

# GWBCCC PROPOSAL



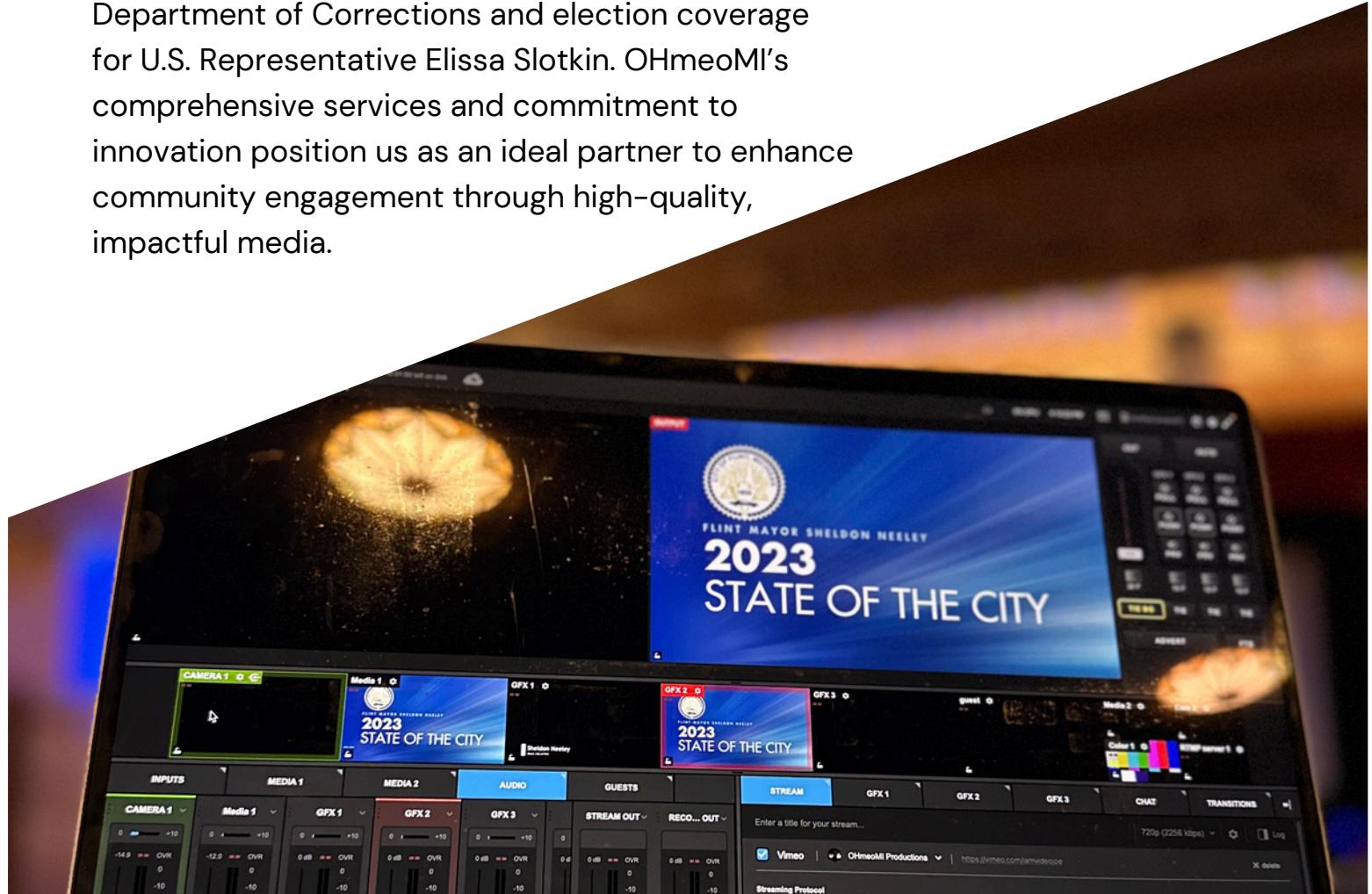
**Cable Television Local  
Government  
Programming Services**

7180 PEBBLECREEK RD  
WEST BLOOMFIELD, MI 48322

# Introduction

OHmeoMI Productions, based in West Bloomfield Township, Michigan, is a leader in creative media development, with over 150 years of combined broadcasting and production expertise. Our team includes Emmy award-winning professionals, FAA-certified pilots, and veterans in live event coverage and television broadcasting.

We have established a strong reputation for producing engaging multimedia content, from government PSAs and educational series to live-streaming key community events. Notable projects include statewide video content for the Michigan Department of Corrections and election coverage for U.S. Representative Elissa Slotkin. OHmeoMI's comprehensive services and commitment to innovation position us as an ideal partner to enhance community engagement through high-quality, impactful media.



## Section 3: Respondent Information

1. What is the name of your company?

**OHmeoMI Productions, LLC.**

2. When was the company established and in what state?

**OHmeoMI Productions, LLC was established in 2013 in Michigan.**

3. Has the company ever done business under another name.

What names and what years?

**No, the company has not done business under another name.**

4. Is the company an individual, a partnership, a corporation, a joint venture, or other?

**OHmeoMI Productions is a Limited Liability Company (LLC), based in West Bloomfield Township, Michigan.**

5. If the company has ever declared bankruptcy under the present name or a former name, please explain the circumstances.

**No.**

6. Have any of the principal officers (President, Vice-President, Treasurer, etc.) ever filed bankruptcy? Provide details (years in the company, reason for filing).

**No.**

## Section 3: Respondent Information

7. Summarize the company's experience in cable television local government program services (years, type of work, location, etc.).

**OHmeoMI Productions, based in West Bloomfield Township, Michigan, is led by co-founders Andrea Isom and Joseph Harris, with a team that offers over 80 years of combined experience in cable television local government program services.** Joseph Harris served six years with the City of Detroit as the Director of Media Services and Production Manager, where he managed the expansion of the city's cable station from two channels to four and led the digital transition during the COVID-19 pandemic to ensure uninterrupted government communications. During this time, he also coordinated international coverage for Aretha Franklin's funeral, ensuring global audiences could participate in honoring the Queen of Soul.

Additionally, Joseph was the Executive Producer of the City of Detroit's State of the City address, which was simulcast across all local networks and radio stations, allowing the entire region to view the event.

**Andrea som has a proven background in producing community-focused content, lending her trusted and recognizable status to build stronger community engagement. She has created impactful content in partnership with organizations such as Crime Stoppers of Michigan and Chance for Life to produce content that is currently airing in all Michigan Department of Corrections (MDOC) facilities across the state.**

**The OHmeoMI team brings extensive experience from working in Detroit, Waterford, and Southfield, demonstrating a deep understanding of diverse community needs and effective communication strategies.**

## Section 3: Respondent Information

8. Is the company a bona fide contractor providing services in accordance with federal laws and regulations? If not, explain.

**Yes, OHmeoMI Productions complies with all federal, state, and local laws and regulations.**

9. List the principals in the company, their titles, and areas of specialty and expertise.

**Andrea Isom-Co-founder and Creative Director:**

**Specializes in storytelling, content creation, and production, leveraging her strong media presence to connect with audiences and strengthen GWBCC's community outreach.**



**Joseph Harris -Co-founder and Director of Photography and Editor: Specializes in video production, editing, and aerial cinematography (FAA-certified drone pilot) with extensive experience in public sector media.**



10. Are all company personnel who would be assigned to this account trained in video production? If not, explain.

**Yes, all personnel are highly trained in video production, including professional editing, directing, and cinematography.**

## Section 3: Respondent Information

11. List the company personnel who would be assigned to this account, their titles, areas of expertise, degrees, years of experience, and tenure with the company.

**Chris Brown: Digital Operations Lead, expertise in live event production, audio engineering, and streaming workflows, with over 14 years of experience in community content creation. Degree in Computer Information Systems. Joined OHmeoMI in 2023.**

**Rebecca Smith: Emmy-winning Senior Producer, expertise in small media production and social media content. Holds a BA in Telecommunication from Michigan State University with over 7 years of government experience. Joined in 2022**

**Chris Mosley: Emmy-winning Videographer and Producer, expert in videography, editing, and producing. Over 31 years of video production experience. Writing certifications from the American Writers and Artists Institute and ScreenwritingU. Joined in 2024.**

**Josh Bowen: Emmy-winning Videographer with expertise in live video production and FAA-certified drone operation. Joined OHmeoMI in 2024.**

## Section 3: Respondent Information

### 12. Total Team Experience

- Over 80 years of combined experience in cable television local government programming.
- A demonstrated record of impactful storytelling and partnerships.

### 13. List clients, up to five, for which the company has provided work similar to that described in this RFP, including addresses, contact names, and telephone numbers.

- **Moment Strategies**

Contact: Alexis Wiley, Founder and Principal

Phone: (313) 510-7222

Email: [alexiswiley@momentstrategies.com](mailto:alexiswiley@momentstrategies.com)

Address 2937 E. Grand Blvd, Suite 506, Detroit, MI 48202

- **Creative Day Technologies**

Contact: Sam Hanneh, Partner

Phone: (313) 580-4433

Email: [shanneh@creativedaytech.com](mailto:shanneh@creativedaytech.com)

Address: 379 Executive Drive, Troy, MI 48083.

- **Chance for Life**

Contacts: Thomas Adams, President and CEO; Jessica Taylor, Executive Director

Phone: (313) 784-9209

Email: [jtaylor@chanceforlifeonline.org](mailto:jtaylor@chanceforlifeonline.org)

HQ Address: 2000 Town Center, Suite 1140, Southfield, MI 48075.

## Section 3: Respondent Information

- **Michigan Legislative Consultants**

**Contact: Tim Ward, President**

**Phone: (517) 372-2560**

**Email: [tim@mlcmi.com](mailto:tim@mlcmi.com)**

**Address: 110 W. Michigan Avenue, Suite 500, Lansing, MI 48933.**

- **Crime Stoppers of Michigan**

**Contact: Dan DiBardino, President Shirley Schuler**

**Address: 18000 W. Nine Mile Rd., Suite 500, Southfield, MI 48075**

**Phone: (313) 922-5000**

**Email: [Shirley@michiganalliance.org](mailto:Shirley@michiganalliance.org)**

14. Summarize all experience company personnel have had in budgeting or compliance with established purchasing guidelines, including any experience with public entity budgeting.

**Joseph Harris managed a \$2 million annual budget while serving as Director of Media Services for the City of Detroit. His experience includes procurement procedures, asset management, and overseeing large-scale purchases to maintain operational efficiency. Additionally, Chris Brown has significant procurement experience and compliance knowledge as the lead engineer for the City of Detroit, where he managed the purchasing of technical equipment and ensured adherence to established purchasing guidelines.**

## Section 3: Respondent Information

15. List all awards the company has won and all awards, recognition, and certificates company personnel have earned in a video-related field.
  - **Six regional Emmy Awards**
  - **A national Telly Award**
  - **Two Michigan Associated Press Awards**
  - **Writing certifications from the American Writers and Artists Institute and ScreenwritingU**
16. Can the company meet the following insurance requirements?  
(Worker's Compensation, Commercial General Liability, etc.)  
**Yes, OHmeoMI Productions maintains all necessary insurance as required.**
17. Certification regarding compliance with Michigan Public Act 517 of 2012, the Iran Economic Sanctions Act  
**OHmeoMI Productions certifies that it is NOT an "Iran Linked Business."**

## Section 3: Respondent Information

18. Why is your company particularly qualified to produce all required community programming?

**OHmeoMI Productions has a proven track record in creating compelling and high-quality media content that serves both government and community needs. Our experience spans numerous partnerships and projects that demonstrate our ability to effectively collaborate, produce, and distribute impactful media. Below are key highlights:**

### 1. Comprehensive Experience:

- Over 150 years of combined expertise in broadcasting, media production, and storytelling, with seasoned professionals who have worked on significant local, regional and national projects.
- Emmy award-winning team members with extensive background in live production, news coverage, educational programming, and documentary storytelling.

### 2. Government Partnerships:

- Long-standing partnerships with city governments, producing public service announcements (PSAs), live event coverage, and municipal updates.
- Experience producing media for the Michigan Department of Corrections, with statewide distribution of informative and rehabilitative content for residents within the correctional system.

### 3. Community Engagement:

- The production of multimedia campaigns for community-oriented organizations like Chance for Life and the National Council on Alcoholism and Drug Dependence enhancing visibility, encouraging participation, and building awareness.

# Section 3: Respondent Information

- Collaborative content creation that emphasizes the values of education, safety, and community pride, resonating with diverse audiences across Michigan.

## 4. Event Coverage and Live Production:

- Our team has managed and executed comprehensive media coverage of major events, including high-profile instances like the State of the City Address.
- Production of election night broadcasts for government officials such as Representative Elissa Slotkin, showcasing our capacity for timely, high-quality live content.

## 5. Technological Integration and Expertise:

- Skilled in implementing cutting-edge technologies for both production and post-production, ensuring seamless quality in media output.
- FAA-certified drone pilots contributing aerial perspectives, enhancing storytelling and visual engagement.

## 6. Notable Collaborations and Industry Recognition:

- Projects involving key stakeholders such as Detroit Wayne Integrated Health Network (DWIHN), Oakland Community Health Network (OCHN) and partnerships backed by Oakland County Sheriff's Office, indicating strong ties to local leadership.
- Recognition through multiple Emmy awards, underscoring our team's commitment to excellence in creative content delivery.

# Section 3: Respondent Information

## 7. Community-Based Content Development:

- Proven success in creating educational series, local business features, and culturally significant content that highlights the diverse makeup of communities.
- Innovative programming concepts for nature and science education, local history, and seasonal features, fostering a deeper connection with audiences.

Our dedication to fostering impactful partnerships and creating content that aligns with community goals solidifies OHmeoMI Productions as a trusted leader in media services.

# Section 5: Proposal

## A. Total Annual Cost

The total annual cost to provide all services outlined in Section 4, Scope of Services, and to fulfill all Responsibilities of the Contractor as detailed in the current programming services agreement (Appendix B), will be **\$439,250**. This comprehensive amount covers the following:

### 1. Staffing and Resources

- **Providing experienced professionals dedicated to managing and producing GWBCCC's full range of programming.**
- **Ensuring adequate staffing for event coverage, studio operations, content editing, and technical production.**

### 2. Content Creation for GWBCCC Channels

- **Production of high-quality, engaging programs that cater to the interests and needs of residents in West Bloomfield, Keego Harbor, Sylvan Lake, and Orchard Lake.**
- **Creation of community-centric PSAs, educational series, podcasts, and live event coverage.**

### 3. Digital and Social Media Management

- **Continuous updates to GWBCCC's digital platforms, ensuring accessibility, timely dissemination of information, and updates to the on-demand catalog.**
- **Strategic social media engagement to increase visibility and community interaction.**

### 4. Community Outreach and Partnerships

- **Developing partnerships with local schools, businesses, and organizations to create educational and community-focused programs.**
- **Providing opportunities such as mentoring, internships, and local event coverage to foster community involvement.**

# Section 5: Proposal

## 5. Technical Equipment and Infrastructure

- Utilizing state-of-the-art production equipment and software to maintain high standards for GWBCCC programming.
- Implementing technological advancements like QR integration for enhanced viewer engagement.

The proposed Total Annual Cost of \$439,250 represents OHmeoMI Productions' comprehensive commitment to providing top-quality service, innovative content, and consistent engagement with the residents of the GWBCCC communities.

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## Section 6: Vision for Services

OHmeoMI Productions envisions delivering 52 weeks of engaging, community-centered programming for the Greater West Bloomfield Cable Communications Commission (GWBCCC) viewing area, enhancing the quality and accessibility of information, entertainment, and educational content that aligns with the demographics and interests of the four communities. Leveraging our extensive production and programming experience, we are committed to producing high-quality, impactful content 365 days a year. Our goal is to provide consistent, varied programming that keeps the community informed and engaged throughout the year. With an unmatched wealth of experience and a range of dynamic programming ideas, OHmeoMI Productions is poised to elevate GWBCCC's media presence to new heights.

### **Key Initiatives:**

- **Government and Community PSAs:** Collaborating with departments such as Police, Fire, Clerk, Libraries, Building, and Parks and Recreation to produce informative PSAs on safety, emergency preparedness, voting resources, permit guidelines, and community cleanliness.
- **Expanded Nature Programming:** Building on the success of the popular "A Minute with Nature" series, we will introduce a comprehensive parks and nature series that highlights local parks, trails, and environmental stewardship.
- **Enhanced Live Sports Coverage:** Expanding beyond football to cover additional live sports events, creating excitement and fostering local pride.

## Section 6: Vision for Services

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- **Local Business and Dining Features:** Showcasing new and established businesses to promote economic growth and reflect the diverse cultural makeup of the viewing area.
- **Community Event Coverage:** Capturing community events such as festivals, parades, and celebrations with a range of content from short social media clips to long-form programming.
- **Coverage of Contractually Mandated Events and Continued Coverage of Traditionally Covered Events**
- **Youth Engagement through TikTok:** We propose, with the Commission’s approval, to introduce Civic Center TV on TikTok, partnering with West Bloomfield High School to mentor students in content creation and strengthen GWBCCC’s relevance to younger audiences.

# Section 6: Vision for Services

- **Community Podcasting Platform:** We propose, with the Commission's approval, to open the studio space for community podcast production, inviting residents to create shows on topics of local interest and offering sponsorship opportunities to businesses and organizations.
- **Digital Signage System:** Recommending digital signage for community bulletins between programs to inform residents of upcoming events and important announcements.
- **Seasonal and Holiday Programming:** Producing special segments during holidays to celebrate cultural traditions and community spirit, including Fourth of July safety messages and holiday decoration features.
- **Immediate Social Media Updates:** Utilizing platforms like NIXLE and Nextdoor for timely updates on road closures, school announcements, and other urgent news to ensure community safety and awareness.

## Short-term and Long-term Innovations

- **Short-term Innovations:**
  - **AI-Assisted Social Media Management:** Implementing tools for efficient posting and community engagement.
  - **Real-Time Audience Feedback:** Integrating polls and surveys during broadcasts to gather community input and tailor programming accordingly.

## Section 6: Vision for Services

- Long-term Innovations:
  - Technological Upgrades: Regularly updating production equipment and software to maintain high standards.
  - Educational Initiatives: Partnering with local schools for workshops and training sessions, cultivating future media professionals.

### A Trusted Community Source

OHmeoMI Productions' aim is to position GWBCCC as a trusted and dedicated source of information, education, and entertainment for residents. By leveraging the team's extensive experience and strong community ties, we will create inclusive, sustainable programming that informs, entertains, and unites all residents of the four communities. Our dedication to responsible storytelling and community partnerships ensures that GWBCCC will remain an essential platform for engagement year-round.

## Section 7: Attachments to RFP

A. Company Website and Programming Links OHmeoMI Productions operates an official website showcasing our portfolio and services:

- **Website:** [www.ohmeomi.com](http://www.ohmeomi.com)

### 1. "Lansing Economic Area Partnership (LEAP) MMIC"

OHmeoMI Productions collaborated with the Lansing Economic Area Partnership (LEAP) to produce an informative video highlighting the proposed Michigan Manufacturing Innovation Campus (MMIC) in Eagle Township. The MMIC is a planned 1,500-acre development aimed at revitalizing the local economy by creating good-paying jobs and supporting the local economy. Through this project, OHmeoMI Productions effectively communicated LEAP's vision for the MMIC, emphasizing its potential to attract transformative companies and talent to the region.

[\*\*https://vimeo.com/852455865?share=copy\*\*](https://vimeo.com/852455865?share=copy)

# Section 7: Attachments to RFP

## 2. "Talk About It – The Real Risks of Substance Use"

The "Talk About It Campaign" with the National Council on Alcoholism and Drug Dependence-Greater Detroit Area (NCADD-GDA) was a pivotal initiative aimed at raising awareness about alcohol use and substance abuse disorders. As part of this impactful campaign, OHmeoMI Productions created two informative videos designed to spark meaningful conversations and promote understanding within the community. The campaign underscored the importance of recognizing the signs of substance abuse and provided resources for individuals and families affected by these challenges. Through this collaboration, OHmeoMI Productions demonstrated its commitment to producing content that supports public health and fosters community well-being.

<https://vimeo.com/745199404?share=copy>

## 3. "City of Flint 2023 State of the City"

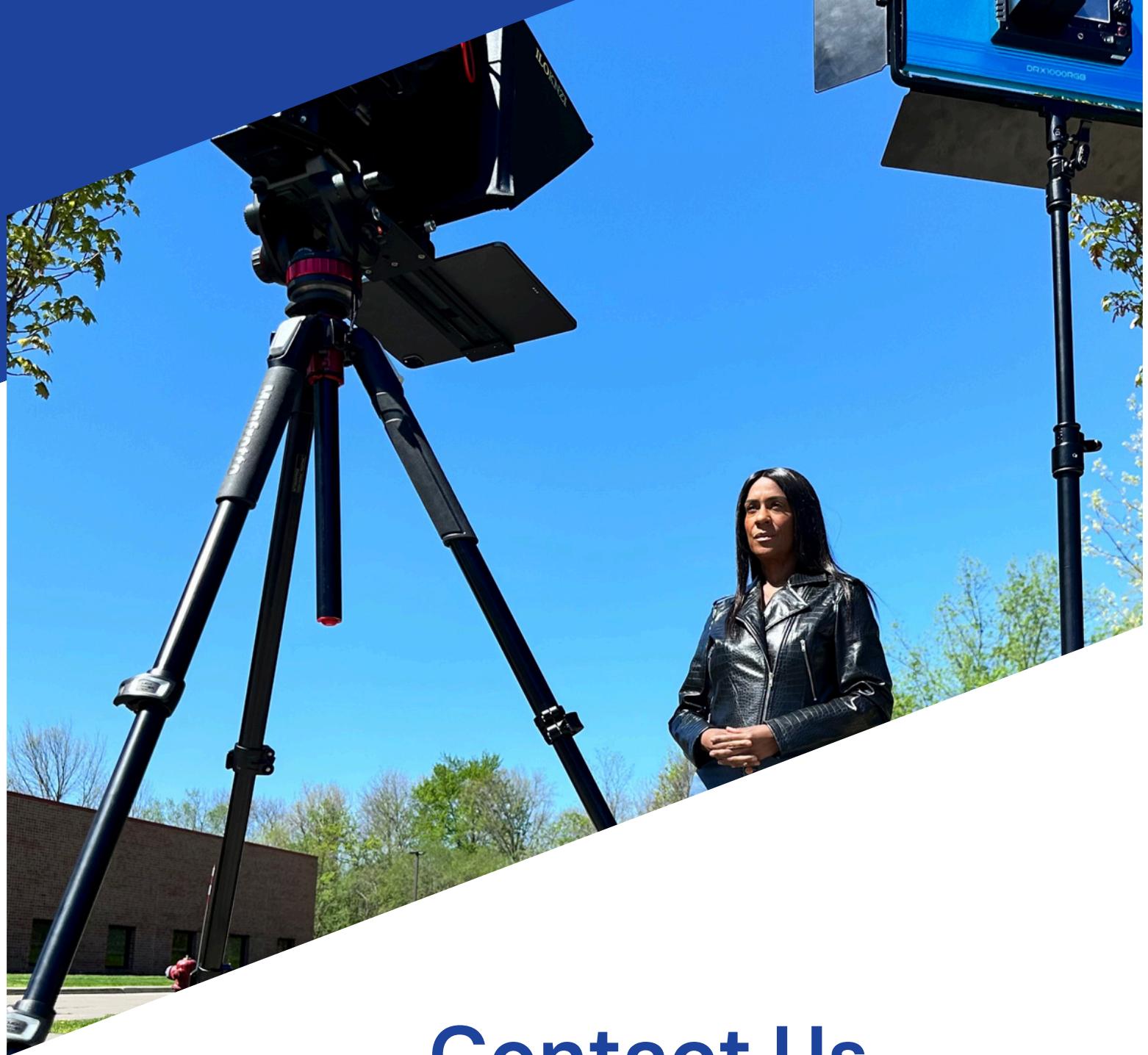
Live streamed the coverage of Mayor Sheldon Neeley's fourth State of the City address, highlighting key initiatives and community developments.

<https://vimeo.com/893730067?share=copy>

These selections demonstrate our commitment to producing diverse and engaging content for the community.

## **THANK YOU**

**We are deeply grateful for the opportunity to serve this great community. It is an honor to contribute to enhancing communication, connection, and engagement through our creative media services. At OHmeoMI Productions, we take immense pride in showcasing the vibrant stories, important events, and diverse voices that make this community unique. We appreciate the trust placed in us and remain committed to delivering excellence, fostering partnerships, and supporting the community's continued growth and success. Thank you for allowing us to be part of this meaningful journey.**



# Contact Us

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