

UNIVERSITY of HOUSTON



Student Video Network

FY 13

One – Time Allocation # 1

Canon 7D (DSLR)

Presentation Date: October 30, 2012



student video network

President: Ali Iqbal

VP Operations: Sophia Pereira

VP Productions: Isaiiah Pena

One-Time Allocation Request # 1 – FY 13

Mission:

Student Video Network (SVN) at the University of Houston is a student-run television station for all UH students, allowing students to expand their college experience by learning about and getting involved in an active TV production environment.

Request:

For FY-13, SVN would like to request a One Time Allocation of **\$2248.63** for a Canon 7D Digital SLR camera with complete accessories. The table below breaks down the cost;

Equipment	Qty.	COST
Canon 7D with 28-135mm lens	1	\$1,550.00
Zoom H4N Audio Recorder	1	\$250.00
On Camera L.E.D. dimmable light panel	1	\$50.00
LP-E6 Battery	2	\$120.00
1 Charger	1	\$60.00
Transcend SD Card - 32 GB	2	\$60.00
TOTAL		\$2090.00
6% Administrative Fees		\$125.4
1.5% VPSA		\$33.23
Grand Total		\$2248.63

Rationale:

SVN is actively working on developing the Production Department into separate branches to ensure efficient high quality programming. One of the branches is “SVN News.” “SVN News” is starting with a 30 minute bi-weekly newscast covering campus and local community news which would include a studio newscast as well as field reports. Canon 7D would be the field camera for the news department which would be used for small interviews and B Roll in situations where our Sony HD cameras are unfit for use because of size, weight, set-up time and/or equipment safety concerns. Canon 7D provides a cost-effective solution for quick speedy shots in harsh conditions where the Sony HD studio cameras are unfit for use. In addition to News, the DSLR would be used to film B-roll footage for shows from other branches of the production department at SVN as well as special videos such as music videos, commercials, events on campus and more. The fact that it is capable of taking both pictures and video is a dual advantage for SVN and provides potential solutions for green screen work, stop-motion action sequences, behind the scenes production stills etc. Acquiring this camera would add to the diversity of equipment available, resulting in increased efficiency and quality of productions.

Background

Canon 7D has become the DSLR for choice ever since its release for professional videographers and photographers. With a C-size CMOS sensor and dual DIGIC 4 image processors, it gives high resolution 1080p footage which is unmatched in quality for the cost. It is one of the few DSLRs made by Canon that is specially designed for video work and is able to stand harsh filming conditions. Its small size makes it easy to achieve unusual shots ranging from fast action sports to cinematic and panoramic landscape and portraiture.

UNIVERSITY of HOUSTON



Student Video Network

FY 13

One – Time Allocation # 2
Porta-jib Explorer System

Presentation Date: October 30, 2012



President: Ali Iqbal

VP Operations: Sophia Pereira

VP Productions: Isaiah Pena

One-Time Allocation Request # 2 – FY 13

Mission:

Student Video Network (SVN) at the University of Houston is a student-run television station for all UH students, allowing students to expand their college experience by learning about and getting involved in an active TV production environment.



Request:

For FY-13, SVN would like to request a One Time Allocation of **\$5482.5** for a Porta-Jib Explorer System. The table below breaks down the cost;

Equipment	Qty.	COST
Complete Porta-jib Explorer System	1	\$4,900.00
Shipping and Handling		\$200.00
TOTAL		\$5100.00
6% Admin Fee		\$306.00
1.5% VPSA		\$76.50
Grand Total		\$5482.5

Table 1 - Pricing when bought as a complete system

Rationale:

SVN is actively working on developing the Production Department into separate branches to ensure efficient high quality programming. Current branches include Entertainment, SVN News, Reviews, SVN Films, SVN Variety and SVN Primetime. Having the production department split into this system allows for more shows to be proposed to and produced by SVN. As a result, SVN has experienced a recent increase in shows that follow a storyline and a theme, rather than having a simple broadcast format. Student Producers are being encouraged to develop and follow film techniques that adequately convey the theme/feel of the story being told. The techniques include color correction, grading filters, creative use of framing and depth of field, and most importantly, camera movements.



A critical difference between a professionally created video and a zero budget student film is camera movements. SVN intends to provide students with the opportunity to bring their concept to life in the most professional manner possible. Now that SVN has covered the other essential elements like lighting and higher resolution cameras, there is a need to focus on camera movements. Porta-Jib is the perfect solution to achieve that.

One-Time Allocation Request # 2 – FY 13

Porta-Jib Explorer includes a jib arm which can be turned into a slider when needed. It covers the flying camera (crane) movements seen in music videos, TV shows, movies, news, dramatic scenes, and others as well as sliding shots used in panoramic and close up scenes, interviews, dialogue and many other applications. The length of the jib arm is variable according to situation which makes it possible to use the system at a variety of locations ranging from indoor offices to outdoors. The setup time for Porta-jib Explorer System ranges from 10 – 20 minutes based on the location used and it packs into 2-3 bags with the dimensions; 12” x 11” x 38”. This compact size works well for the temporary storage space available to SVN during the construction of the UC.



SVN believes that the Porta-Jib system is a necessary addition to the equipment at SVN and would complete the basic requirements of a TV Production Studio. We believe students should be given the opportunity to create professional looking portfolios and demo reels which prepares them for the industry and Porta-jib would take them one step closer to that goal.

UNIVERSITY of HOUSTON



Student Video Network

FY-13

One – Time Allocation # 3
Tripods and Tripod plates

October 30, 2012



President: Ali Iqbal

VP Operations: Sophia Pereira

VP Productions: Isaiah Pena

One-Time Allocation Request # 3 – FY 13

Mission:

Student Video Network (SVN) at the University of Houston is a student-run television station for all UH students, allowing students to expand their college experience by learning about and getting involved in an active TV production environment.

Request:

For FY-14, the Student Video Network would like to request a one-time allocation of **\$1,304.19** for the purchase of 3 heavy duty tripod kits and 3 broadcast-compatible v-mount tripod base plates. The table below breaks down the cost;

Equipment	Qty.	COST
Pearstone VT2500B Video Tripod & Head with Universal Dolly Kit	3	\$530.70
Triad VTA-14 Tripod Adaptor Plate	3	\$682.50.00
TOTAL		\$1213.20
6% Admin Fee		\$72.79
1.5% VPSA		\$18.20
Grand Total		\$1304.19



Figure 1: (Left to Right) Camera mounted on the V Mount Triad VTA-14 Adaptor plate, V mount Base Plate top view, V Mount Base Plate bottom view, Pearstone Heavy-duty Video Tripod

Rationale:

The 3 heavy duty tripods kits will provide professionally stabilized image quality for our cameras and further strengthen our productions department in areas of film and especially in-field production. The VTA-14 Tripod V-mount plate, will allow SVN’s new HD cameras to work well with the tripods when productions move outside the SVN studio. Each tripod kit comes with a portable dolly, allowing tripods to move around smoothly and create professional tracking motions without the use of additional equipment.

Background

The new Sony HD camcorders weigh approximately 13lbs and, due to their uneven weight distribution, do not fit well with regular tripod plates SVN currently owns. The New tripods will hold up against the heavy weight while the V-mount attachment plate works cooperatively with the camera’s built in V-shaped base. This will allow the camera to quickly lock onto any tripod and will reduce the risk of loose equipment. This would ensure safety of the equipment as well as a smoother production day environment.

UNIVERSITY of HOUSTON



Student Video Network

FY-14

Base Augmentation Request

Presented on: October 30, 2012



President: Ali Iqbal

VP Operations: Sophia Pereira

VP Productions: Isaiah Pena

Base Augmentation Request – FY 14

Mission:

Student Video Network (SVN) at the University of Houston is a student-run television station for all UH students, allowing students to expand their college experience by learning about and getting involved in an active TV production environment.

Request:

For FY-14, the Student Video Network would like to request a base augmentation of **\$9,855** for the following;

- 1- Changing VP Operations and Director of Public Relations positions to 12 months instead of 10 months
- 2- Station Marketing
- 3- Equipment Maintenance

The request includes a 6% UH administration Fee and 1.5% VPSA fees. The table below breaks down the request into its components;

ITEM	COST
1 V.P. Operations Salary Increase (2 months at 614/month)	\$1228.00
Director of Public Relations Salary Increase (2 Months at 470/month)	\$940.00
2 Station Marketing	\$5,000.00
3 Equipment Maintenance (Increase)	\$2,000.00
UH Administration Fees (6% of 9,168)	\$550.08
VPSA (1.5% of 9,168)	\$137.52
TOTAL	\$9,855.00

Table 1: Breakdown of Base Augmentation in major components

Reasons for request:

1-Salary Increase

Rationale:

Summer is a critical period for team development and planning for the whole upcoming year. The Vice President of Operation and Director of Public Relations are both operational positions and play a critical role in development of policies and event planning. Making the positions 12 months would ensure a stronger team once the academic year starts and better planned events in the fall semester. It would also remove the 1-2 month delay SVN experiences at the beginning of the year due to set up and team development.

See Appendix A. for Job Descriptions

2-Station Marketing

Rationale:

In order to ensure continual growth of SVN's productions and events, it is necessary to have an allocated budget for marketing that includes marketing for the station's productions, events as well as the station itself. The budget would cover promotional items and marketing material like flyers, brochures, handbills, posters, banners etc.

Base Augmentation Request – FY 14

3-Equipment Maintenance

Rationale:

Maintenance of equipment is key to ensure continued development of SVN's Production department. SVN is requesting \$1,000 for equipment maintenance and consumables including replacement of small parts, DV tapes, light bulbs, memory cards etc. for FY 14 in order to make sure there is no disruption in the production process.

Base Augmentation Request – FY 14

APPENDIX A: Job Descriptions

Vice President of Operations;

The responsibilities of the Vice-President shall be as follows:

- A. To learn and assist the President in his/her duties, as needed, such as SFAC;
- B. To establish data and time for weekly executive board meeting for each semester and shall prepare an agenda for discussion of business items;
- C. To work with other branch heads to increase involvement of SVN members;
- D. To preside at meetings of this organization in the absence of the President;
- E. To assume the office of President in his/her absence, vacancy, resignation, or dismissal;
- F. To oversee and act as the head of the Operations Branch;
- G. To establish bi-weekly meetings with Operations Branch;
- H. To work with other executive leaders in facilitating success of members by participation and enjoyment during events;
- I. To follow-up with Public Relation Director and Production Manager to be informed and assist, if needed, with any administrative duties;
- J. To take minutes at all meetings and email them to appropriate individuals afterwards;
- K. To organize and maintain a digital and hard copy of this organization records, including:
 - a. Constitution
 - b. Executive leaders' Schedules
 - c. Hours of Operation
 - d. Compensated Student Leader Hours
 - e. Programming Schedule
 - f. Member Contact Sheet
 - g. Monthly Movies (Residence Life Cinema)
 - h. Policies and Procedures
 - i. Photo Gallery
- L. To work with Production Manager and Engineer/Studio Manager to establish date and time for biweekly production classes and inform the executive board and members. Classes include:
 - a. Editing
 - b. Camera
 - c. Camera Theory
 - d. Studio Production
 - e. Script Writing
 - f. Lightning
 - g. Audio
 - h. Other classes due to experience of current executive board
- M. To attend all SVN Events;
- N. To assume or delegate any responsibilities due to a vacancy of absents within the productions branch to fulfill the obligation of the Student Video Network;
- O. To teach (4) production classes per month within the field of production such as audio, lighting, camera theory, camera composition, script writing, editing and etc.
- P. To perform other such duties that may be required to ensure success and smooth operation of the organization as the membership or Constitution may specify.

Base Augmentation Request – FY 14

Director of Public Relations:

The responsibilities of the Public Relation Director shall be as follows:

- A. To oversee and act as the head of the Public Relation Branch of the organization;
- B. To establish bi-weekly meetings with Public Relation Branch;
- C. To work closely with campus organizations to promote a positive image of this organization;
- D. To assist with writing and distributing news releases announcing important to this organization information and events;
- E. To establish and implement a yearly and semester public relation/marketing campaign for this organization;
- F. To meet and coordinate with Public Relations branch in order to full fill this organizations goals;
- G. To maintain and develop this organizations internal and external relationships with other organizations and the University of Houston;
- H. To collect data from SVN members and UH students to establish specific interests for shows and specific time of viewership;
- I. To be responsible for all advertising and marketing projects for this organization;
- J. To work with PR Team to design flyers and other marketing items to distribute to University community;
- K. To develop and execute promotion and marketing strategies for events and shows;
- L. To organize and execute the following events and programs:
 - a. Fall & Spring Outdoor Movie Festival
 - b. Fall & Spring Retreat
 - c. Spring Banquet
- M. To work with other executive leaders to assist members with participating in events and programs held by this and other organization;
- N. To attend all SVN Events;
- O. To work with Special Events Director, when both are participating in the same event, to create professional filming environment;
- P. To assume or delegate any responsibilities due to a vacancy of absents within the productions branch to fulfill the obligation of the Student Video Network;
- Q. To perform other such duties that may be required to ensure success and smooth operation of the organization as the membership or Constitution may specify.