

Proposal for Army Contracting Grant

I. Proposal Summary Statement

It is imperative to recognize that a solicitation such as this (W91WAW-09-T-0113) requires more than just a professional video production team. It requires a team with 1) a finite skill-set encompassing all aspects of fitness--physical, emotional, social, family and spiritual; 2) a working knowledge and understanding of adult cognitive learning; and 3) a proven record of implementing the concept of complete fitness in an engaging and informative manner through a variety of media--film, television, internet-based video and print. [REDACTED] a Washington D.C. Metro based company, has the and specific tools to address this project's three vital requirements.

II. Contractor Overview

[REDACTED] possesses a unique set of qualifications and skills that meet and exceed the requirements of this solicitation. Additionally, [REDACTED] personnel display mastery of their trade in both technical and creative arenas.

In a society teeming with self-proclaimed gurus and wellness experts, [REDACTED] principals [REDACTED] and [REDACTED] have dedicated a combined 90 years of professional experience to the understanding and pursuit of fitness in all aspects. In the field of scholarly research, program development, and the creation of research designs, they are respected Subject Matter Experts (SMEs). But what distinguishes these scientists is their well-grounded and highly-practical life experiences in the military and public safety markets. (See Addendum 1 & 2) Additionally, [REDACTED] personnel subscribe to the belief that physical fitness is not the only component of well-being; rather, it is the balanced development of the physical, emotional, social, family and spiritual elements of one's life. Based on this philosophy and rooted in [REDACTED] Proposal: scientific rigor and peer review, [REDACTED] and [REDACTED] have been tasked with various consulting projects for the Army, Navy and Marine Corps. These projects include performing applied research studies in amphibious, high-altitude, cold weather, desert, and jungle operations; authoring the [REDACTED] for the Navy; conducting a job audit of the physical performance demands of the Marine Corps' MOS 03-11; and many more. In addition to these practical and scholarly pursuits, [REDACTED] has bridged the gap between the technical aspects of fitness and today's mainstream audience. They are the producers of [REDACTED], the second longest running reality show on television. After a 10-year run on ESPN, [REDACTED] continues to be a success on Versus and is entering its 18th season this year with its 300th episode. Other reality TV sports programs created by [REDACTED] include: [REDACTED]

III. Technical Expertise

To successfully meet the goals of this solicitation, [REDACTED] has assembled a technical team of seven (7) key principals, inclusive of [REDACTED] and [REDACTED]. Each individual will use their specialized expertise, subject-specific education and relevant experience to provide primary oversight over a singular aspect of the project. Together, these seven individuals bring to this project 140 years of experience, intense work, and recognition that directly relate to every critical part of this project. [REDACTED]'s technical proficiency extends from it's personnel to its tools. They exclusively use broadcast and theatrical grade equipment to ensure impeccable quality.

A. Relevant Work Samples. The addenda included at the end of this proposal bears witness to the wide range of talent and experience possessed by the team members of this

project. Below are links to various examples of their work:



B. Specific Team Member Expertise. Creating a multimedia video presentation (MVP) that promotes a project as important and broad in scope as the Comprehensive Soldier Fitness program demands a high degree of technical proficiency. Well-versed in the areas of creative development, cognitive learning, emotive storytelling, marketing and the psychological aspects of fitness, OTC's team ensures this project's success.

1. Creative Development. [REDACTED], Director, is an eight-time Emmy Award winner. He has produced content for a wide variety of clients, including PBS, ABC Family, Home and Garden Television (HGTV), The Discovery Channel, and VH1, among others. His unrivaled creative talents and national reputation for quality allows OTC to develop a multimedia video presentation (MVP) that is both appealing and relevant to a diverse audience, ensuring an immersive experience for the viewer. (See Addendum 3)
2. Cognitive Learning. [REDACTED], Interactive Producer, has a distinguished 20-year career in the United Kingdom's BBC as an award-winning director, filmmaker and producer of both traditional and new media programs. During his tenure at the BBC, Mudge produced several multi-camera educational programs. A multiple Royal Television Award winner, he incorporated a variety of adult learning styles into his programming, including adult cognitive learning. His knowledge of adult learning styles ensures the objectives of the multimedia video presentation (MVP) are effectively communicated and retained by the viewer. (See Addendum 4)
3. Emotive Storytelling. [REDACTED], Director of Photography and Editor, has credits in over 75 countries. One of the first to bring images of the Ethiopian famine to light in 1983, his ability to communicate emotion through visual art is well documented in his work for clients such as National Geographic and The Discovery Channel. [REDACTED]'s strength in conveying a message on a personal level will connect the viewer with the video's message. (See Addendum 5)
4. Marketing Strategies. [REDACTED], Executive Producer/Consultant, is an accomplished entrepreneur and educator. He chairs [REDACTED], one of the 20 most successful federally-qualified Community Health Centers in the country and has received three citations of merit for outstanding service to the Montgomery County, Maryland public school system. Additionally, he heads [REDACTED], a consulting company known for creating and implementing corporate growth and business strategies. Pitton's successful ventures demonstrate his remarkable marketing savvy. His career has evidenced an innate ability to develop and sell, not just products, but also concepts. His invaluable contribution to [REDACTED] will aid in ensuring that the video makes a lasting impact on viewers and that they take away a belief in the concepts presented. (See Addendum 6)
5. Psychology Consultation. [REDACTED], Ph.D, Psychology Consult, is a leading expert in his field, with a wealth of knowledge and experience concerning fitness and the Army.

He has served as a Research Psychologist for the US Army Physical Fitness School in [REDACTED] where he lectured on topics such as the effects of sleep deprivation on performance, adherence to exercise programs, and stress management. For his service, Bahrke was awarded the Achievement Medal for Civilian Service and the Outstanding Civilian Service Award. His services afford [REDACTED] a fresh look at holistic fitness from a psychological perspective. (See Addendum 7)

IV. Creative Conceptualization

Technical proficiency alone is not enough for the execution of a successful multimedia video presentation (MVP). It requires a well-planned concept that synergistically comes together to simply and precisely convey the intended message. This concept should facilitate maximum effectiveness to as diverse an audience as possible.

[REDACTED] understands that people assimilate information in different ways. Situations and information that seem innocuous to some can have a tremendous affect on others. In a setting such as that of the military, these subtle variations in perception can have a lasting impact. A Comprehensive Soldier Fitness program that addresses all aspects of fitness can help alleviate the challenges associated with these reactions. By understanding of one's strengths; realizing one's emotional and mental responses; and possessing a general sense of well-being, soldiers, Army civilians, and their family members are healthier, happier and more productive. This program gives military personnel the tools to learn and apply behavioral characteristics such as:

- Adaptability: under real life pressures
- Agility: to change roles, missions & situations
- Critical thinking and intuition: when faced with incomplete and/or inconsistent information
- Decision-making: when all choices involve the unknown
- Prioritizing personal: needs & other requirements
- Cultural sensitivity: within today's global workplace
- Internalizing: value systems and ethical behaviors
- Changing: peer norms and group cultures

(Details of this conceptualization will be determined in consultation with the Contracting Officer Representative (COR) and dependent on appropriateness, feasibility and effectiveness.)

V. Video Concept: Army Strong, Army Stronger

An initiative as thorough and extensive as the Comprehensive Soldier Fitness Program stands distinguished on its merits alone. However, its tenets are much more powerful when coupled with a voice that commands immediate recognition, respect and credibility.

Dramatic Opening: The opening begins with soldiers valiantly fighting in the midst of heavy battle action. This continues for 15-30 seconds. Then, the voice of Army Chief of Staff, General George Casey, Jr. speaks, "Today's military is sophisticated. The men and women who make up our armed forces are strong. They are complex. They are sons and daughters. They are mothers and fathers. They are brothers and sisters. They demand a comprehensive fitness program, one as highly evolved as the modern soldier."

Primary Content: The scene cuts to Gen. George Casey, Jr., an expert on military fitness. He explains the imperative need to address a soldier's whole fitness--physical, emotional, social, family, and spiritual. Images of the modern American Soldier are displayed, emphasizing the complex human nature of each and the stresses they may feel--in the field, at home, in preparation for a mission, etc. These images are intercut with interviews with expert witnesses such as, General George Casey and others, documenting the need for a comprehensive fitness program and its expected benefits.

Interactive Component: The Primary Content portion affords most viewers a comprehensive and satisfactory knowledge of the CSF program's purpose and urgent need. However, some viewers may require further investigation before completely committing to the project--they simply need to know more. To accommodate such viewers, meta-cognitive material is provided. This material is in the form of longer, more detailed versions of the evidence displayed in the main video. It is presented through an intuitive menu, seamlessly embedded within the video on a DVD player or through on-screen cues when viewed on a computer. This provides an interactive and engaging experience, easily accessible by people with a variety of learning styles.