

**William E. Roden**  
**New Dawn Studios**

---

September 28, 2004

Re: Pt. Pinos Lighthouse video production

Paul Finnegan  
Pacific Grove Museum of Natural History  
165 Forest Avenue  
Pacific Grove CA 93950

Dear Paul:

Below please find detailed responses as best I can for the requested information.

General information:

I, William Roden dba New Dawn Studios, have been producing video and film professionally since 1989. Prior to that I was Production Manager for American Audio Visual Corp., in which capacity I created sales, marketing, training, and promotional video and produced corporate events and multi-image slide shows. I began as a photographer, freelancing, with my first paid assignment magazine cover (an antique journal) at age 13 (1973). I have held a Pacific Grove business license as a photographer since 1983.

New Dawn has been providing media support services to the PG Natural History Museum since 1997 (I think).

Duties of New Dawn in the Pt. Pinos Lighthouse Project in first "Tour" form:

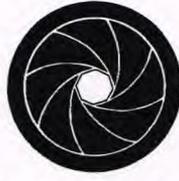
- 1) Develop script (currently being written by Meredith Mullins of PG, in revision now)
- 2) Coordinate and direct photography and selected interviews at the Lighthouse, which have included grounds shots, interior shots, use of a 30' camera jib, and steadycam
- 3) Select and shoot historic materials (to be done after script is finalized and rough cut)
- 4) Record narrative talent, select music and provide audio mix
- 5) Creatively direct graphics
- 6) Edit video, still, graphic and audio materials into 5-7 minute "Virtual Tour" video with limited "bonus material" features, including brief interview with a USCG representative.
- 7) Compress materials to MPEG-2 for use on DVD or electronic playback device
- 8) Create navigation and interface for end user
- 9) Author DVD or master CompactFlash for interactive use
- 10) Prepare Video Chameleon device for installation at the Lighthouse as needed

The "market value" of these services to create the "Virtual Tour" as described breaks down approximately as follows:

Script development:	\$ 1,500
Photography including hired Jib and steadycam, plus "pan / scan" historic photos etc.	\$ 6,500
Record narration, license stock music & create mix	\$ 1,500
Graphics / animation	\$ 1,000
Editing	\$ 3,000
Compression & authoring	\$ 1,500

---

**P.O. Box 15 Pacific Grove California 93950**  
**(831) 622-1600 FAX 622-1640**



**William E. Roden**  
**New Dawn Studios**

---

Ideally we would like to film a set of approximately 5 historic recreations set in the lighthouse, to include an interview with Emily Fish. These recreations will likewise require scripting, hiring of professional and volunteer or docent talent, and postproduction and authoring. This would likely have a similar production value of about \$2,000 per finished minute, exclusive of fees for hired actors/actresses and costuming.

I hope this provides you with the information you need. Feel free to contact me if there is anything else I can provide.

- Bill Roden

---

**P.O. Box 15 Pacific Grove California 93950**  
**(831) 622-1600 FAX 622-1640**

---