

**Memorandum of Agreement
Between
Southeastern Cave Conservancy, Inc.
and
Kristin Dober / Big Communications**

The Southeastern Cave Conservancy, Inc. (SCCi) and **Kristin Dober / Big Communications** (“Permittee”) enter into a Memorandum of Agreement (MOA) to engage in a in an **Alabama Power TV Spot project at the Stephens Gap Callahan Cave Preserve on May 20, 2022.**

The period of this agreement is from **May 12 to June 30, 2022.** This MOA is valid for the named Permittee until it expires or is rescinded by the SCCi. However, the MOA becomes immediately void if the Permittee violates the terms and/or conditions of the MOA or any non-excluded provisions of the Preserve’s management policy as determined by the designated project representative(s) of SCCi.

Responsibilities of Kristin Dober / Big Communications

The Permittee agrees to follow the procedures and protocols outlined in the Special Use Permit (SUP) request submitted on May 9, 2022 (attached), and to abide by the following requirements (exceptions must be requested in writing to the designated SCCi representative[s] and Vice-chair):

- Obtain a visitation permit for the period using the online permitting system in coordination with a representative of the Preserve Management team; a liability release must be signed by each participant;
- No collection of samples or cave specimens is authorized under this MOA;
- No permanent modification of the cave is authorized by this MOA; any temporary changes must be reversed at the conclusion of the event;
- Limit the total number of people entering the cave to a maximum of 12 people per visit, excluding any representative of SCCi;
- The TV spot and/or media releases, advertising, posts (social, print, radio, TV, etc.) should not name the cave or provide its location;
- If a drone is used, the drone pilot must hold a current 14 CFR Part 107, FAA Remote Pilot Certificate and be experienced working over and around people in a relatively confined space;

- The SUP specifies one date for onsite work; however, if the project is delayed due to weather or other event(s) the visit may be rescheduled for (or extended to) another date without modifying the SUP or this document provided notice of the change is made in writing (note that the Preserve usually has other visitors on most days);
- Abide by the terms and requirements outlined in this MOA and the Special Use Permit; however, in the event of conflict between the SUP and this MOA, the MOA governs; and
- Whatever else the SCCi Vice-chair determines is necessary.

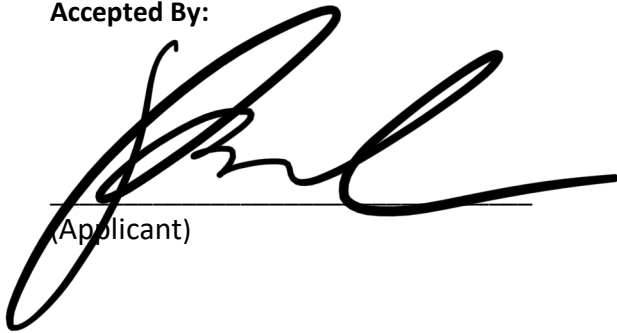
Responsibilities of SCCi:

- **Tom Whitehurst and/or Steve Davis, or their designee(s)** is/are the designated SCCi project representative(s)
- SCCi will provide reasonable access to the property as determined through the preserve management team, or project representative(s), or their designee(s)

Attachment:

- SUP request

Accepted By:



(Applicant)

5.19.22

(Date)

(SCCi Vice-Chair)

(Date)

Attachment

May 9, 2022, Special Use Permit Request Form

Special Use Permit Application

SCCi requires Special Use Permits (SUP) for all non-research activities that (1) fall outside typical recreational use of a preserve, (2) have the potential to impact preserves/caves, their natural or cultural resources, or (3) interfere with the visitor experience.

If you're not sure whether your proposed activity requires an SUP, please email permits@scci.org with the details of what you would like to do.

Examples when a Special Use Permit is needed include, but are not limited to:

- Any activity prohibited or listed as requiring a special use permit in an SCCi preserve management plan, visitor use plan, or policy. (e.g., group sizes that exceed limits; camping; disturbing, collecting, or removing artifacts, biota or geologic media (just to be clear, the mud that sticks to your shoes, clothes or gear is OK!), digging in the cave or on the preserve, modifying the cave passage, bolting of any nature, removal or replacement of existing bolts or rigging, use of rigging points other than those allowed, etc.)
- Cave exploration and survey. If you found a previously unknown or unexplored cave on an SCCi preserve; discovered previously unknown passage within a known cave; want to do a lead climb to explore a high lead, dome, or canyon; or want to re-survey a previously mapped cave, you need a SUP. All new cave exploration will follow a "survey-as-you-explore" ethic, and that all cave survey activities will meet our current survey standards.
- Cleanup activities beyond the removal of typical incidental modern litter that may accumulate in caves and on preserves. A SUP is required for organized group cleanups; large-scale waste removal; or **ANY** graffiti removal, formation cleaning.

An approved SUP permits the special use and may have a duration of up to one year. A visitor permit is required for each time members of the team will be on preserve.

Please provide a brief summary of the project. Detailed information should be provided under the specific sections that follow.

Applicant

Kristin Dober

Abstract or Summary

The objective will be to film a caving scene for use in a thirty second national television commercial, sponsored by Alabama Power, which showcases the unique landscapes of Alabama while discussing the innovation taking place here. The goal is make Alabama attractive to potential active people who would be interested in moving here to live, work & play.

SCRIPT:

VO: There's a lot we could tell you about the innovation taking place in Alabama. We could go on and on and on...about the tech, the start-ups, and the entrepreneurs. We could tell you about all the cars being built and rockets being designed. Yep, we could give you a long list of all

the individuals and companies that come here to create the next big thing. But we'd rather show you... why they stay.

Name of Project

Alabama Power TV Spot

Preserve(s) Requiring Access

Select all the preserves requiring access. Use the (+) to add another line. You will still need a visitor permit for each visit.

Preserve

Stephens Gap Callahan Cave

Site

SG Vertical Caving

Financial Information

If the project is receiving funding of any kind, please attach a copy of the grant, contract, or other information relating to the amount of the funding, source of the funding, and duration of the funding.

Is the project receiving funding?

Yes

Financial Information

TV spot is sponsored by Alabama Power. Production budget: \$62,700. Production will be complete & final video delivered by 6/15/22.

Additional Information Related to the Project

Please provide the following information.

Credentials of those conducting the project: Include information only on the individual responsible for the actual work. Include past projects conducted; expertise in the field in question; and educational qualifications.

Big Communications (marketing & production agency for Alabama Power) has been in business for 27 years. For more information on the work/experience, visit: <https://bigcom.com/>. Their recent TV experience includes a national spot for the City of Birmingham, here: <https://birminghamhasmore.com/>

Big Communications team will include staff experts in video production, including:

- Brian Curtin, Director *15 years experience as Director, multiple Clio & Addy award winner; work here: <https://vimeo.com/briancurtin>

- Caleb Zorn, Director of Photography *10 years experience as DP, multiple Addy award winner; work here: <https://www.calebazorn.com/>
- Kristin Dober, Producer *12 years experience as Producer, multiple Addy award winner; <https://kristindober.com>
- Spencer Valdez, Drone Pilot *18 years of unmanned aircraft piloting experience, Spencer has operated drones in the US, Austria, Canada, China, Columbia, Dubai, Greece, Tahiti and Russia for cinematic projects with companies such as BBC, CBS, Discovery, Fox Sports, HBO, National Geographic, Warner Bros and Paramount Pictures just to name a few. The MPAA (Motion Picture Association of America) selected Spencer to work with the FAA to help write the original regulations for commercial UAV operations (FAA Section 333) due to his extensive knowledge and experience as a UAV pilot. Spencer was also awarded with an Emmy Award for Technology and Engineering Unmanned Aircraft in 2017. 14 CFR Part 107 FAA Remote Pilot Certified.
- Mike Heid, Creative Director
- Ben Linderman, Drone Camera Operator
- Daniel Lawson, Camera Assistant
- Madison Bullock, Production Assistant

For our on-camera talent, we will be filming experienced caver, Amanda Bridges-Dunn: <https://www.adventuringlight.com/>

A description of the methods to be used to execute the project goals: Destructive or non-destructive methods, examples include: bolting; digging; other modification to the cave walls or passage; collecting samples, current or historic; photography; on-site examination; etc.

Video, including drone footage, will be captured. Drone pilot Spencer Valdez is 14 CFR Part 107 FAA Remote Pilot Certified. Amanda Bridges-Dunn will be rappelling.

A description of the data and the format in which it will be reported: what type of information will the project yield? Examples - Data, photographs, excavation and recovery of historic items, new passage? How and where will this be reported—in a paper for an institution of higher learning, a national journal or magazine, a specialty journal, only to the SCCi board?

Video footage captured will be used in broadcast media (for one year) and for organic (unpaid) media such as Alabama Power & Big Communications websites and social media in perpetuity. Video is being paid for by Alabama Power and produced by Big Communications. The TV spot will air for the first time during The World Games on CBS (July 7 - 17).

Number of entries: the number of times the property or cave must be entered. The number of entries, and the proposed date for each, should be included. A Visitor Permit is required for each visit to a Preserve. The Special Use Permit permits the proposed use, not access.

One day- Friday, May 20th, 2022

Duration of each event: How much time will be spent on SCCi properties during each entry?

Seven hours.

Number of personnel involved: The number of persons it will take to conduct the project for each visit; and overall.

10 people will be on site.

The proposed schedule: When will the project begin, when will it end, when each of the site visits be made.

Tentative schedule is as follows:

9:00 AM - Crew arrives & hikes to cave

10:00 AM - Arrive at cave & setup gear.

11:00 AM - 3:00 PM - Filming in cave

4:00 PM - Pack gear & return.

Additional Files

File name			
<u>APC-0300-002- ProjectEstimate_WorldGamesTV30- 042922.pdf [attached]</u>			

Last Updated On
2022-05-09



ESTIMATE

Alabama Power
Erin Searson
600 North 18th Street
Birmingham, Alabama 35291

Date: 4/29/2022
Delivery Date: 6/15/2022
Project Name: 2022 APC World Games - 30s National TV Spot
Project Number: APC-0300
Estimate Name: 2022 APC World Games - 30s National TV Spot - Execution
Estimate Number: APC-0300-002 Rev: 0

Estimate Description: This estimate covers agency time & expenses for pre-production, production and post production of 1 x :30 TV Spot for "Show You" Concept.

DELIVERABLE: 1 x :30

USAGE: National Broadcast - 1 Year - Organic Placements in Perpetuity

**Note: There is no weather-related or unforeseen circumstance contingency included in this estimate.

Labor	Total
Art Director	\$3,750.00
Director of Motion	\$15,000.00
Producer	\$9,375.00
Video Editor	\$17,250.00
	<hr/>
	\$45,375.00

Expenses	Total
Film/Shoot	\$62,700.00
INCLUDES:	
2 day travel & prep	
4 day shoot (10hrs) - multiple Alabama locations including beach, mountains/woods, lake, cave	
Crew Support including Drone Camera Operator	
Equipment Rental	
Location Fees & Travel Expenses including mileage & meals	
Talent Fees (16 talent)	
Voice-Over Usage	\$4,800.00
1 x :30	
National Broadcast	
Voice-Over Session & Mix	\$1,600.00
1 x :30	
Colorist	\$9,800.00
Music Licensing	\$1,200.00
1 x :30	
	<hr/>
	\$80,100.00

Subtotal	\$125,475.00
Sales Tax	\$0.00
Total	\$125,475.00

This is an estimate, not a quote. The above estimate is for described work only and is subject to a 15% variance plus or minus. A detailed estimate is available upon request. Items with asterisk indicate Birmingham sales tax rate of 10% reflected in grand total above.

This estimate is based upon acceptance within 30 days of the date listed above. Please sign one copy and return to Big Communications as acceptance of estimate and authorization to proceed with the project. Please email approvals to your account executive.

Approved By _____