



## SCOPE OF WORK

### Request for Proposals for the Remodel of the Studio Broadcast Room

#### 1.0 INTENT

The intent of this invitation to bid is to establish a request for proposals for the remodel of the studio broadcast room for the City of Arlington's office of communications department.

Successful proposer will be required to design, construct, deliver, and install two (2) Broadcast Television Studio Sets with an evaluation of the current lighting system and make upgrades as needed. It is required for the lighting to be focused on each set/anchor position after construction. Proposers are requested to submit a production lighting design proposal. This lighting design must utilize LED and a DMX control device (light board, computer), the current lights are DMX LED500AL. This design must utilize the current lighting grid. The studio will also upgrade studio cameras, currently we have three Sony PMW-100 HD422 cameras. We would like something similar, however updated for better quality to showcase the new broadcast sets and anchors. This upgrade will also include four wireless microphones for on-air talent.

The City reserves the right to make an award to either one vendor or to multiple vendors, whichever is in the best interest of the City.

#### 1.2 CURRENT STUDIO ROOM

Our current studio was built in 2014 and with technologies that have improved over the years, we would like to update our studio space with current broadcast sets and equipment. We are wanting to upgrade the two studios in our broadcast room. This includes but not limited to lighting, two broadcast sets, furniture, news desk, cameras, and microphones. The studio currently consists of two modular sets and a green wall for virtual sets or graphics. The office space is approximately 35 feet wide and 25 feet long. Below are pictures as the studio space exists today.





### 1.3 OBJECTIVE

Our objective is to design and build two modern sets for our broadcast studio. The two sets will have a different use and look. One set will be used for news and the second set will be more of a relaxed talk show feel. The talk show set will have enough room for one host and two guests. Each set will need to be versatile with multiple camera angles/backdrops used for tapings and standups. Each set should have at least three to four different angles. An example is below, we use the panel of the talk show set to shoot many of our standups in studio.



A key component would be for each set to utilize LED walls or panels. These LED panels would be used to change background colors and graphics for each style of broadcast, we are open to ideas on how the LED panels are featured with each set. Along with the new set design, our office would like to upgrade the lighting grid, as needed, that will give a softer look on camera and compliment the sets. The current lighting configuration consists of DMX LED500AL light. We would also like to purchase new cameras for the studio, currently we have three Sony PMW-100 HD422 Cameras. The new cameras can be similar to the existing model, but with an upgrade in the quality.

Please visit the City of Arlington's YouTube page for examples of studio use. Below are links to the main page as well as the News & Talk Show play lists.

- **Main Page:** [https://www.youtube.com/user/cityofarlington/videos?view=0&sort=dd&shelf\\_id=0](https://www.youtube.com/user/cityofarlington/videos?view=0&sort=dd&shelf_id=0)
- **News Page:** <https://www.youtube.com/playlist?list=PLdIGGxHCero8zcYKr0Ry02M2Reb-Ta89y>
- **Talk Show:** <https://www.youtube.com/playlist?list=PLdIGGxHCero-iGu4jhE4TI5UXtUAN8Tg2>

## 1.4 DESIGN GOALS

This is a High-Definition broadcast television facility, and we are seeking to have two (2) distinct sets with LED walls/panels incorporated into both sets. Included in the design will be upgrades in lighting, as needed, 4 wireless microphones and studio cameras. This contract will be a turnkey installation, including a news desk and furniture for the “talk show” set. The news set is standing and will have at most 2 hosts, while the talk show is sit down and should allow a host along with two guests. We are looking for the two sets to be somewhat different from each other and they should provide up to three different camera angles for a single host.

Both sets should utilize LED walls/panels to help each pop on camera, along with a modern look and feel. The room configuration is approximately 35 feet wide and 25 feet long. Each bidder is encouraged to visit the current broadcast studio at the time of the pre-proposal meeting for measurements and design ideas. Included are broadcast set examples that can be used as a guideline for design purposes. Each proposal should include examples of their work within the evaluation criteria.







## **1.5 PRICING**

The proposer shall provide a professional design with two (2) television broadcast studio hard sets that are illuminated with LED that fulfills the space, cameras, microphones, television set design and the related fabrication shall conform to best industry practices and quality standards. The proposer will be responsible to provide all necessary tools, equipment, material and labor to affect the set designs as proposed and approved by City of Arlington.