kiewit's 125 anniversary HD video which was used for their 125 annual stockholders meeting. This video was shot all over North America and released on Blu Ray DVD.**

**Physicians Mutual Insurance Company - national television commercials for 24 years**

**Mutual of Omaha - national television commercials with Dennis James and national sales meeting films**

**Ralston Purina - numerous corporate image films**

**Union Pacific Railroad - corporate films and numerous television commercials. We also designed and built two broadcast television studios.**

**Steve Forde & the Flange – Steve Forde is one of the top country entertainers in Australia. Editech produced three music videos that aired on Australian television. All three music videos reached #1. We also shot and edited a pilot for a 30 minute television show that will introduce Steve Forde to the US market. This video was shot in Australia and the US.**

**Petroglyph Music – Skip is partner in Petroglyph Music. Petroglyph Music has signed contracts with eight, world-class musicians in Santiago, Chile. During a three year period we have completed CDs and music videos with all of the musicians. We are planning a feature length documentary on their lives, how they lived and survived through a dictatorship, how it affected their music and their families. This will be used to introduce them into the US and world markets. Their CDs are currently being released and gaining great popularity in Europe.**

**Mannheim Steamroller - Produced and directed 'Drummer Boy' music video -pioneering the use of motion control and single-framing animation with scale models.**

**I also produced and posted promotional and background films for live concerts**

**TNN (The Nashville Network) - Developed 'Merlin, Myself and Various Adventures' show concepts for TNN.**

**One-man show based on country comedian with country and western band backup (Billy Truitt and the Barnstormers).**

**Paramount Studios - Financed and distributed series of official Boy Scouts of America videos through Paramount distribution channels and through the BSA supply catalog**

**Video series with inspirational concepts and messages on helping boys achieve and move through the ranks in scouting**



**Kimberly Clark - Used program to introduce new product Pull-Ups into the US market**

**Half hour program with the American Academy of Pediatricians and the editor of the Journal of the American Medical Association (JAMA)**

**Flying Circus - This is a children's television program. Featured modified full-sized aircraft with mechanical model faces and the ghost of Captain Eddie Rickenbacker.**

**Eli Lilly (Treflan Division) - Filmed promotions and support for national sales meetings**

**Cinema Visuals has produced and posted all programming for the Americana Television Network in Branson, MO. The Americana Television Network (ATVN) was a national cable television network that offered family programming with a strong musical focus including many of the most popular American genres...country music, folk, gospel and cross-over artists. The network's programming included**

- **Branson Jam - Annual four-day show in Branson that featured top country artists in the US edited into award-winning one-hour show ( Dolly Parton, Willy Nelson, Barbara Mandrel, the Osmonds, Eddie Rabbit, Andy Williams, Merle Haggard, Glen Campbell, John Davidson, Mel Tillis, Boxcar Willie)**
- **Reno Brothers Show - bluegrass music**
- **Heart to Heart - Interview show with Stan Hitchcock and starring country performers and writers**
- **Love and Romance - music video show**
- **Americana Sampler - mini-profiles & program promos for all network shows**
- **Old Country Church - gospel music show**

**We have five samples of videos**

**1. Kiewit 125 Anniversary Video**

**All aspects of this video were handled by Cinema Visuals personnel...Producer, director, cinematographer, editor and music composition. Locations in North America vary from Northern British Columbia, Vancouver and Montreal in Canada. Locations in The United States cover locations from Seattle down the West Coast to San Diego. From New York City down the East Coast to Miami and most major cities where Kiewit had projects in the process of being constructed. All travel arrangements, hotel rooms for crew and coordination with the local project supervisors were performed by Cinema Visuals. Cinema Visuals also conducted the interviews for this program. This video was shot on DVC PRO HD and released on BluRay DVD.**

**Tim Tschudin  
Production Credits**

**Pfizer**

**Pizza Hut**

**Runz**

**Romeo's Mexican Food & Pizza**

**CW 15 KXVO**

**AZTECA TV**

**FOX 42 KPTM**

**ESTRELLA TV**

**KMTV Channel 3**

**Journal Broadcast Group**

**Cox Communications**

**Sol's Jewelry & Loan**

**Cutchall Management Company**

**Metro Omaha Builders Association**

**Z-92 KEZO**

**STAR 104.5**

**Prairie Golf, INC.**

**Bethany Lutheran Church**

**Girl Scouts of America**

**First-Plymouth Church**

## **Conclusion**

**In conclusion we feel our qualifications, through our experience, education and knowledge of media on the local and national scene, meet the request of this RFQ. We would professionally coordinate, schedule and distribute the programs, supervise the production facility, provide training and all the other tasks required to successfully run and operate the Omaha Public Access cable channel.**

**Our recommendation regarding the facility arrangement would be to work with the Corporation in acquiring a facility for permanent occupation while using our facility on a 3 month temporary basis.**

### ***Mission Statement:***

***To empower community members and groups to create, communicate, and connect through television and video production.***



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
11/01/2012

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

**PRODUCER** Mathison Insurance & Financial Services Inc  
2155 E 23rd St  
Fremont, NE 68025



CONTACT NAME: Michelle Mathison

PHONE (A/C No, Ext): 402.727.6200

FAX (A/C No): 402.727.5425

E-MAIL ADDRESS:

INSURER(S) AFFORDING COVERAGE

NAIC#

INSURER A : State Farm Fire and Casualty Company

25143

INSURER B :

INSURER C :

INSURER D :

INSURER E :

INSURER F :

**INSURED** Jim Nelson Media Services Inc.  
2505 N 24TH ST  
OMAHA NE 68110-2291

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADSL (A/C No) / WVD (NSR / WVD)	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		97-CE-4487-9 F	10/02/2012	10/02/2013	EACH OCCURRENCE	\$ 1,000,000
						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$
						MED EXP (Any one person)	\$ 5,000
						PERSONAL & ADV INJURY	\$
						GENERAL AGGREGATE	\$ 2,000,000
						PRODUCTS - COMPROP AGG	\$ 2,000,000
							\$
	AUTOMOBILE LIABILITY					COMBINED SINGLE LIMIT (Ea accident)	\$
	<input type="checkbox"/> ANY AUTO					BODILY INJURY (Per person)	\$
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS				BODILY INJURY (Per accident)	\$
	<input type="checkbox"/> HIRED AUTOS	<input type="checkbox"/> NON-OWNED AUTOS				PROPERTY DAMAGE (Per accident)	\$
							\$
	UMBRELLA LIAB	<input type="checkbox"/> OCCUR				EACH OCCURRENCE	\$
	EXCESS LIAB	<input type="checkbox"/> CLAIMS-MADE				AGGREGATE	\$
							\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY					WC STATUTORY LIMITS	OTHER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N/A				E.L. EACH ACCIDENT	\$
						E.L. DISEASE - EA EMPLOYEE	\$
						E.L. DISEASE - POLICY LIMIT	\$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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