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*From the office of the...*  
**Student Life Development  
Coordinator**

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TO: Executive Board

FROM: Michael Wooder, SLDC and Alex Young, Communications Officer

SUBJECT: Capital Request for Photography/Videography Equipment

DATE: June 16, 2014

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The Communications Officer and the SLDC assist MSU services in the creation of promotional strategies and promotional content (e.g. photographing events, video production, watermarking, social media content, etc). To that end, one of the main roles the Communications Officer is tasked with is the production and editing of high quality photos and videos that can be used for marketing and promotions of the MSU proper and of its services.

Currently, the camera used for MSU photography and video production is fully depreciated, now in its fifth year of a three year cycle. Also, this camera lacks the basic needs of video production, including the inability to support a directional microphone. Moreover, the lighting and microphones used to produce video content for SRA vlogs, services promo videos and BoD productions over the past 12 months have all been borrowed items, which are no longer available to the organization. Given the increasing demand for quality videography and photography from parties within the MSU, as well as the full depreciation of the few assets we correctly own, it is an excellent time to secure the necessary A/V items for the MSU's promotional needs. Specifically, the following items would greatly enhance the ability of the Communications Officer to produce high quality promotional assets for the MSU:

- Nikon D7100 Camera for photos and video (\$1000)
- Lapel (x2) and Directional Microphones (\$300 & \$180)
- Lighting (x2) and Reflector Kit (\$700 & \$150)
- Tripod (\$160)
- Extra battery and memory card for camera (\$80 & \$60)

**Total = \$2630 (plus applicable taxes)**

Until now, the equipment available to generate video and promotional content for interested parties within the MSU met only basic requirements and relied on a single outdated model of camera that lacked proper audio functionality and no additional lighting components. As a result, we were unable to

produce quality products that could be considered real assets for the organization. In order to circumvent this issue, the Communication Officer supplemented stock equipment using personal items and borrowed equipment, allowing for a caliber of production that would be otherwise unattainable. This scenario is neither preferable nor sustainable and has ceased to function.

In order to ensure that any new equipment purchased is high quality and cost-efficient, the options listed have been extensively researched and price-checked from multiple sources (*please see attached document*). They have been chosen with the idea in mind that they must not only meet current demand, but also maintain use and functionality over the next three to five years. The items included herein are necessary to keep the MSU at the promotional level of development to which we have become accustomed and to which our audience demands.