



**Request for Proposal  
Production of Tom Joyner Sky Shows**

**Bid Closes on December 28<sup>th</sup>, 5:00pm**

# Request for Proposal Production of Tom Joyner Sky Shows

**Company making the request:**

Reach Media Inc – The Tom Joyner Sky Show

**Estimated Budget:**

\$25,000 - \$32,000 per show; currently slated for 12 shows for 2007;  
Travel budget to be negotiated

**Brief description of current products or services:**

For each show there may be required site surveys conducted with the Sky Show Executive Producer and the Sky Show manager; a minimum of four mandatory conference calls which include representatives from the venue, affiliate station and Reach Media Inc staff; the production must be able to travel Wednesday – Friday for each show. The production company must be able to meet the minimum scope of services and requirements outlined in this package.

**Name of Facilities:**

TBD by production manager, Sky Show Executive Producer and the Sky Show Manager.

**Attendees:**

2500 – 4000

**Event Dates:**

March 9 <sup>th</sup> , Raleigh NC	June 8 <sup>th</sup> , Greenville	August 31 <sup>st</sup> , Orlando
March 30 <sup>th</sup> , Baltimore, MD	June 29 <sup>th</sup> , Chicago	September 28 <sup>th</sup> , Kansas City, MO
April 20 <sup>th</sup> , Philadelphia	July 27 <sup>th</sup> , Cleveland	October 26, Birmingham, AL
May 11 <sup>th</sup> , Detroit, MI	August 24 <sup>th</sup> , Norfolk, VA	November 2, Atlanta, GA

*This is a tentative listing of cities and dates; and is subject to change*

## Event Overview

A Sky Show is a live broadcast of the Tom Joyner Morning Show, which is done in front of a live audience, featuring a national recording artist or group. We are currently planning for 12 Sky Shows for 2007. This is the largest, live African American entertainment series in the country. The Sky Show features all of the cast and crew from the Tom Joyner Morning Show.

The listeners who show up in the early hours of the morning (and often wait in line the night before), are treated to two shows...the one that the national listeners hear on their radios...and the one that only the spectators get to see. And in many cases, you've got to see it to believe it!

The shows originated in 1996 when Tom Joyner and Tavis Smiley saw an opportunity to make a difference. There were situations in several markets where the African-American vote was critical to the political situation in the community. Listeners of the show were encouraged to come to the live broadcast venue, register to vote in the upcoming election, meet the cast and crew and help make a difference in their community. Thus came the theme, "Party with a Purpose".

In 1999 Southwest Airlines signed on as the title sponsor and what was called the "Road Show" soared to new heights as the "Sky Show". An aggressive schedule of 30 dates was set to include not only station related events, but also to support the large national African American entertainment events including music festivals, the Black Ski Summit, and the Black Football Classics.

The original premise of this entertainment series is still in tact. The Sky Shows are still a "Party with a Purpose" by continuing to help drive the vote with a voter registration drive and the support of the Historical Black Colleges and Universities through the Tom Joyner Foundation

## Scope of Services

The selected company will need to be able to provide a production manager that will be responsible enough to serve as a competent representative of Reach Media Inc.

1. Representative must be able to communicate with Reach Media Inc on a regular basis and inform them immediately of any issues that may arise.
2. Representative must be able to work closely with artist management and each venue to ensure that the needs of Reach Media Inc (Tom Joyner Sky Show) are kept in the forefront on all negotiations.
3. Representative will be given a copy of the routing schedule and will be solely responsible for advancing the show. Shows should be advanced at least two months prior to each show. If venue is not identified within the two months, the advance should be conducted as soon as possible.
4. Representative will be responsible for securing stage hands and providing estimate to Sky Show manager once the show is advanced.
5. Representative must be able to work within the agreed upon budget for each show.
6. Representative must be able to submit all invoicing within the prescribed time.
7. Representative must be able to work within the identified chain on command
8. Representative must be able to work within the agreed upon travel budget or buyout and adhere to all outlined procedures.
9. Representative must be able to provide a recap following each show.

## General Show Set-up Information

**ISDN:** Ten days before the broadcast day, the local phone company will install three ISDN and two POTS lines as required.

### **Day #1** - Thursday: Load-in / Setup Day

Production call starts at 08:00A. There will be one 53' production semi loaded with sound, lighting, and video equipment. There will also be one 20' backline straight truck and one 24' radio broadcast truck, normally arriving at 09:00A. Please note that parking is required for all trucks.

The standard labor call consist of four truck loaders, ten stage hands, one house electrician, and three riggers. If a forklift is required to load equipment off the truck or onto the stage, then the fork driver must be added to the labor count. At 12:00 noon, the loaders are normally released, as well as, two of the ten hands. A catered lunch is provided at 01:00P for the remaining hands and working crew. At 02:00P, the technical crew for the performing artist arrives to do line check and any stage adjustments that might be necessary. The artist arrives around 02:45P for a two hour sound check beginning at 03:00P. A catered dinner is served at 05:00P, for one hour, for working crew and band members. Also at 05:00P, a mic check is performed for the Tom Joyner cast and stage clean-up begins. If all goes well during the day, production is normally clear of the venue at 06:00P.

### **Day #2** - Friday: Show Day / Load-out

Crew call @ 03:30A - Central time zones

Show start at 05:05A

Crew call @ 04:30A - Eastern time zones

Show start at 06:05A

The standard show call consist of three camera operators (supplied by the house), two spotlight operators, one flyman, one electrician, one audio hand, one house lighting hand, and two grips (cable pullers). A catered breakfast is served from the call time for a period of two hours, for the working crew. All hands and crew are required to be in 'place', fifteen minutes prior to show start. The show runs non-stop for four hours. Show 'strike' begins immediately at the show completion. The stagehand count is restored to the 'load-in' count. Load-out normally takes three hours or less.

## Minimum Video Package Requirements

Item	Description	Quantity
Sony Chip w/2x Lens Extender	Camera w/tripod	1
Sony Chip	Handheld camera	2
Betacam SP	Record VTR	1
VHS Deck	Record VTR	1
Sony Scan Convertor	Laptop - Composite	1
Sony Scan Convertor	Video projector signal sizing	1
Dell Laptop	Show Computer	1
Projector Screen	9' x 12' / Front-Rear Proj	2
Projector Screen	6' x 8' / Front-Rear Proj	2
Sanyo 5000	Projector - 5000 Lunen	2
27" Barco Monitor	Video monitor	3
9" Monitor	Video monitor	2
RTS Station	Communication	8
 (3) Camera Live Switch w/Mobil System		
Sony SEG 2000 Switcher		
Eight Channel Audio Mixer		
Four B&W Preview Monitors		
Color Preview Monitor		
Color Program Monitor		
VectorScope		
Waveform Scope		
Projectionist / Technician		1
Engineer / Tech Director		1

## Minimum Lighting Requirements

Item	Description	Quantity
Automated instrument	PC Beams	12
Automated instrument	X-Spot Extreme	6
Convention instrument	ACL bar w/floor base	2
Truss	10' x 12" x 12"	9
Motor	1-ton hoist	04
Console	AVO Pearl 2004	01
Instrument - 575w	ETC Source Four Lekos	04
Instrument - 750w	ETC Source Four Lekos	02
Instrument	Strand 5k Studio Fresnel	04
Misc	Distro/Cable Package	01
Soft Goods	Southwest Airline Banner	01
Soft Goods	Scrim	01
Soft Goods	Parachute Cyc	01
Hazer	DF50	01
Labor	Programmer / LD	01

# Minimum Sound Requirements

## FOH

### P.A.

- All equipment must have appropriate multi cables for quick and efficient set up and tear down
- A 4 or 5 way Line Array speaker system (V-dosc, Jbl Vertec, EV X-line or Meyer) with enough coverage for the entire seated area and appropriate system management (XTA) w/ KT DN3600 EQ for mains
- Sufficient front fill or balcony speakers for seating in front of stage (same manufacturer as P.A.) w/ KT DN3600 EQ for fills
- 300 foot 56 pro-audio snake with 3 way splitter (*foh, mon and broadcast*) with A/C cable
- Computer based system analysis w/ flat response microphone
- Dual channel Clear Com Communication between F.O.H and Monitor Beach
- 4 Channels of wireless com with headsets and beltpacks.

### FOH Console

- 52 channel (minimum) mixing console with 4 band parametric equalizer on inputs
- Console preference (Heritage 2000, 3000 Midas XL4 or XL3 with 16 chan side cart) w/ redundant power supplies

### Drive / Processing

- 14 channels of compression (DBX or BSS)
- 8 channels of gate (DBX or BSS)
- 1 – T.C Electronics M6000 or Lexicon 960L
- 1 – Lexicon pcm 90, 80 or 70
- 1 – T.C Electronics M3000
- 1 - T.C. Electronics 2290 delay

### Playback

- 2 - Cd player
- 1 – Cd recorder



## Minimum Sound Requirements

### Mon

#### Mon Console

- 52 channel (minimum) mixing console with 4 band parametric equalizer on inputs
- Midas Heritage, 3000 Midas XL4 or XL3 with 16 chan side cart, Paragon II) w/ redundant power supplies

Mon Processing (no compressors or gates are required if a Paragon II console is obtained)

- 14 – Channels of KT DN3600
- 8 – Channels of Compression (DBX or BSS)
- 8 – Channels or Gate (DBX or BSS)
- 1 – Lexicon pcm 90, 80 or 70

#### Mon speakers and Amps

- 18 – 2 x 12 inch monitors (fire house, EV, LAcoustics, JBL, Clair or Meyer)
- 1 – Front Loaded dual 18-inch subwoofer with full range high cabinet for drum fill.
- 3 or 4 way active speaker system w/ Subwoofer and appropriate system management (XTA) for Side fills

## **Submission Process**

Proposals will be received by Reach Media Inc, Dallas Texas, until 5:00pm on December 28, 2006 for the purpose of audio and video production of the Tom Joyner Sky Show. This is an "in-hand" deadline. No late proposals will be considered. Proposals must be mailed or hand delivered. Regardless of the method of delivery, Reach Media Inc assumes no responsibility for not receiving proposals and all parties should verify that their proposal has been received prior to the deadline. Please forward bid proposals to:

**Devetta McIntyre  
Manager, Special Events  
Reach Media Inc  
3760 Noel Rd, Suite 750  
972-789-1058 phone  
972-789-1190 fax  
devetta.mcintyre@reachmediainc.com**

## **Selection Process**

Reach Media Inc will assemble a team to review each of the proposals. All proposals will be screened and one or more applicants may be interviewed in person or by phone conference call. Selection of a proposal will be made within one month of the due date and performance agreements executed prior to January 26, 2007.

## Submission Requirements

Each company shall submit one bound and three unbound copies of their proposal which should include referenced exhibits and attachments.

**All pages should be 8 ½” x 11” single side sheets**

1. An introductory section including the following:
  - a. The name, job title, address, phone number, fax number and email address of the primary contact for the applicant.
  - b. The name, job title, address, phone number, fax number and email address of the person responsible for contract negotiations, if difference from above.
  - c. A brief description of the organization, including past, current and future production schedule.
  - d. A complete list of employees/contractors that will be dedicated to this project.
    - i. A resume for each employee/contractor
    - ii. Verifiable references for each employee/contractor
2. Responses to the Scope of Services.
3. Responses to how the company would address all minimum requirements for the Video Package.
4. Responses to how the company would address all minimum requirements for the Lighting Package.
5. Responses to how the company would address all minimum requirements for the Audio Package.
6. Responses to how the company would address any potential conflict for participation in site surveys and conference calls.
7. Responses to how the company would address the issue of additional cancelled or rescheduled shows.
8. A list of seven to ten verifiable references for production of shows similar that outlined in this package.
9. Proposals shall be submitted in a sealed manila envelope with the words **“Response to Reach Media Inc – Tom Joyner Sky Show Request for Proposals – Attention Devetta McIntyre”** printed on the outside.

## **Selection Criteria**

Selection of the company will be based, but not limited to, the following criteria:

1. Demonstration of ability to perform the General Set-up.
2. Demonstration of ability to meet requirements identified in the Video Package, Lighting Package and Audio Package.
3. Demonstration of ability to travel as outlined for each show.
4. Demonstration of ability to provide an experienced staff familiar with this type of performance.
5. Demonstration of ability to meet requirements outlined in the Scope of Services section.

**If at any time you have any questions, please submit them by email to [devetta.mcintyre@reachmediainc.com](mailto:devetta.mcintyre@reachmediainc.com)**

**Thank you for your time and consideration of applying for this bid.**