

Title: Video Production: The Impacts of Feral Animals on Hawaiian Forests

Organization: DOFAW Watershed Partnerships Program

Award: \$12,000

A Request for Quotes (RFQ) was issued in December of 2010 for the video production (attached). The lowest quote was received from Cal Hirai of Dive and Trek, LLC, who has worked on other productions for HISC and DOA. Based on a recommendation from HISC staff, a purchase order for the entire amount of the grant was issued in January 2011. According to the RFQ the production was to be completed in 28 weeks. A list of potential interview subjects was provided by HISC and Watershed staff to the contractor. We assisted him in contacting potential subjects to arrange interview dates. Eight days of shooting on Kauai, Oahu, Maui, and the Big Island resulted in 28 interviews with some B-roll footage. The shooting stretched out in July as it was difficult to coordinate the outside island trips to make sure we interviewed everyone on the same days. Not all the targeted interviews were completed for Oahu as the contractor began to question the total number of interviews, although this had been discussed in many meetings from January through July. A spreadsheet outlining the interviews is attached.

The RFQ specified that the contractor was then to select the interview segments to use to create the draft script, with DOFAW and HISC reviewing and approving. The contractor, however, was not able to complete this requirement on his own and began to request DOFAW staff assist in these tasks. Due to other obligations, it was difficult to spend the significant amount of time required to review the many hours of footage and select appropriate sound bites from each interview. It seemed the contractor was not capable of completing the project as outlined in the RFQ and due to another project starting in October it looked like he would not continue to work on the project beyond the end of September.

Hence, a decision was reached to pay the contractor \$6,000 for the time he has spent so far to obtain the footage. The remainder will be spent to hire a different subcontractor to complete the editing. Mary Ikagawa, of OISC, has agreed to help with reviewing the footage and writing the script. In addition, a new intern will be coming on board in October who has video experience and we plan to involve her in the project as much as possible. We have located a potential subcontractor and we will begin to work on it again in October when time allows.

Project Lead/Contact:

Lisa Ferentinos

Watershed Partnerships Program Planner, Division of Forestry and Wildlife
808-586-0917 email: Lisa.Ferentinos@hawaii.gov

Attachments

Request for Quotes

Video Production- Impacts of Feral Animals on Hawaiian Forests

The Division of Forestry and Wildlife, Department of Land and Natural Resources (DOFAW) , with funding from the Hawaii Invasive Species Council (HISC) is requesting quotes to produce and broadcast a Public Service Announcement and a 24 minute program on the impacts of feral animals on Hawaiian forests. The PSA and program will be broadcast on public access and cable channels (including at least four prime time airings throughout the state) posted on the internet, and copied to DVD for use by agencies conducting public hearings related to forest management. A qualified videographer with their own production and editing equipment is required.

Required Experience:

- Familiarity with native Hawaiian flora and fauna.
- Familiarity with the history of game mammal introduction, hunting, and watershed protection in Hawaii.
- Production of at least 2 professional videos related to conservation.
- Production of at least 2 professional videos related to Hawaiian cultural issues.

Scope of Work

Script, shoot, narrate, edit, and produce:

One 30 second PSA.

Five (4) minute vignettes depicting:

1. Impacts on native forests- how they become dominated by invasive species.
2. Impacts on Hawaiian cultural practices that depend on native forests.
3. Impacts on native birds such habitat destruction and disease.
4. Impacts on water quality such as increased erosion, sediment in streams and on reefs, an increase in pathogens.
5. Impacts on human activity on the forest's edge such as farming and the urban periphery.

Introduction (~2 minute) and conclusion (~2 minute) segments that can be used when showing all vignettes together.

25 DVD copies of finished product, both PSA and complete program on each copy with a menu allowing users to select each vignette or PSA separately or to play the entire program.

Interviews and shots will be done on the following islands/schedule:

Kauai:	1 day
Oahu	1 day
Maui	1 day
Molokai	1 day
Lanai	1 day
Hawaii Island	2 separate days

DOFAW will assist the contractor in setting up interviews and selecting the sites for shooting. All shooting and recording will be done by the contractor utilizing the contractor's equipment. DOFAW will provide the contractor with on-island transportation to shooting and interview sites; the contractor will be responsible for their own air travel costs to each island. DOFAW and/or HISC staff will assist on all shooting days and conduct interviews. The contractor will provide the narrator for the introduction, conclusion, and any other required sections. The contractor will write the script which will be approved by DOFAW and HISC.

Timeline

Once the contractor is selected it takes approximately 4 weeks for a purchase order to be approved. It is expected to be approved at the beginning of January. The HISC representative working on the project is Jackie Kozak. Lisa Ferentinos of the Watershed Partnership Program will represent DOFAW. Following approval of the purchase order the schedule will be determined at an initial meeting with the contractor. The approximate outline will be as follows:

- Week 1: Initial Meeting DOFAW-HISC-Contractor.
- Weeks 2-4 Coordinate shooting and interview schedules, Create a rough outline of the topics for the script and finalize the interview questions.
- Weeks 5-10 Approximately one day of shooting per week.
- Weeks 11-12 Contractor selects of interview segments and shots to be used, to be approved by DOFAW/HISC.
- Weeks 13-14 Draft script completed, to be approved by DOFAW/HISC.
- Weeks 15-16 Production of rough cut.
- Weeks 17 DOFAW/HISC review of rough cut, requests for changes to contractor.
- Weeks 18-22 Production of final version, 25 copies of the DVD including the PSA and segment provided to HISC.
- Weeks 23-28 PSA broadcast at least 4 times.

Each vignette broadcast or the entire program broadcast at least four times on every island (can be at different times).

Approximate Payment Schedule:

- Week 4 (25%) Completion of topic outline and interview questions, interview/shooting schedules.
 - Week 14 (25%) Completion of draft script.
 - Week 22 (25%) Completion of final cut, 25 dvd's delivered.
 - Week 28 (25%) Broadcast of PSA and each segment at least 4 times statewide.
- Please note, it takes approximately 3-4 weeks from when DOFAW receives your invoice for the state to mail a check to you.

Summary of Interview status as of 6/30/11

Status	Interviewee	Segment	Topic
?	Kuheia Paracuelles	Cultural	Ask Tanya for millies contact for videos
?	Teya Penniman		Axis Deer
?	Keoni Kuoha	Cultura	Invasives
?	Kepe Maly	Cultural	Legend about pig,-
?	Namaka Whitehead	Cultural	Results of feral animal removal
?	Chuck Burrows	Cultural	
?	Namaka Whitehead	Cultural	
?	Art Medeiros	Forest	
?	Lance de Silva, DOFAW	Human	
?	Eric Co	Water Quality	
Done	Dennis La Pointe	Birds	Birds Disease liwi

Done	Keola Medaris	Forest	Forester who has delt with invasives first hand.
Done	Nicolai Barka	Forest	Hunters
Done	Jack Jeffrey	Birds	Mauna Kea birds habitat
Done	Cheyenne Rapoza	Forest	Mauna Kea Fenced v Not
Done	Rob Stevens	Forest	Mauna Kea Fenced v Not
Done	Haia Auwelo	Cultural	They are lifelong hunters, who also understand the need for fences.
Done	Jack Jeffrey	Forest	
Done	Chris Yuen	Human	
Done	Keola Medeiros	Human	
Done	Steve Hess	Water Quality	
Done	Mililani Browning	Cultural	
Done	Steve Hess	Forest	
Done	Pono von Holt	Human	
Done	Maui Axis Mtg	Human	
Done	Sharon Pomroy	Cultural	
Done	Kauai Goat Farmer	Human	
Done	Ron Ota	Human	
Done	Julie Leialoha	Cultural	
Done	Brad Lau	Forest	
Done	Julie Leialoha	Forest	
Done	Brad Lau	Human	
Done	Pop Lau	Human	
Done	Trae Menard	Water Quality	
Done	Trae Menard	Forest	
Done	Jordan Hara	?	May not use
Done Need B roll	Stuart Wellington	Human	Taro farmer, fencer, hunter who didn't originally believe in fencing, now convinced
Done, but	Eric Enos	Cultural	Cows, Pigs?
Need	Hiilei Kawelo	Water Quality	Erosion effects on the fish ponds
Need	Rick Barboze	Forest	Invasive species café, Business perspective
Need	Gordon Tribble	Water Quality	USGS Erosion studdy
Need	Sam Gonn	Cultural	
Need	William Aila	Intro-Overall	