

Video News Release [VNR] Budget

Production	\$ 6,000
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- Script and transcriptions of interviews (\$500)
- Location Shoot with 2 man crew (\$2500)
- Online VNR Edit (3,000) includes:
 - narration track
 - talent payment
 - chyron
 - B-roll and interview footage

Distribution & Pitch	\$ 6,980
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- Fax advisory to all networks and newsrooms 700 outlets, including cable (\$1400)
- Tape Encode: electronically encode video/Sigma (\$1650)
- Satellite feed (\$1650):
 - Recommending 2 feeds.
 - Uplink fees includes \$250 key charge for weekend
 - 15 minute window would allow for 2 feeds each time
- Pitching with overnight delivery of 30 hard copies (\$2280)

Subtotal Production and Distribution costs as outlined above	\$ 13,980
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Contingency:	<u>\$ 2,097</u>
Grand Total:	\$ 16,077

Note: Contingency not billed if not incurred. Contingency is 15% to cover OT, additional footage of outreach activities or awards ceremonies, VIP interviews and activity coverage TBD and unforeseen location or post production expenses. Not billed if not incurred. Contingency rolled to additional distribution/pitch of VNR after feeds to outlets as feature for health shows, news magazine feature story, or possible tie in with American Academy of Pediatrics, as directed.

Scale back options:

- Fewer hard copies for distribution (25 hard copies saves \$380)
- Switch to different monitoring service: Sigma covers all markets but only for 6 weeks. Use of Vail encode saves \$650
 - a. only tracks top markets (75)
 - b. tracks for one year
- Save key fee by moving feed to Monday (\$250)
- Only one weekend feed (Saturday or Sunday TBD)
- Combine Chicago and Washington footage for Monday feed
- Pitch and dub via CDC or HMA

Suggested timeline:

- Pre-rally outreach footage

Saturday event coverage
Edit Saturday and ship Saturday or Sunday

Location Shoot only Option (\$2500)

2 man crew, 10 hour day
Portal to Portal, Includes BetaSP tape stock