

Confidential Documentary Proposal

IMPACT

The facts and myths of exploration and production in the U.S.

A feature-length documentary about the impact
of oil and gas exploration on communities.

2323 Clear Lake City Blvd
Suite 180-219
Houston, TX 77062

Phone 713.927.3374
info@texas-pictures.com
www.texas-pictures.com



TABLE OF CONTENTS



EXECUTIVE SUMMARY	2
OVERVIEW	3
PRODUCTION TIMELINE	8
BUDGET	9
WHO IS TEXAS PICTURES?	10
COMMENTS FROM CLIENTS	11
THE TEXAS PICTURES TEAM	12
TERMS	14

EXECUTIVE SUMMARY



Concept

The news media and the entertainment industry often present the oil and gas industry as deceptive, environmentally unfriendly, exploitive villains. The information captivates audiences, shapes public opinion and influences official policies, but where does this information come from, and how much is accurate? This documentary will explore the sources of the information that fuel the confusion about exploration and the industries behind it.

Format

This documentary will be produced to have national relevance, and will include interviews and footage from suitable rural and urban locations throughout the United States. In a style similar to *60 Minutes* on CBS and *Frontline* on PBS, this documentary will use clips from interviews with environmental, industry and human behavior experts, as well as outspoken opponents and supporters of exploration, and the general public to break down this complex topic to the root sources of the confusion and their possible motives.

Content

We begin by orienting the audience to the mechanics of exploration and the driving economic forces that influence activity. We will then explore the industry's image in the media, the attitudes of property owners and residents, and the seldom seen factors that may influence those attitudes. We will conclude by exploring how better communications might resolve most of the issues.

Production Timeline

This production will require approximately eight months to complete, and Texas Pictures will promote the finished documentary through film festivals and by pursuing broadcast opportunities for an additional year after completion.

Funding

The total cost for this production will be approximately \$292k. This includes all production expenses, travel related expenses as well as production promotion, distribution, web presence development and festival competition.

OVERVIEW



Concept

The mainstream media and the entertainment industry frequently present the oil and gas industry as environmental and economic scoundrels. Documentaries such as *Gasland* (2010), *Split Estate* (2009), *Gas Hole* (2010), *A Crude Awakening: The Oil Crash* (2006) and many others use anecdotal evidence and speculation to shake an accusatory finger at the oil and gas industry. The Hollywood feature film *Promised Land* (2012) casts blockbuster actor Matt Damon as a greedy, deceptive oil and gas industry representative exploiting the ignorance of small town America. The information in these cinematic successes shapes public opinion and generates negative attitudes toward the energy industry, but how much of this information is accurate?

Format

Produced for a National Audience

The information in this documentary will have national relevance, and will include interviews and footage acquired from at least five areas within the United States. Each location will be selected based on type (rural, densely urban, sprawling, southern, western, etc.) to more accurately represent the diverse environmental and cultural differences found within this country.

The documentary will devote significant time to smaller cities and rural areas since these areas are most often the areas of controversy regarding exploration for oil and gas. The production crew will drive to many of these locations, using each trip as an opportunity to for additional interviews and impactful visuals.

Interview-based Narrative

Through interviews with environmental experts, oil and gas industry experts, elected officials, human behavior experts, educators, interested *and disinterested* individuals and others, this documentary will use thoughtfully selected interview clips and supporting visuals to effectively communicate the story.

The questions from the interviewer will be general and open-ended, and structured to produce answers that stand on their own. In the finished program, the audience will never hear the interviewer's question, but will understand what the question was by the answer the subject gives. This journalistic style of production is a proven, credible method of storytelling used in many award-winning documentaries as well as respected news productions such as *60 Minutes* on CBS and *Frontline* on PBS.

Depending upon the results of the interviews, the documentary may or may not also use a professional narrator as a transition tool to tie the selected interview clips together into a narrative that flows.

Content

While developing the content of this documentary we will regularly consult with subject matter experts from all sides of the issues to ensure that the information presented is accurate and presented fairly.

Opening

The opening will establish the audience's expectations through impactful visuals and short excerpts from on-camera interviews that touch the key elements of the story. By the end of the opening the audience will expect to learn more about the oil and gas industry and that some of their own perceptions of the industry could be inaccurate.

Part 1 – The Hole Story

Here we provide a general overview of the drilling and exploration process, illustrating that it is more complex than most people realize. As we orient the audience, we will define key terms such as completion, cementing, drilling fluids, mud pits, fracturing. We will devote substantial attention to the permitting process and identify how this slow, public process gives anyone the opportunity to protest. Here we also outline the economic issues that drive exploration and cause the roller-coaster market.

Interview Subjects

Exploration company representatives
Rig hands
Engineers

Oil and gas industry journalists
Petroleum Engineering school educators
Officials related to permitting

Supporting Visuals

Aerials of drilling and producing fields
 Drilling rigs in diverse settings
 Producing wells in diverse settings

Producing wells within major cities
 Rigs being transported
 Public hearings in progress

Part 2 – The Word on the Street

Here the audience will begin to hear some of the most common complaints and public perceptions about the oil and gas industry, including inaccurate beliefs, irrational fears and ignorant perspectives.

Interview Subjects

Environmental group representatives
 General public (rural and urban)
 People opposed to exploration

Elected officials (city, state, federal)
 Officials related to permitting

Supporting Visuals

Newspaper headlines
 Protest activity
 General community scenes

Exploration activity in communities
 Public hearings

Part 3 – According to Hollywood

Here we explore how the oil and gas industry is portrayed in entertainment media. We will focus primarily on inaccurate representations in fictional work such as movies and inaccurate reporting in broadcast news-related programming. We may use old, silent-film-era stock comedy excerpts to demonstrate how moviemakers can take editorial license with the facts.

Interview Subjects

Movie producers
 Studio executives
 Broadcast journalists

Oil and gas industry journalists
 College-level educators
 Behavioral scientists

Supporting Visuals

News clips
 Movie excerpts

Newspaper headlines
 Stock movie and newsreel footage

Part 4 – What the Neighbors Say

Here we investigate attitudes toward exploration through interviews with property owners, residents and others about how exploration activity has impacted their lives and their community. We will also explore the difference in attitudes toward exploration between homeowners who profit from the activity and those who do not.

Interview Subjects

Property owners	Community business owners
Residents	Educators
Elected representatives	Officials related to permitting

Supporting Visuals

General community activity	Town square events
Rural activity and settings	Public hearings

Part 5 – “The Fact is What I Hear”

Here we investigate the most common, extreme rumors about the oil and gas industry. We will explore the accuracy of these rumors and the damage that misinformation inflicts on the industry, the workers and the country.

Interview Subjects

General public	Oil and gas industry executives
Environmentalists	Petroleum engineers
Community leaders	Rig hands
College students	Elected officials (local, state, federal)

Supporting Visuals

Drilling activity	General community scenes
Rig floor activity	Exploration activity in communities
Protest activity	

Part 6 – Why?

We explore what economic and social issues drive the confusion and misinformation that plagues the oil and gas industry.

Interview Subjects

Broadcast journalists	Oil and gas industry executives
Oil and gas industry journalists	Sociologists
College-level educators	Psychologists

Supporting Visuals (repeated footage)

Drilling activity	Aerials
Community scenes	Town square events

Part 7 – Conclusion

We conclude the documentary by illustrating how the key to resolving most, if not all of these issues is communication. We identify that one of the oil and gas industry's most significant problem is that of communication. This obvious, yet often overlooked, issue may be the industry's only real failure.

Interview Subjects

Broadcast journalists	Oil and gas industry executives
Oil and gas industry journalists	General public
College-level educators	

Supporting Visuals (repeated footage)

Drilling activity	Aerials
Community scenes	Town square events

Supplement – *The Making Of* Documentary

Throughout the production, we will develop a second documentary about the making of this production. This short, *behind-the-scenes* feature will present an overview of the production process from research and script development to difficulties in scheduling interviews to the challenges of shooting in different locations, to the complexities of post-production. This supplement will also serve to document the level of objectivity and fairness demonstrated by the filmmakers, reinforce the credibility of the documentary, and will provide additional material for news media, and for promotion on YouTube and Facebook.

PRODUCTION TIMELINE



Research/Script Development – ongoing

Research will be to organize data and identify critical information to include in the production. During this process we also identify best-choice locations for shooting exploration activity and subjects to interview who represent all sides of the issue. As the production develops, extensive information from on-camera interviews will be reviewed, evaluated for relevance and included in the script when appropriate. With this type of project, the script is a living document that will evolve throughout the production process.

Existing Footage Acquisition – 2 weeks

Video footage from news media, environmental organizations, oil and gas industry companies, trade organizations, state agencies and other resources will be gathered to enhance the diversity of visuals in the production throughout the production process

Field Production/Original Footage Acquisition – 16 weeks

Field production will require extensive travel time. To achieve national appeal, the documentary crew will shoot in a diverse range of locations. The crew will consist of a director, a cinematographer and an assistant (opportunity for an interested intern). This streamlined, diversely skilled crew will drive to most locations and will gather footage along the way, providing a breadth of visuals that would be impossible if traveling by air. At several locations, the crew will charter a helicopter to shoot topic-specific aerials.

Final Scriptwriting – 6 weeks

The final script will be completed once all of the interviews and other material has been collected.

Post Production – 12 weeks

The post-production process assembles all of the components of the production. This is the point at which the writing, shooting, editing and scoring all come together to form the finished program. It is here the total becomes greater than the sum of its parts.

Promotion – during production and up to 1 year after completion

This documentary will be promoted as factual social commentary. It will be entered into national film festivals in the documentary category and will also be promoted to the broadcast industry as a feature length HDTV documentary. Improving the public's understanding of the oil and gas industry with accurate information is the goal of this production.

BUDGET

Producer/Project Management	8,000
Research/Script Development	12,800
Field Production	
Shooting – 3 person crew, 28 days at 8+ locations	86,600
Lodging and meals – 28 days for 3 person crew	21,840
Travel days – 10 days for 3 person crew	12,000
Airfare – 3 person crew to 8 destinations	9,600
Mileage and fuel – 5000 miles	6,625
Post Production	
Professional narration and sound studio	3,200
Original music score	12,000
Production music license	1,800
3D modeling and animation	10,000
Footage review	3,000
Editing – 240 hours	48,000
Video compositing/motion graphics	4,800
Audio sweetening – 90 hours	11,250
Finishing/color correction – 90 hours	11,250
Archiving	400
Internet Presence	
Online presence – website design	4,500
Social media – development and maintenance	2,400
Distribution	
Disc authoring – Blu-ray and DVD	5,710
Social media	1,800
Marketing and Festival Competition	
Packaging design and production	5,000
Production promotion	4,000
Festival competition	5,000
TOTAL:	291,575

WHO IS TEXAS PICTURES?



Texas Pictures is a message oriented service provider for corporate and industrial video, commercial photography, Internet development and other visual media services. We were established April of 2007, but we have been providing industrial and broadcast markets with comprehensive media production services for over 25 years.



We're very well equipped, but anyone can buy gear. What sets us apart is that we work to achieve far more than just making a project look good. We work to make our projects communicate the message, which is all that really matters. We aren't just technicians and programmers; we are storytellers. Sure, we know the technical stuff too, but we also know how to use video to effectively tell this story and successfully communicate the message.



Our services include:

- Concept and content development
- Trade show / kiosk design
- Interactive applications
- DVD and Blu-Ray design and authoring
- Video field production /cinematography

- Post production / compositing
- 3D modeling and animation
- Graphic design
- Commercial photography
- Print and electronic publication design

Clients have sent us all over the world to capture just the right images to tell their story.



COMMENTS FROM CLIENTS



Our extensive history of experience serving oil and gas clients gives us a greater understanding of the complexities of the challenges the industry faces. We will apply this understanding and insight to the development of this documentary to ensure a fair representation of the facts and a reasonable exploration of the myths. Below are comments from some of our oil and gas industry clients.



“Glen and I worked together on a challenging project to develop a video to introduce a new technology. During the process I was impressed by Glen’s creativity and flexibility. The project was complex including shoots in 5 countries, interviews, multiple animations, and narratives in 5 languages. Glen managed the process well resulting in a highly effective professional production.”

Will Grace
Product Champion, Schlumberger Drilling and Measurement



“I have used Glen on several projects from 2000 to present. Each production is keenly focused on creating high quality work to deliver the message of the video projects. Creativity and mindfulness of the budget are other factors that contribute to my satisfaction with Glen’s work.”

Scott McFarlane
Manager, Corporate Identity & Design, Noble Corporation



“I want to personally recommend Texas Pictures to others because of my satisfaction with the quality of his video productions and customer service skills. We’ve given him several “unrealistic deadlines,” and he’s come through every time. I look forward to doing business with Glen for years to come.”

Bill Mallin
Director of Marketing Communications, Baker Hughes



PARTIAL CLIENT LIST

Federal Highway Administration
Shell
Houston Police Department
HART Energy
Baker Hughes
Society of Exploration Geophysicists
BP
Hewlett Packard
Barrett-Wehlmann Proctor

Foster Marketing
FMC
World Oil/Gulf Publishing
Schlumberger
City of Houston Mayor’s Office
Noble Drilling
Shable & Associates
Tenaris
NOV

Sherry Matthews Marketing
Reed Hycalog
Halliburton
WesternGeco
TX Dept. of Transportation
Fox News
Aker Solutions
MADD
Pennsylvania General Energy

THE TEXAS PICTURES TEAM



We use the most advanced technology, but the innovative solutions that we provide our clients are only possible because we are a talented team of skilled professionals. Our extensive experience and creative insight keep Texas Pictures on the cutting edge, and help to shape the everyday into the extraordinary.

Glen Muse, Producer / Writer / Director

Glen Muse is an accomplished video producer/director with over 25 years of experience creating visual media for corporate and industrial markets. Glen's message-oriented approach to video production comes from his background in journalism. His in-depth understanding of corporate culture and corporate considerations comes from his nine years of experience as manager of the video production department for a major oilfield service company. As Texas Pictures' Creative Director, Glen applies his proven, journalistic approach to production to lead the team to create meaningful visual media that focuses on communicating the message that is important to the client.



Glen's experience includes video productions for major clients such as Shell, HP, Halliburton, The City of Houston, BP, Schlumberger, National Oilwell Varco, Baker Hughes and others. His broadcast-related experience includes contributions to productions for PBS, The Discovery Channel, The History Channel as well as local news media. Glen's experience shooting on location ranges from minefields in Kuwait to more than 250 miles north of the Arctic Circle. He holds a B.A. in Journalism, has additional training in Commercial Photography from the Art Institute of Houston, and certifications for Offshore Water Survival (HUET), H2S Survival and other field related certification and training.

Diana Salerno, Project Manager / Marketing Strategist / Producer

Diana brings a coaching approach to marketing and branding while offering hands-on management, creative direction and content development. A trained strategist and researcher, she draws upon 20+ years' experience to help clients distill information about their target prospects into refined core messages; use niche media in efficient, cost-effective ways; and monitor meaningful metrics to track marketing results to build strong profitable brand positions. Diana acquired her skills in effectively using media while working in market research for daily newspapers and TV before returning to college to earn her MBA from *Old Dominion University* in Virginia. Experienced in both Business-to-Consumer and Business-to-Business, she has helped companies grow in multiple industries, including oil & gas, healthcare, aerospace, manufacturing, new home construction, retail, restaurant and hospitality.



Kambiz Koushan, Producer / Director / Cinematographer

Kam has over 20 years of experience in film and video production and has an extensive background as a director of photography in broadcast projects, commercials, music videos, short films and IMAX format productions. His work on documentaries has taken him to some of the most remote places on earth and introduced him to many different cultures. He holds a Bachelor's degree in Radio & Television Productions from San Francisco State University.

Rachel Briones, Producer / Director / Editor

Rachel is a native Houstonian that has a unique passion for motion pictures. She has a BA in Digital Filmmaking and Video Production from the Art Institute of Houston in which her practices explore various artistic concepts from producing, editing, and directing. She also completed studies in TV & Radio Broadcasting from the Connecticut School of Broadcasting. Her creative mind has contributed to many corporate videos, TV commercials, documentaries and short films.

Chris Sisney, Producer / Editor / Animator

Chris has extensive production experience including broadcast news, so he knows inflexible deadlines. He is also an experienced instructor of design and layout, so he knows the value of visual flow and how to communicate that value to others. His talents cover a wide range of video post-production skills, including 3D animation and motion graphics. Chris also knows field production and is an experienced camera operator. Chris holds an MA in Media Design and a BA in Visual Communication.

Jack Cornett, Producer / Writer / Director

Jack has a background in broadcast television production with national credits as an associate producer. He has extensive experience directing, shooting, and editing corporate/industrial video projects. Jack is also an award winning independent filmmaker. He holds a BA in Media Production from the University of Houston, and certification in Offshore Survival and Helicopter Safety.

Laurie McDonald, Producer / Writer / Director

Laurie has over 20 years of experience as a writer/producer. Her writing experience ranges from a novel to screenplays to corporate video, brochures, newsletters, and other collateral. She has also produced and directed productions for a variety of clients from large corporations to non-profits. Laurie is a graduate of the Rhode Island School of Design and holds a Master's Degree in Literature from the University of Houston.

A unique element of this team compared to the folks at most production facilities is that every member of our team has experience producing projects turnkey. Every member of our team is a professional storyteller, a communicator, and every team member knows the message is what truly matters. We also have a vast array of talented, experienced contract professionals to call upon whenever needed.

TERMS



Payment

A deposit of 50% of the total cost estimate is due when development begins and the remaining 50% is due within 15 days of final delivery.

Any expenses not included in this proposal (such as stock photos or other production material, travel costs, etc.), will be billed separately. Location overtime (beyond a 9 hour day, portal to portal) will be billed separately at \$150 per person per hour.

If Texas Pictures has made reasonable good-faith efforts to complete project within the projected time frame but is unable to do so due to outstanding or unfulfilled client responsibilities, the final balance will be due no later than 90 days after initial delivery. This proposal includes reasonable project revisions; however, excessive revisions or additional work requirements outside of the original scope may incur additional charges which will be approved by the client before proceeding.

Cancellation

The Client may cancel this project at any time and will be obligated to pay only for services performed by Texas Pictures and related production expenses incurred by Texas Pictures prior to the cancellation date. If the balance already paid exceeds the services performed, Texas Pictures will refund the difference within 30 days of cancellation.

Ownership

This project and everything created for this project will be the property of the client. The client will own all rights to the program and to all original material created for the program. The client agrees to allow Texas Pictures to use the finished program or parts thereof for Texas Pictures promotional purposes. The proprietary, "Texas Pictures Secure Launch" application included on interactive PC based programs is not created specifically for the client and is the property of Texas Pictures. Note that PC programming created by Texas Pictures will function as designed without the system check.

Authorization

The client authorizes Texas Pictures to begin on the project as outlined above and agrees to the terms and conditions of the contract. The undersigned client representative has full capacity and authorization to enter into this agreement on behalf of the client.

TEXAS PICTURES

CLIENT

Signature

Signature

Print name/title

Print name/title

Date

Date

This proposal has been specifically prepared for limited distribution. This document contains information that Texas Pictures, Inc. considers confidential and proprietary. The distribution of this document should be limited to persons, either actively involved in the evaluation and selection of Texas Pictures, Inc. as the firm to conduct this project or those that will be involved with the project. This Project Proposal is good for (30) days from date of receipt, unless signed and accepted by both parties. During the course of project production, overages may occur and will be approved by the client before action on a per case basis.