



## Company Profile

Telos Productions, Inc. is a full service production company, offering start to finish, High Definition video production.

Founded in 1984, the company has created more than a thousand programs for an extraordinarily diverse clientele, including major corporations, nonprofit organizations, universities, museums, advertising and public relations agencies, national sports franchises and many others.

Telos specializes in documentary-style programming for arts organizations, architects and museums; however, we also have extensive experience with programming for business-to-business communications, development, marketing, corporate image programming, news magazines, video news releases, and television commercials.

Thomas Ball founded Telos in 1984. It was among the first wave of production companies to embrace Betacam, which became the industry standard for broadcast production. Since then, Telos has remained on the cutting-edge of technology. Now, thanks to an alliance with Commercial Recording Studios, one of the finest recording studios in North America, Telos is now producing and mastering in true High Definition with Dolby Digital 5.1 surround sound.

Telos' mission is to create programming that engages the viewer both emotionally and intellectually, through expertly shot and edited productions which tell a story and are filled with ideas.

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## Profile of Thomas Ball

Thomas Ball's interest in film and video production took him to New York University where he planned to major in film production. After changing his academic major to India studies, Tom moved back to Cleveland and apprenticed himself to a Cleveland-based filmmaker. During this time, he continued his studies at The College of Wooster, Case Western Reserve University, The University of Wisconsin, and The University of Chicago. During his junior year abroad at Banares University in India, he made a film as his independent fieldwork project. The film, *Vishnu's Maya*, was subsequently awarded with a postproduction grant from the National Endowment for the Humanities. Ultimately, the film became a finalist in the New York Film Festival, but more importantly, it launched his career.

As a prolific documentary film maker he has said, "The best part about my job is interviewing fascinating world-class achievers at the height of their powers and trying to capture — in their own words — what makes them tick."

He has interviewed business giants Peter B. Lewis, George Soros, Frederick C. Crawford, and Thomas Watson Jr.; contemporary architects Frank O. Gehry and Philip Johnson; Supreme Court Justice, Sandra Day O'Connor; NBA Basketball stars, Brad Dougherty & Mark Price; Activist, Ralph Nader, Oboe soloist John Mack, Heart Surgeon, Delos M. Cosgrove, and Parisian Couturier, Christian LaCroix. Narrators for his productions have included the award-winning actors, Mason Adams, Dana Ivey, Peter Strauss, Joel Grey, Ed Asner, Edward Herrmann, Jeremy Irons and Wentworth Miller.

Among Tom's major works are his one-hour historical documentary on the revival of the French fashion industry following the liberation of Paris, *Theatre de la Mode*. This film served as exhibition support at the **Fashion Museum of the Louvre** and the **Metropolitan Museum of Art**. Shot mostly in Paris, the project was awarded both a first place Muse Award from the **American Association of Museums** and an Emmy Award from the National Academy of Television Arts and Sciences — Midwest region.

Another of Tom's major projects documents the creative process of world-renowned architect, Frank O. Gehry. The Montreal International Festival of Fine Arts awarded, *A Constructive Madness*, the prestigious *Prix du Meilleur Repartage Hotel XIX Siecle Award* — **Best Documentary 2004**. The film, Narrated by Jeremy Irons played in Festivals around the world

The **Washington Post** said, "A Constructive Madness" excels at conveying the messy creative process in Gehry's Santa Monica, Calif., office. Modelmakers and assistants struggle to keep up with a master who draws inspiration from the entire span of art history. By the end of the project, Gehry is draping waxed red cloth inspired by Old Master paintings. The forms suggest structures so exotic that one can only hope there will be a sequel." **The Melbourne Film Festival** called it, "an architectural thriller!"

Tom is currently in production on a related architecture documentary for **Princeton University**. This program juxtaposes the construction of the Frank Gehry designed, Peter B. Lewis Science Library with a new Collegiate Gothic style dormitory designed by Demetri Porphyrios (which was funded by Meg Whitman of eBay.) The program is called *Extreme Visions* and will explore the concept of creativity in business, in architecture and in higher education. It will be completed in the spring of 2011.

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## Telos Qualifications

Since 1984, Telos has earned more than 250 international, national and regional awards as well as numerous grants, prestigious commissions and honorariums. See *Awards* for a more complete listing.

A documentary on a post-war Parisian couturier exhibition, *Theatre de la Mode*, won a regional **Emmy Award** and a **First Place Muse Award** from the American Museums Association.

An **International Monitor Award** was given to Telos for its sociological study of adolescent substance abuse in the program, *Not My Child*.

The North American Lottery Commission recognized our TV spots featuring Ohio's *Million Dollar Winners* as, "The Best on the Continent," by bestowing the coveted **Gold Batchy Award**.

A regional **Emmy Award** and **Best of Show** from the Ohio Museums Association were given to *Showplace of America*, a documentary on 19<sup>th</sup> century Cleveland and its "street of dreams" known as *Millionaire's Row*.

A silver Telly (their highest honor) was awarded to Telos' documentary *All For One – The Story of Cleveland Clinic*.

Telos was honored with several Emmy nominations and a **Gold WorldMedal** at the New York TV & Film Festivals for its documentary, *Nurtured by Love, the Life and Work of Shinichi Suzuki*.

Telos distributes a number of arts and historical programs. For example, a series of educational videos, featuring Vogue fashion illustrator, Stephen Stipelman, are available through industry journals, worldwide. This series has enjoyed widespread popularity at the collegiate level and has become required course material for fashion schools throughout the United States. The documentary on the life of internationally renowned music educator, Dr. Shinichi Suzuki titled *Nurtured by Love, the life and work of Shinichi Suzuki*, is distributed internationally by The Suzuki Association of the Americas. Available in English, Japanese, and Spanish, the program has been distributed to Suzuki students on every continent and in more than 20 countries.

Over the years, the company has created programming for some of the most prestigious medical organizations in the world. Telos, in association with Baxter International and The WorldCare Foundation produced a series of CME accredited programs for the International TeleSymposium on Minimally Invasive Direct Access Valve Surgery. Broadcast live to 4,000 medical centers around the world, the symposium was an interactive event, incorporating live panel analysis, Internet discussions, and live surgical procedures performed by world-renowned cardiovascular surgeon, Delos M. Cosgrove, MD.

In June of 2007 Cleveland Clinic held a premier at Severance Hall for Telos' production of *All For One – The Story of Cleveland Clinic*, which documents the institutions 85 year history. Co-written with Davis Dyer from the Winthrop Group in Boston, the program is narrated by Tony award winning actor Edward Herrmann. The documentary style program features the Pastoral Symphony by Ralph Vaughan Williams. The primary purpose of the program is to capture and communicate the prestigious history of the institution for its 34,000 employees.

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Telos' highly acclaimed production, *Reaching Out for Liberty and Light*, is a 90-minute documentary on Ohio's first Congresswoman, Frances Payne Bolton. The program was produced in collaboration with History Enterprises. Interviewees appearing in the documentary include congressional colleagues, former President Gerald R. Ford, historians, academics, and representatives from the many humanitarian, civic, and cultural institutions associated with Mrs. Bolton's philanthropy and interests. The program features the music of Bizet and is narrated by Broadway and Film star Dana Ivy, who was recently inducted into the American Theatre Hall of Fame.

In 2004–2006 Telos was commissioned by the Maltz Museum of Jewish Heritage to create all of the motion picture presentations for the museum. Daunting in scope, the programs delve into myriad aspects of Jewish life and culture, focusing on how Jewish and American traditions are intertwined. Among the more intriguing topics addressed include: *Hate* — its psychology and persistent threat, *Jewish Entertainment* and its contribution to American popular culture, *Sacred Occasions* — a humanist view of Jewish civilization as revealed through religious ceremony and celebration, and *Holocaust Survivors* — from man's inhumanity to rebirth. The programs are narrated by film and theatre legend, Joel Grey, as well as television star and Golden Globe winner, Peter Strauss.

Telos has created not only a Firm history for the law firm Jones Day but also does video stories for their Recruitment, Pro Bono and Diversity initiatives. Jones Day is one of the largest law firms in the world and has over 34 offices in 14 countries.

Working for the Embroidery Guild of America Telos created an international history of the art form with its documentary *Embroidery — The Legacy of Needlearts*. Shot in America and in Europe, the program features extraordinary examples of embroidery from museum collections such as Hampton Court Palace and the Bayeux Tapestry Museum. The program includes a sequence shot in the embroidery house of *Brocard*, in Paris, where they recreated the red velvet and gold thread embroidered coronation robes of Napoleon, which they had originally stitched in 1804.

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## How Do We Work Together?

### I. PLANNING (conceptual phase)

1. VIDEO CAPABILITIES
  - Sample programs
  - We get to know you
  - You get to know us
2. INITIAL RESEARCH
  - Your need, your wants
  - Audiences? Objectives?
  - You talk, we listen
  - Program outline development
3. PROGRAM OUTLINE APPROVAL
  - Program Design/Description
  - Estimated budget
  - Program refinement
4. DECISION TO PROCEED 
  - Contract
  - ( 1/3 Down payment )

### II. SCRIPTING (pre-production phase)

5. RESEARCH
  - Meetings with your people
  - Locations? Resources?
6. SCRIPT/STORYBOARD
  - The program on paper
  - Preliminary schedule
  - Final Budget
7. SCRIPT APPROVAL 
  - Budget review
  - Production Schedule

### III. SHOOTING (production phase)

8. SHOOTING
  - Location scouting / Casting
  - Scheduling / Shooting
  - Acquire archive and other material
9. PROJECT REVIEW 
  - Program progress report
  - Second Payment Due
  - ( 1/2 of balance )

### IV. EDITING (post production phase)

10. ROUGH EDITING
  - The program begins to take shape
  - Graphics production
  - Music selection and editing
11. ROUGH APPROVAL 
  - Content approval
  - Final decision-making
12. FINAL EDITING
  - Finish Video
  - Color correction / Audio sweetening
13. FINAL APPROVAL
  - Final program presentation
  - Duplication and packaging
  - (payment of balance)
14. PROJECT REVIEW 
  - 3-6 weeks later, Project debrief

Indicates Client feedback and approval