



Proposal

for web, social media
and broadcast video
production services

October 2023 - September 2024

STUDIO 601 Incorporated
Gainesville, Florida
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Who we are

Studio 601 is an EMMY Award winning studio that pushes our creativity and technology to create effective communications.

Studio 601 was founded in 2002 and has consistently served Gainesville, the University of Florida and surrounding communities by providing professionally-produced video products that are fairly priced.

When we start with a new client, it's our intention to create a long-term relationship. The majority of our business consists of repeat customers and we are very proud of that. In addition to commercials, industrial videos, and documentaries, Studio 601 produces weekly 30-minute shows for the Florida Gators football and basketball teams since 2002. Studio 601 has contracted with major networks such as CBS, ESPN and Fox Sports. Some of Studio 601's notable local clients are UF Health, Exactech, Tower Hill Insurance, The Orthopaedic Institute, the University of Florida, and many more.

Studio 601 draws upon a combined 45 years of experience, well trained staff, quality cinematography gear and advanced post-production techniques to provide clients with high-quality finished productions that are competitive on the national stage. A total understanding of client needs and budget have allowed us to exceed client expectations since 2002. We don't plan to change now.



experience & gear

Studio 601 will proudly provide video production services to the Gainesville Police Department to help communicate safety and well-being practices for the residents of Gainesville.

In an era of community-oriented policing, Studio 601 is uniquely qualified to partner with GPD. We have provided the department with video production services since 2003. We understand the culture of the city and the various challenges it faces as it continues to grow.

Studio 601 is a locally based video production company with the flexibility to respond to the video needs of the Gainesville Police Department day and night, as well as weekends.

Through the many years of the original Gainesville Police Department show, Studio 601 maintained relationships at CBS4 and Channel 12 for show delivery and air times.

As viewers have transition more to consuming online content, Studio 601 is prepared to make the necessary adjustments to bring the Gainesville Police Department's messaging to that audience.

Studio 601 will be utilizing 4K and 1080HD equipment for the production of the video content.

See appendix A for a list of our equipment.



budget

Our goal is to provide quality service to the city and citizens of Gainesville.

Studio 601 proposes a budget of \$49,500 annually for monthly production services. Studio 601 recommends working directly with the GPD to produce videos meant for online distribution. This approach will allow the Gainesville Police Department more flexibility within the budget for videos addressing the department's needs and social media videos that will communicate with the public in a timelier manner.

Proposed video content:

Crime Prevention: measures to keep safe

Community Events Report: community policing and functions

Behind the Badge: get to know the officer

Recruitment videos: feature the unique opportunities and officers at GPD

If Studio 601 is awarded the bid they will work with GPD on the specifics of the produced content.



appendix a

Camera & Audio

- (2) Sony FS7 Cameras (4K/1080HD)
- Sony FS700 Camera (1080HD)
- Xeen Cine Prime Lenses 24mm, 35mm, 50mm, & 85mm (T1.5)
- Nikon Camera 14-24mm, 24-70mm & 70-200mm (F2.8)
- (2) Schoeps CMIT5U microphones
- Sennheiser, Sony & Lectrosonics wireless microphones packages
- Field teleprompter & laptop
- Cartoni, Satchler, Manfrotto, & Vinton tripods

Studio 601 Grip Truck

Lights:

- 4 Hive Lighting's Killer Plasma Maxi Par
- 2 Four Bank Kino Flo Lights
- 6 Astra 4X 5600LED Panel
- 2 1x1 5600 LED Panels
- 1 Arri Modified 5600 LED
- 2 Ikan Featherweight Bi-Color LED Lights
- 1 Arri 650(3200)
- 2 Arri 300s(3200)
- 4 Arri 150s(3200)
- 2 Small Chimeras
- 2 Extra Small Chimeras
- 2 Filmtools Converted Magliner Senior Carts
- Matthews Floatcam DC 6ft Slider/Jib
- 2 6x6 Frames
 - 1/4 Silk
 - Full Silk
 - Griffolyn(white/black)
 - Lamay Gold/Silver checkerboard
- 2 Double nets
- 1 12x12 with Double net(no frame)
- Several 24x48 flags/Single nets/Double nets
- 2 48x48 Floppy Cutter with Bottom Hinge
- 2 Mombo Combo Stand with Mountain Leg & wheels
- 1 Three Stage Junior Riser with Mountain Leg
- 1 Two Stage Junior Riser with Mountain Leg
- 1 Avenger Rolling Stand 34
- 2 Baby Junior Stands
- 9 C-Stands with Knuckles & Gobo Arms
- 3 Avenger Mini Booms
- 3x4 Green/Blue Screen
- 6x4 Green/Blue Screen
- 7x6 Green/Blue Screen
- Several 110v Stingers/Audio/Video cables(SDI)

As Needed:

- 17" Monitors(3)
- 7" Shogun Inferno Monitor
- 7" Shogun 7 Monitor
- DJI Mavic Mini Drone (2.7K/1080HD)
- Ronin(15lb limit)
- 25'x25' Studio Space