

**intellis**MEDIA  
a division of wusf

## Who We Are

IntellisMedia is the service provider division of WUSF Public Broadcasting. We make WUSF's wealth of experienced media, communications, engineering and production professionals and facilities available to our clients. This resource of talent allows IntellisMedia to provide customized communications, production and technology services to clients in the corporate, government, education and non-profit sectors.

IntellisMedia is housed on the University of South Florida campus, a premiere national research university. This setting allows access to a variety of resources and information, enabling IntellisMedia to remain on the cutting edge of trends and technology.

IntellisMedia productions created by WUSF have received numerous awards and recognition. Our work, done for prominent business, government and non-profit organizations, showcases our commitment to excellence. The skill and creativity of our staff makes this success possible.

We encourage you to contact us today so that we may assess your organization's needs and bring it up-to-date with our customized technological solutions and award-winning production and creative services.

## IntellisMedia News

- The studio spaces available from IntellisMedia are those of WUSF and are among the largest and best equipped in the Tampa Bay area
- Our team includes experienced communications, production and technology professionals
- Since 2000, IntellisMedia productions from WUSF have won more than two dozen national, state and regional awards from industry organizations
- We are one of only four organizations authorized by the State of Florida to provide circuit courts with numerous digital solutions, including court recording and digital storage

## Our Services:

IntellisMedia provides our clients with customized media, production and technology solutions. Our services primarily fall under three areas of expertise:

### ■ Engineering

IntellisMedia provides design, installation, integration and maintenance for audio, video, data and telecommunications networks such as phone systems, multimedia systems (on site and remote) and teleconferencing systems. IntellisMedia can also maintain and manage your organization's Network Operations Center (NOC), ensuring the integrity and performance of your network.

### ■ Video and Audio Production :

Our professional facilities and experienced staff offer the latest digital technology in both video and audio production. In addition, our studios are available for rental with a wide variety of different equipment packages. We can provide all necessary elements of a production or you can do it for yourself! We also offer DVD/CD mastering, duplication and distribution.

### ■ Creative Services

IntellisMedia's award-winning creative team provides services for a variety of media needs, including scriptwriting, producing, show development, graphic design and animation. We also are a full service post-production facility with professional capabilities in audio and video editing.

# Engineering Services

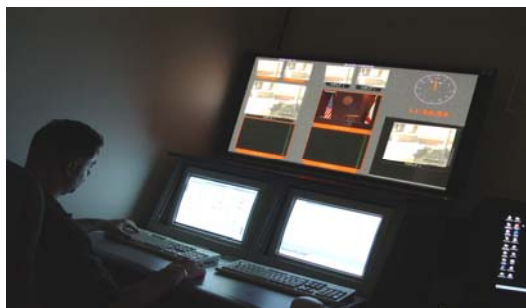
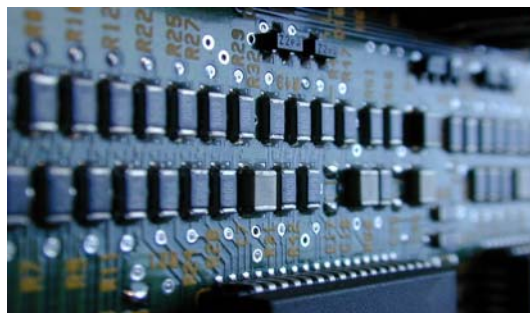


Audio • Video • Data • Telecommunications

IntellisMedia designs and integrates various audio, video, data and telecommunications systems. Our skilled engineers assess your organization's needs and deliver customized solutions that can be successfully integrated into your daily operations. Additionally, IntellisMedia can provide your organization with the necessary staff to manage and maintain your technology systems, ensuring that they are used to their maximum potential. Our capabilities include:

## Audio/Video

We can handle your audio and video service needs, including managing media and communications systems for on-site and remote locations. As part of WUSF Public Broadcasting, our work meets the highest professional and quality standards.



## Audio/Video Network Operations Center (NOC) Management

Our experienced engineers can maintain and manage master controls and interfaces for audio, video, data and telecommunications systems.

## Infrastructure Engineering & Design

IntellisMedia's solutions are tailored to the needs of each client. We have the know-how to combine different technologies and provide you with the necessary tools to be competitive and efficient. Common networks on which we work include:

- Voice & Data Systems
- Digital Signage
- Integration Services
- CATV
- Broadcast TV
- Broadcast Radio



## Our track record speaks for itself!

We guarantee the very best customized solutions and have a solid track record to prove it! Our clients include prestigious organizations such as the Thirteenth Judicial Circuit Court, CNN, MTV and The University of South Florida, Lakeland.

# Creative Services

Long Form • Short Form • Commercial • Multimedia



## Our Award-Winning Team

IntellisMedia employs experienced writers, producers and graphic professionals. Their work has received numerous national honors including Aurora, Telly, Davey and Emmy awards.

## Our Services

Whether it's designing a website or scripting a TV commercial, the IntellisMedia team can guide your project from concept to completion. Our extensive experience ensures that you will be provided with high-quality professional work that efficiently conveys your message.

- **Scriptwriting & Producing**
- **Directing**
- **Graphic Design** - print, web, animation, multimedia
- **Interactive CD/DVD ROM**
- **Post-production**
- **Duplication**
- **Still Photography**
- **Satellite** - uplinks and downlinks (C Band and KU Band)
- **Teleconferencing & Videoconferencing**
- **Translation, Dubbing & Captioning**
- **Video DVD Authoring / Design**
- **Website Services** - HTML pages, shopping carts and databases



*Working for IntellisMedia clients, WUSF creates award winning programs. An example would be Tampa Bay's Top 10 program "Historical Destinations" which won an Aurora Award and was nominated for a Emmy!*



*IntellisMedia can provide you with all the production and creative services your organization needs - from designing graphics to shooting a commercial.*



*Situated on the campus of the University of South Florida, IntellisMedia has developed numerous projects for the University. We also have extensive experience working with both government and business entities.*



Video • Film • Audio



Setting up the studio for a taping of Power Yoga: Mind & Body - a program produced by WUSF that is being distributed in 50+ markets.

## AVID Media Composer "Adrenaline"

IntellisMedia is proud to announce the latest addition to our full service production facility. Now you can edit on AVID and store your media files online indefinitely. There are no limitations with 45 terabytes of format agnostic storage on our Sea Change server system and a full blown AVID Adrenaline. Our Adrenaline has blazing dual 3.06 gig Xeon processors, SCSI hard drives, Photoshop and After Effects right on the box, 2.0 gigs of RAM, SDI inputs and the ability to encode as you shoot in our digital studios.



The IntellisMedia team includes seasoned media, communications, technology and engineering professionals. Our trained staff can assist you from concept to completion.

## Book Our Studios

IntellisMedia is home to some of the Tampa Bay area's largest and best equipped studio spaces. Our two digital video studios and four audio studios are fully equipped with state-of-the-art technology. Studio space can be rented for such things as commercial, audio, and music production, as well as photo shoots. Call us today to discuss your needs.

## Sample TV Equipment List

- **Studio A:**
  - 50' x 60'
  - 4 Hitachi Z-3000 Cameras
  - 17' Grid to Ground
  - 16' Tall x 34' Deep x 54' Wide x 25' Deep 3 Wall Hard Cyc
  - ETC Expression 3 Dimmer Lighting Board
  - Dual Curtain Track
  - Computer WIFI
  - Tungsten and Fluorescent Lighting
  - Assorted Grip Equipment
- **Full Lighting & Grip Equipment List**
- **Cammate Travel Series with Regular & 360 degree Dutch Head**
- **Electronic Field Production:**
  - Beta SX or DVCAM Camcorder
  - Sachtler Fluid Head Tripod
  - Sony 9" SD Monitor
  - Assorted Tungsten Lighting
  - Assorted Grip Equipment
  - Magliner Carts
  - Production Vehicle
- **Post Production:**
  - AVID Adrenaline Media Composer
  - AVID Xpress Pro
  - Final Cut Pro HD
  - Sonic DVD Producer
  - Sonic SD1000 DVD Encoder
- **Director's Control Room 1:**
  - Phillips DD35 Production Switcher
  - Chyron Duet
  - Chyron Aprisa Still Store
  - Wheatstone 32-channel Audio Board
  - Pinnacle DVE Extreme
  - 6 line Getner Call In Phone Bank

## Sample Radio Equip. List

- **Fully Digital Audio Studio**
  - Full Media Capable: CD, Mini Disk, Cassette
  - Engineer Available
  - ISDN line
  - DAW Production Capable
- **Video and Audio Tape Dubbing**
  - Digital Beta Record/Playback
  - Beta SP Record/Playback
  - Beta SX Playback
  - DVC PRO Record/Playback
  - DVCAM Playback

# Clients



“Our shoot at the WUSF studios was shaping up to be quite a challenge, but the facilities met our needs perfectly and the staff of WUSF could not have been any more accommodating. Every request was met in a timely manner, from an earlier-than-normal start time to an unexpected need for alternate furniture. I would definitely use this studio again for our next production.”

**Leah Peterson**  
Client Service Manager  
MKJ Marketing



“WUSF helped Pasco County develop its first ever Government Access Channel from idea conception to final product. Without them, our successful channel would not be on the air today. I look forward to a long relationship with

**Diane W. Jones, MPA**  
Public Communications Manager  
Pasco County



“From day one of our planning for these critically important instructional facilities, IntellisMedia staff have been extraordinarily helpful in interpreting our stated needs and translating those concepts into a state-of-the-art audio/visual media environment our students and faculty will enjoy and value for many years to come.”

**B.A. Mackey, Ph.D.**  
Associate Vice President  
Campus Planning and Development  
USF Lakeland



**Florida Department of Education**

# Awards

## Notable Awards Prior to 2005

Besides receiving numerous Aurora and Telly Awards prior to 2005, the station also received a 2002 Emmy Award and a 2004 National Educational Telecommunications Association (NETA) Award Creative Hearts.

## 2005

### One Platinum and Five Gold Aurora Awards:

*An international competition to recognize excellence in the film and video industries*



- **Gold** - Tampa Bay's Top Ten.....Cinematography/Videography
- **Gold** - Tampa Bay's Top Ten.....Documentary - Historical Event
- **Gold** - Tampa Bay's Top Ten.....Low Budget
- **Gold** - WUSF TV Station ID.....Station Identification/Promo
- **Platinum Best of Show** - WUSF TV Development/ Membership Campaign.....Advertising Campaign
- **Gold** - Power Yoga for Athletes.....Fitness/Health

### Five Telly Awards:

*Premiere award honoring outstanding local, regional, broadcast and cable TV commercials and programs, as well as the finest video and film productions*

- **Bronze** - Tampa Bay's Top Ten.....Entertainment
- **Bronze** - Tampa Bay's Top Ten.....Travel/Tourism
- **Bronze** - Tampa Bay's Top Ten.....Videography
- **Bronze** - Tampa Bay's Top Ten.....USF Admissions CD-ROM
- **Bronze** - Tampa Bay's Top Ten.....Station ID



# Awards



## The 2005 International Davey Award:

*The Davey Awards exclusively honor the "David's" of creativity, the finest small firms, agencies and companies in the world. The "Creative David's" who derive their strength from big ideas, rather than big budgets. The Davey Awards is the leading awards competition specifically for smaller firms that compete with their peers to win the recognition they deserve*



- **Silver** - Tampa Bay's Top Ten

## 2005 Suncoast Regional Emmy Awards:

- **Emmy Nomination for Tampa Bay's Top Ten**
- **Emmy Nomination for Station ID**

**2006** *(through May 31<sup>st</sup>)*

## Three Telly Awards:

*Premiere award honoring outstanding local, regional, broadcast and cable TV commercials and programs, as well as the finest video and film productions*



- **Bronze** - Demo Reel
- **Bronze** - Power Yoga for Athelets
- **Bronze** - Power Yoga.....Set Design



# Example: Custom TV®

## The New Medium

In the next five years, the number of organizations using digital signage to communicate with their targeted audiences will increase dramatically. Studies have shown that digital signage receives 10 times more eye traffic than traditional static signage and allows for greater control over when, where and how messages are presented.

## How it works

Custom TV is like having your own TV channel that can be easily updated remotely from anywhere in the world. Essentially, digital technology is used to present content of choice – whether it be advertisements, schedules, company news or music videos – on full-color video displays.

Multi-zone layout capabilities allow you to control how content is presented, much like a webpage, and allow for elements such as videos, graphics, text crawls and clocks. Additionally, its interactive capabilities can hook up to your existing database for dynamic updates while tracking and log playback capabilities allow for accurate monitoring and billing of advertisers.

What makes this an especially powerful tool is your ability to easily customize what is seen on each video display, thus greatly enhancing your targeted marketing efforts.

## Who can benefit?

Organizations seeking to improve communications with their targeted audiences can profit greatly with the following Custom TV applications:

- **Corporate Communications and Information**  
Marketing, Public Relations and Human Resources
- **Information Dissemination**  
Community Cable Channels, Government Offices, Courts and Information Centers
- **Education and Training**  
Universities, Schools, Seminars and Conferences
- **High Volume Traffic Area**  
Airports, Stadiums, Retail Stores, Transit Centers,



*Multi-zone layout capabilities allow the creation of customized signage and messages using video, graphics, animation, text crawls and clocks*

## Custom TV® can help you to ...

- Increase sales and name recognition by receiving 10 times more eye traffic than traditional static signage.
- Improve your targeted marketing efforts by easily controlling what is displayed to viewers.
- Exert more control over how, when and where your message is presented. Digital technology allows for updates to be made from anywhere in the world at any time of the day as frequently as needed.
- Improve the customer service experience by providing updated information in real time via linkage to your existing database.
- Significantly reduce lost opportunity costs related to marketing and information dissemination.

**IntellisMedia  
Specialist**

IntellisMedia specialists can help you assess how Custom TV® will best benefit your organization, as well as provide assistance with setting up the technological infrastructure, designing the “look”, developing content, training and maintenance.



# Example: 13th Circuit Court Recording System



*IntellisMedia provided the circuit courts with customized solutions that have dramatically improved external and internal communication, as well as decreased time spent on administrative tasks.*



*Our customized solutions have improved communication in the circuit courts, increased employee productivity and reduced the time spent completing administrative tasks. Additionally, individuals now have access to more resources and information than ever before..*



## IntellisMedia and the Florida Judicial System

IntellisMedia is one of only three organizations authorized by the state of Florida to provide the circuit courts with technology and media solutions. Our engineers are responsible for designing, implementing and maintaining applications that provide the courts with the following services:

- Court Reporting
- Audio Recording
- Archiving and Digital Storage
- JCalendar

An interactive web and LAN-based schedule and case management tool

- IP Telephony
- IP Intercom
- Full Function Help Desk
- Remote Control of All Functions

Our work with the 13th Circuit Courts shows IntellisMedia's ability to offer a complete range of technical solutions to our customers. Let us craft a customized solution for you.

# IntellisMedia Staff



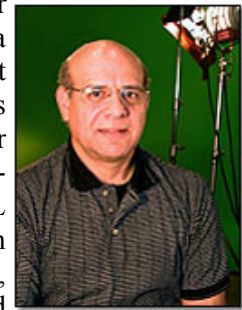
**R. Gary Byrd, Director, IntellisMedia** - Gary brings a wealth of experience to this position. He has more than 25 years experience in sales and marketing with IBM and AT&T. He has worked and traveled widely in Asia, Europe and Africa selling private international networks as well as network equipment and software. In addition, he has started, run and sold two companies each in different technology arenas. He began his career in radio while getting his undergraduate degree in Mass Communications from the University of North Carolina in Chapel Hill, N.C. and is very excited about the opportunity to return to communications. Gary also has an MBA from the Fuqua School of Business at Duke University in Durham, N.C.



**Michael Martin, Director of Engineering** - Mike has more than 18 years of experience designing, integrating and managing diverse audio, video and telecommunications systems. He began his career working as a operations technician and master control operator, as the years past he worked through as the lead integration technician and started designing system over 10 years ago. He later worked as senior engineer for such renowned organizations as Marriott Productions, Walt Disney World and the Whitlock Group. He has served as principle designer on projects ranging from complete hotel CATV and audio visual system as well as integrated classrooms, ballparks and stadiums, network infrastructures to complete broadcast and production facilities and, most notably, received two engineering achievement awards for his work with Walt Disney World. He has extensive experience in preventative maintenance and troubleshooting and is trained in the use of cutting-edge technologies. He currently manages all engineering projects for WUSF and IntellisMedia as well as the Director of Engineering for WUSF-TV and 89.7 FM.



**Jorge Cunha, Director of Production** - Jorge has over 20 years of experience in the film and video production business. He started his career in Brazil as a cameraman and soon after was promoted to director of photography. After moving to the USA, he began a 14-year period of work for the Home Shopping Network (HSN). During his last five years with HSN, he was put in charge of the lighting department where he was responsible for designing light plays for six studios that ran 24 hours a day. After HSN, Jorge opened his own production company that produced commercials, informercials and TV events for such companies as HBO, ABC, NBC, CBS, BET, NFL Films, and ESPN. Jorge has also been a consultant for Brightline, a well known studio lights manufacturer, and has been involved with various overseas projects, including the design and installation of the first Japanese TV studio using "Cold Light" technology. As production manager at WUSF, Jorge is responsible for overseeing the studios and all production projects.



**Cynthia Poloka, Director of Creative Services** - Cynthia brings twenty years of television and video production experience to the IntellisMedia team. She began her career in broadcast news, first working as a production assistant. Cynthia has worked for NBC, ABC, and Fox affiliates in various markets throughout the country. She returned to Florida to work with the Home Shopping Network. While at HSN, she was Senior Producer, Broadcast Creative, producing a variety of branding and marketing materials, promos, show support elements and interstitials. Cynthia traveled frequently, field producing in several cities across the United States as well as internationally. Her favorite location to date is Arezzo, Italy. Her creativity and professional efforts have been recognized with Telly, Aurora and Davey Awards and Emmy nominations. Cynthia is a graduate of The Pennsylvania State University, with a BA in Communications and minors in English and Sociology.



# IntellisMedia Staff



**Scot Kaufman, Media Sales Manager** - Scot has been an intrinsic part of WUSF's development and growth in the last 15 years. His exceptional work for WUSF's underwriting department has led to the development of strategic and mutually beneficial partnerships with diverse organizations and individuals in the Tampa Bay area and beyond. He graduated from Florida State University with a B.S. in Business Communications and began his public broadcasting career as an intern at Florida State's student-run public radio station. He then accepted a sales representative position for a sound reinforcement and home entertainment equipment company. After three years, he returned to radio and began working as a sales representative selling air time for WQSA in Sarasota. Eventually, he was hired by WUSF's underwriting department and, after developing corporate and non-profit relationships in the Sarasota market and organizing WUSF's special events for several years, he was promoted to Media Sales Manager. Today, he continues to manage his underwriting responsibilities, oversees IntellisMedia client relations and directs the IntellisMedia sales team. He is a 1991 graduate of Leadership Sarasota.



**Aileen Jenkins, Media Sales Representative** - Aileen is a dynamic and energetic member of the IntellisMedia sales team and has a strong commitment to customer service. A fluent Spanish speaker, Aileen has a B.A. in advertising from the University of North Florida and a M.B.A. from Florida Metropolitan University. While in school, Aileen began her career working as a marketing coordinator for a billboard company. After graduating, she moved to Atlanta, Georgia and for the first few months performed odd jobs for a large event company, including driving cross country and coordinating event set up while obtaining her CDL license. She then landed a job working as a public relations coordinator for a dairy company, where she attended trade shows and industry events to promote their products. Soon after, she began working as a consultant to radio, TV, and cable stations in both the U.S. and Canada, increasing their revenue significantly by designing customized sales plans that took advantage of their unsold inventory. After a few years, Aileen returned to Florida and began working in WUSF's underwriting department. She is also responsible for cultivating new business relationships for IntellisMedia and providing existing clients with unmatched customer service support.



**Jim Beaty, Media Sales Executive** - Jim, a graduate of the University of South Florida, has lived in Tampa for over 52 years. He began his career in Advertising and Marketing as an In House Advertising Director for Today's World, a 15 million dollar a year furniture operation in the Bay Area. He held that position for 19 years and won numerous industry awards for his TV, radio and print campaigns. Jim was also active in public relations and fundraising for local charities such as the Arthritis foundation, Metropolitan Ministries and the Ronald McDonald House, on behalf of his company. After Today's World, Jim became an account Executive at WFLA TV, the NBC affiliate in the Tampa Bay area. He handled both local and national accounts and also served as the Orlando region AE. While at WFLA, Jim served on the Board of Directors for Tampa's Meal on Wheels. Upon leaving Channel 8, Jim started Beaty Communications. Jim began his career at WUSF in June of 2004. He works in the Underwriting Department and is responsible for managing existing accounts and acquiring new business for the 89.7 FM, Ch 16 as well as IntellisMedia Media. He prides himself on building strong relationships and serving his clients needs



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