

SSAF Request

## **Video Media**

ANUSM is looking to expand into the video media market. The organization currently owns all necessary equipment for the production of video media, with the exception of editing tools.

Video processing requires computer equipment of a standard above and beyond that of an ordinary desktop computer.

Although a PC is cheaper, we currently own a large amount of software licensed for Macintosh computers, and below are the specifications for the editing platform we will need.

*Apple Mac Pro (\$5194.99 retail incl. GST)*

Two 2.40GHz 6-Core Intel Xeon processors (12 cores)

16GB (8x2GB)

1TB 7200-rpm Serial ATA 3Gb/s hard drive

2TB 7200-rpm Serial ATA 3Gb/s hard drive

ATI Radeon HD 5770 1GB

One 18x SuperDrive

Mini DisplayPort to Dual-Link DVI Adapter

Apple Magic Mouse + Magic Trackpad

Apple Keyboard with Numeric Keypad (English) & User's Guide

Two LG LGE2711T 27in LED Widescreen Monitor

Final Cut Pro X

## **Sub-editor Reimbursement**

Our sub-editors provide a valuable service to ANUSM, and in return receive skills and experience, which are in themselves very valuable in the workforce. To reimburse them for their time, we propose that sub-editors will receive \$50 per edition.

## **Soundcloud Account**

In order to value-add to the radio experience, we currently host all podcasts on a streaming website called Soundcloud. The cost for a one year unlimited subscription is 500 euro, which equates to approximately \$650. This subscription is a necessary component of our radio enterprise.

## **Shutterstock**

In order to provide our editorial team with image content for each edition, we subscribe to Shutterstock. Downloading images from many websites and publishing them would mean we are infringing on copyright laws, meaning that this subscription provides us with unlimited access to stock photos.

The subscription costs \$2559USD per year.

### **Printing**

Depending on the length of the edition and volume, we pay up to \$2500 per edition. This is a necessary cost, and while advertising goes some way to cover this, actively seeking advertisers places a significant administrative burden on the board, and we feel that our publication is of a higher and more consistent quality without significant advertising throughout it.

We print 14 editions per year, which works out to approximately \$35000 per year in printing expenses.

### **Office Supplies**

Throughout the year, we spent \$1262.45 on office supplies. Examples of expenses include postage, printing consumables, sundry office supplies and electronics consumables such as batteries and cables.

This year ANUSM bought a new MFD, and the service agreement with the supplier costs printing at one cent per black and white copy, and seven cents per colour copy. At expected volume of monthly printing being 120 colour pages (edition proofs) and 300 black and white, our monthly service liability will be \$11.40, which is \$114 per year (minus two months for summer break). Paper will cost, at \$19.40 per five ream pack of 2500 A4 pages, and \$29.97 per three ream pack of 1500 A3 pages, which will equate to \$68.77 per year minimum expense for printing consumables.

### **Legal Retainer**

We maintain a legal firm on retainer for any issues pertaining to defamation. This is a risk management expense, as the organization would not be able to afford any potential defamation liability if it were to occur. We pay \$1,110 per month for the service, which is \$13,200 per year.

### **Accountancy Fees**

ANUSM paid \$4620 to Halletts Finance Services Group for accounting services, which is a necessary liability incurred in order to fulfill our financial reporting and taxation obligations.

### **Website Hosting**

ANUSM pays \$238 per year for website and domain hosting from Jumba. We have not found advertising yet which can cover this cost. The ability to host editions and break news on the website provides a special value not provided in a fortnightly publication. It also enables us to promote special events, and host links to our podcasts and radio shows.

## **Networking Equipment**

When ANUSM moves into its new offices in the ANU Exchange, we will need eight Cat6 Network cables. This will cost \$4 per 5m cable, for a total of \$32.

## **Professional Development**

We contend that there are two positions that require special skills and knowledge. The position of Managing Editor requires a basic knowledge of the MYOB accounting package, and Visual Design Editor requires a knowledge of the full Adobe Suite (InDesign, Acrobat, Photoshop, Illustrator).

We would like to budget \$5000 for professional training from CIT in these areas.

Further to this, we would like to budget \$2000 for sending editors to conferences pertaining to student media and journalism. These costs would cover accommodation and travel expenses.