

PROPOSAL

DATE: March 12, 2019

PREPARED FOR

Derby Public Schools (CT)

Dr. Matthew Conway

Superintendent of Schools

FROM

Vydmedia (D,B.A. Open Mic On Education)

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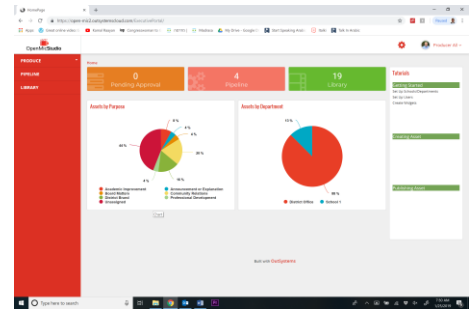
OPEN MIC PROPOSAL FOR DERBY (CT)

Research shows that meaningful communication is *the* essential ingredient for parents and community involvement with schools. When involvement is high, test scores climb, remediation rates dip, graduation rates improve, volunteerism increases. Parents are more supportive of district initiatives when everyone understands and values their role in making the school district successful. In particular, video has been shown to be most effective in building pride for district accomplishments and cultivating a sense of ownership within the community for the challenges they face.

Open Mic's **Video Creation Studio** offers school districts an end-to-end solution for producing professional, high-impact District and School videos. Subscribers can:

PIPELINE – Users initiate the creation of a custom video and manage every stage of the production process... video shoots, media collection, post-production editing, final review, raw video storage... it's all here!

LIBRARY – retrieve videos from *Media Library*, a powerful content management systems. Easily publish website-embedded widgets and to social connections with a few simple clicks.



Other key features of **Studio**:

- district-level oversight/permission system for school-level video creation
- manage community-contributed content
- professional quality editing, motion graphics, color- and audio-correction
- cost per video is less than one-tenth that of video production vendors

DELIVERABLES

1. Full production services for 6 videos over 12-month period
2. Open Mic **Studio**
 - 2 User accounts
 - 2 Website Widgets
 - Professional development, Tech Support
3. Dedicated Vimeo 'Plus' account for video HD video delivery
4. Long-term storage of all raw footage (FERPA compliance)

COST PROPOSAL

Open Mic at Derby Public Schools (CT)

Item	Description	Cost
1	6 Video Segments	\$3,000
2	In-District Video Shoots, as needed	\$200 ea.
3	Open Mic Studio <ul style="list-style-type: none">• 2 User accounts• 2 Website Widgets• Professional Development• Tech Support	incl.

Terms

- Payable after delivery of services
- Non-binding; both parties may cancel at any time
- Proposal is valid through April 15, 2019

VIDEO PRODUCTION AGREEMENT

Vydmedia D.B.A. Open Mic On Education (“OPEN MIC”) agrees to provide Derby Public Schools, Connecticut (“DERBY”) with video production, storage, retrieval-on-demand, and publishing services.

OWNERSHIP OF VIDEO

OPEN MIC acknowledges and agrees that video produced for DERBY and/or its member districts belongs to and shall be the sole and exclusive property of DERBY or the member district for whom it was produced. OPEN MIC reserves the right to showcase DERBY and member district videos within its portals (“Open Mic Studio” and “Open Mic Gallery”) and, on occasion, for marketing purposes on its public website, www.OpenMicOnEducation.org. If OPEN MIC wishes to utilize DERBY or member district videos for any other purpose other than these limited cases, it must obtain explicit written permission from DERBY or the member districts to do so.

OPEN MIC agrees to perform appropriate actions to secure DERBY and member district ownership of its videos, which includes providing access to all videos by authorized DERBY or member district personnel, backup and disaster recovery, privacy safeguards, and the eventual transfer of the entire video library at owner’s request. Included within ‘privacy safeguards’ is OPEN MIC’s obligation to ensure that only video intentionally published by video owner is accessible by the public, and that all ‘raw’ video and video not yet published is not accessible to the general public, either on Vimeo or any other cloud-based service or platform utilized by OPEN MIC.

DERBY and member district ownership of video extends to all ‘raw’ video ingested by OPEN MIC for the production of finished videos. Raw video will be saved for a period of seven (7) years as required by the Family Educational Rights and Privacy Act (FERPA). OPEN MIC will transfer ‘raw’ video to DERBY or member districts upon request.

WARRANTY

OPEN MIC warrants that videos produced for DERBY or its member districts do not infringe any copyright, violate any property rights, or contain any scandalous, libelous, or unlawful matter.

COST

DERBY shall pay OPEN MIC the sum of \$3,000 for the production of six (6) videos, and an additional \$200 for each on-site video shoot, to be procured at the discretion of DERBY and subject to OPEN MIC’s availability. Videos must be completed within a year on commencement of first video. On-site video shoots OPEN MIC is responsible for all expenses incurred for video production services; DERBY is not responsible for any additional costs unless explicitly agreed upon in writing.

For Vydmedia (D.B.A. “OPEN MIC”)

Alan Rudt

For DERBY PUBLIC SCHOOLS (CT)

3/7/2019
