

▪ Joseph Woodard Multimedia ▪

VIDEO PRODUCTS AND PRICES

Fall 2009 — Phone (510) 748-9811 Email: jwoodard@freemanbusiness.net

JOSEPH WOODARD MULTIMEDIA CAN...

1. Create important and memorable oral histories from filmed interviews edited together with family photos and any other multimedia records your family may own, like home video, still photos, and audio recordings on tape or CD. We can include photography of places you've lived, possibly worked, or the locations where you studied, or other places of special significance in your life. Your narration can enlighten the viewer about how you felt and what you experienced. Given the power of video to mesh together sight and sound in order to show and tell about many different experiences, you can convey your life story in a medium that your family and community can enjoy and learn from for years to come.

2. Capture -- for DVD and web broadcast -- interviews and lectures vital for illumination of critical issues. Because we can edit audio-visual materials into your video presentation that further illustrate the subject, your audience will have a complete and clear picture of what you want to teach.

3. Produce video coverage of newsworthy events important to your organization, like demonstrations and performances.

4. Film, edit, and produce advertisements and short announcements for TV and web.

5. Preserve the memories of special family events like reunions, anniversaries, birthdays, and memorials.

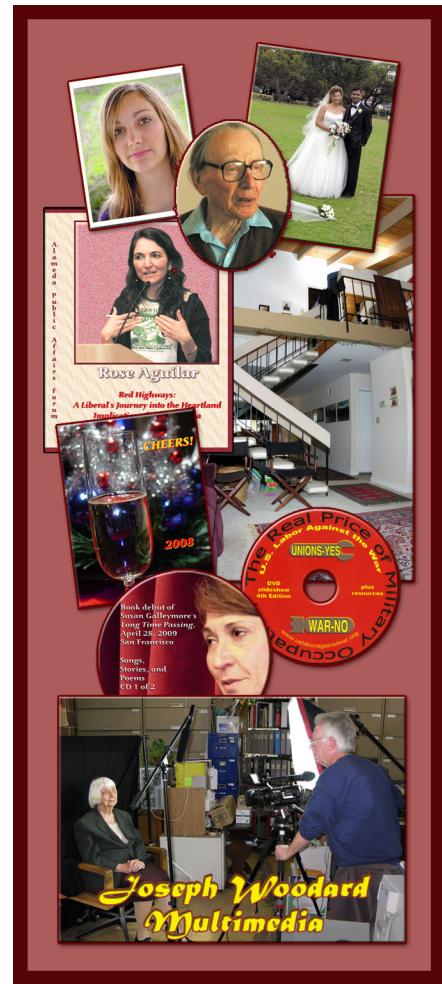
6. Convert your family video tapes (NTSC format only) to longer lasting DVD format.

7. Duplicate DVDs and CDs. We can create labeled DVD and CD copies, from 1 to 1000, in various kinds of packaging: full color labeled DVD cases, clear jewel cases with or without inserts, digipaks (cardboard cases with plastic trays), and cardboard mailers.

8. Show your DVD or computer-based slideshow to an audience of up to 150 people at any location within 50 miles of Alameda, California.

We produce your film as "2-camera shoots," allowing us to assemble a professional editing sequence as various participants play their part. Because we can edit live video footage together with other images and audio recordings, we can produce a realistic and very watchable result.

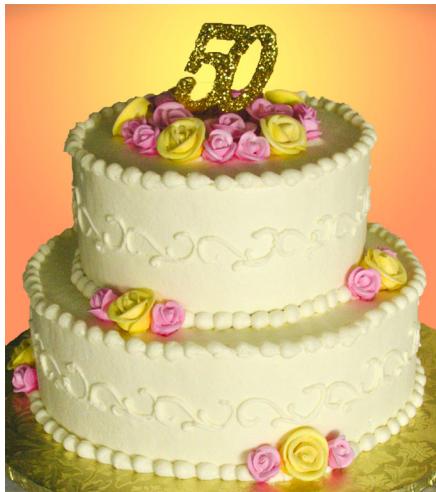
See items in the *Examples* section. They suggest what we can do for you. **We can create a wide variety of video in collaboration with you, your family, your friends, your organization.**



Creative Possibilities

We can edit still photographs and illustrations into documentaries that move, talk, and sing. For example, this year a woman asked me if I could create a DVD of her wedding; she was married 50 years ago. I found out she had many photographs going back to her

childhood. She kept them in boxes. I talked with her about the most memorable events leading up to her wedding and invited her to bring her photos to our lab. We set up an audio recording session in which she went through her photos and talked about them in no particular order. Since she had described her life to me as we talked, I was able to edit her oral description into a story about her life leading up to the wedding, and the 'happy ever after' part about her children and grand-children. This narration was edited together with animations of her photos, in the style of documentarian Ken Burns, together with sound effects and appropriate music, some of the melodies she had enjoyed the most.



We showed the video at her 50th wedding anniversary to about 60 family members who'd come from near and far. They broke into applause about three-quarters of the way through the film because the story was so wonderful. Many of the grandchildren knew nothing about their grandparents' background or the area where they grew up. My customer gave copies of the DVD to her family as thank-you gifts for coming to her anniversary.

Technical Possibilities

We can create these **video productions on DVD in NTSC and PAL television formats for broadcast or personal viewing** in North and Central America, the United Kingdom and Europe (except France), the Middle East, Central and

Far Asia, Japan, and Australia. We can duplicate the DVDs we create for you. Give them as gifts or use them as fund-raisers for your organization. We can also render video for web viewing in several universally viewable formats, like Flash, Quicktime, Real Media, and Windows Media.

We can duplicate the DVDs we make for you, enough to distribute to as many people as you want: family members or the membership of entire organizations. You could sell copies of your video as a fund-raiser for your non-profit organization. We can even show your movie or computer-based presentation to an audience.

ORAL HISTORIES

An oral history is your story as a documentary. It may encompass much of your life, or talk about only one significant incident. It can be a story that leads to a important life changing event or a reminiscence you want to treasure. An oral history could be much broader and talk about the how an industry you worked in fared, or how a countryside where you lived changed into a city. You know the stories you want to pass on to your family and future generations. **We can help you bring your story to life with interviews, narrations, and incorporations of memorabilia that make the story live.** Our job is to help you bring out the story in realistic detail.

We'll plan this production with you and design the best means of showing it.

Usually an oral history is centered on an interview. The person who asks you to relate your story should be someone who knows about you and the events you want to describe, and should be someone you feel comfortable talking with, as if the cameras, lights, and microphones weren't even there.

Call us and we can start the process. You'll hire us to become the producers of your story. We'll help you pin it down. If you wish, we can help select an interviewer if we decide with you that such a role serves the telling. We can research other elements that we can show, like old photos, possibly audio recordings, and possible locations that we may photograph. We'll integrate these elements in a Ken Burns style documentary fashion. There may be other people that should help tell the story as well. The principal location for filming may be your own home and may include several other places. **We can put all of your ideas together as a compelling story that we will film and edit into the completed feature.**

Booking Fee

Begin your oral history by talking with us. **We'll design the project and make it firm in a contract that describes what we'll create for you, how, and when.** The project can be for personal or

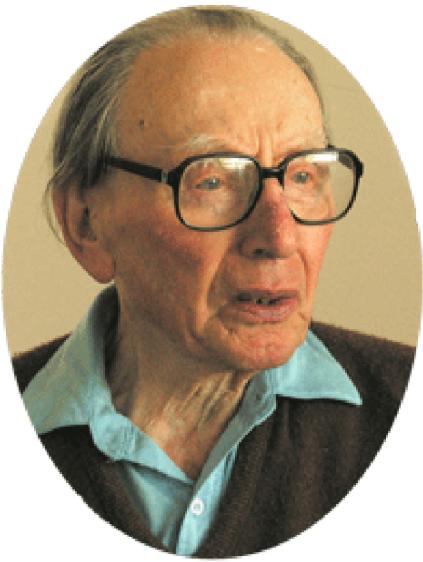


non-profit educational use only unless you negotiate a commercial license.

At the contract signing, you pay a **booking fee of \$450.00** by check or money order to Joseph Woodard.

Shooting Schedule, Location, and Duration

Depending on the project plan, **we may film within 2 weeks of the contract signing in your home and complete editing and DVD production in another 2 to 3 weeks.**



Or the project may be more elaborate. The contract we make during the booking will describe the major shooting events. Shooting may spread over days or months, depending on availability of people who we photograph and their accessibility.

If possible, we would like to scout any location we haven't seen before so that we can plan the most expedient way to set up our equipment.

The booking fee covers any shooting location within 50 miles of Alameda, California. Locations further away but still within California will require time and travel charges: \$0.25/mile after the first 50 miles plus \$20.00/hour travel time to and from the filming site.

All the personalities that appear in your oral history video may not be volunteers. If any require remuneration, you will have to pay them directly since we're not an agency or employer of that type.

We'll require any additional audio-visual materials that you may supply before we can begin editing. We may also need to record your narration about such materials, like descriptions of who appears in such-and-such photo and what they're doing. **If you wish, we can provide incidental narrations for introductions and conclusions.** We usually record narrations in our lab in Alameda, but we can also record elsewhere as long as the location is quiet.

Editing a more elaborate film takes from two to four weeks, depending on the complexity of the project.

Film Delivery and Final Payment

We'll bring you **10 copies of the DVD completed for personal viewing**, and tender an invoice for any **additional travel charges, plus the balance of \$950.00 for our work.**

You may order additional copies of the DVD using our price list.

When the film is done, we offer a **free screening in your home or location of your choice**, with the audience you choose. We can bring projector, screen, and sound system. There is no charge for this screening within 50 miles of Alameda.

INTERVIEWS AND LECTURES

We can set up a **2-camera shoot of an interviewer and up to four interviewees, or of a lecturer and possible audience.** The setting can be a location of your choice within 50 miles of Alameda, California, provided we have enough room for the two cameras, light stands, and backdrops. We'll need at least one power outlet within 50 feet of the setup. The setting must be reasonably quiet.

As we plan the project, we will discover whether **additional audio-visual information you have, like slides, photos, or other recordings may be incorporated.** We may decide to produce a DVD, plus a web version.



During shooting, we'll also shoot still photographs to be used for labelling.

The project can be for personal or non-profit educational use only. If the completed video is to be used for editorial or retail purposes, you must negotiate a commercial license with Joseph Woodard Multimedia.

Booking Fee

After talking with you about the idea of the video, we'll design the project and make it firm in a contract that describes what we'll create for you, how, and when. **At the contract signing, you pay a booking fee of \$450.00** by check or money order to Joseph Woodard.

Web Work

If we render a **web-ready version of the interview or lecture, we'll provide a copy to you on a data DVD**. If you wish the video incorporated into a web page, we can design and implement the page and place it on your website (assuming your site has the enough capacity for the video file) for a flat rate of \$40.00 per hour.

Website creation, including possible database design and implementation, as well as web hosting will require separate setup fees which will be quoted by our partner company, Freemanbusiness. Prices are quite reasonable.

Shooting Location and Duration

If possible, we would like to scout any location we haven't seen before so that we can plan the most expedient way to set up our equipment.

The booking fee covers any shooting location within 50 miles of Alameda, California. Locations further away but still within California will require time and travel charges: \$0.25/mile after the first 50 miles plus \$20.00/hour travel time to and from the filming site.



We'll need at least one hour to setup, from 1 to 3 hours to photograph the interview or lecture, and an hour to take down the equipment. Make sure that your outfit, hair, and makeup, if you use any, are ready.

We'll need any additional audio-visual items you may supply before we begin putting the video together. Editing the final film takes from two to four weeks, depending on the complexity of the project.

Film Delivery and Final Payment

We'll bring you **10 copies of the completed DVD, 5 ready for TV Broadcast, and 5 ready for personal viewing**, unless we've agreed to a different mix in the project contract. **We'll tender an invoice for any additional travel charges, plus the balance of \$950.00 for our work.**

You may **order additional copies of the DVD using our price list**.

When the film is done, we offer a **free screening in your home or location of your choice**, with the audience you choose. We can bring projector, screen, and sound system. There is no charge for this screening within 50 miles of Alameda. (We also offer this service for a reasonable fee if you need help in showing the video to additional audiences.)

NEWSWORTHY EVENT VIDEOGRAPHY

Many events happen on the street and other public places. **You or your**

organization may want to capture an event important for personal or educational purposes. (If you want to use the video for editorial or retail purposes, you must first negotiate a commercial license with Joseph Woodard Multimedia.)

Street coverage is more expensive because it's more difficult and can be risky. To keep prices within reasonable bounds we offer **coverage in two styles:**

- 1. Slideshow with stereo sound**
- 2. Regular or HD video with stereo sound**

For the less expensive slideshow option we record the audio of the event and combine it in a Ken Burns style documentary with still photography. This means that your audience will see and hear the event so that they can understand its significance and meaning.

For the typical video option, we can offer a single or double camera shoot, producing a video DVD that can be broadcast on TV and one that can be shown in private screenings.

We'll meet with you to plan the project. Once we've designed the project, **we'll make a contract that describes what we'll create for you, how, and when. At the contract signing, you pay a booking fee** by check or money order to Joseph Woodard.



Booking Fee

The amount of the **booking fee depends on the option you've chosen:**

- 1. Still photo slideshow with audio, on DVD, for both broadcast and personal viewing: \$350.00**
- 2. Regular or HD video, on DVD, for both broadcast and personal viewing, one camera shoot: \$800.00**
- 3. Regular or HD video, on DVD, for both broadcast and personal viewing, two camera shoot: \$1600.00**

Shooting Location and Duration

If possible, we would like to scout any location we haven't seen before so that we can plan the most expedient way to set up our equipment.

The booking fee covers 8 hours of shooting in any shooting location within 50 miles of Alameda, California. Locations further away but still within California will require time and travel charges: \$0.25/mile after the first 50 miles plus \$20.00/hour travel time to and from the filming site.

We'll require any additional audio-visual materials that you may supply before we begin editing.

We may also need to record narration, like introductions or descriptions of outcomes, and so on. We can provide the narrator's voice, but you must provide the text. We'll record the narration in our lab in Alameda and edit it into the film.

Editing the final film takes from two to four weeks, depending on the complexity of the project.

Web Work

If we render a **web-ready version of the interview or lecture, we'll provide a copy to you on a data DVD.** If you wish the video incorporated into a web page, we can design and implement the page and place it on your website (assuming

your site has the enough capacity for the video file) for a flat rate of \$40.00 per hour.

Website creation, including possible database design and implementation, as well as web hosting will require separate setup fees which will be quoted by our partner company, Freemanbusiness. Prices are quite reasonable.

Film Delivery and Final Payment

We'll bring you **10 copies of the completed DVD, 5 ready for TV broadcast, and 5 ready for personal viewing**, unless we've agreed to a different mix in the project contract. **We'll tender an invoice for any additional travel charges, plus the balance of \$950.00 for our work.**

You may **order additional copies of the DVD using our price list.**

When the film is done, we offer a **free screening in your home or location of your choice**, with the audience you choose. We can bring projector, screen, and sound system. There is no charge for this screening within 50 miles of Alameda. (We also offer this service for a reasonable fee if you need help in showing the video to additional audiences.)

ADVERTISEMENTS

We can create video advertisements of you talking about, possibly demonstrating, what your non-profit organization wants to sell for educational purposes. If you want to create an advertisement for other retail purposes, you will have to negotiate a commercial license with Joseph Woodard Multimedia.

We charge a flat rate of **\$500.00 for filming, editing and producing one copy of an ad that will last from 1 to 10 minutes. The booking fee covers 4 hours of shooting in any location**

within 50 miles of Alameda, California.

We draw up a contract describing the ad you want, who and what appears in it, and the format of the final product. You are responsible for the narration content, items to appear, and your own outfit and makeup, if you use any. **You pay a booking fee of \$250.00 at the contract signing.**

We'll give you two copies the resulting video on DVD, one ready for TV broadcast or one ready for viewing on the web. You pay the balance of \$250.00 on delivery of the ad.

We can design a webpage to display the ad and upload it to your website. We charge a flat rate of **\$40.00 per hour for webpage design and support.**

Website creation, including possible database design and implementation, as well as web hosting will require separate setup fees which will be quoted by our partner company, Freemanbusiness. Prices are quite reasonable.

FAMILY EVENTS

We cover family events: reunions, anniversaries, graduations, christenings, Bar Mitzvahs and Bat Mitzvahs, birthdays, and memorials.



(For weddings, be sure to see our Still Photo Products and Price list.)

From casual party to formal ceremony, we can capture the special event that will stand out in your family's memory for years to come. We can provide two-

camera video coverage, and include still photography and your favorite music in the resulting film as well.



Our prices are reasonable, tailored for a family budget. Call us and we'll help you make arrangements for video coverage of your family get-together, coverage designed to be respectful and complete.

Booking Fee

At the contract signing, we'll make sure to specify to the important details that you want captured. **At the signing, you pay a booking fee of \$200.00 by check or money order to Joseph Woodard.**

Shooting Location and Duration

If possible, we would like to scout any location we haven't seen before so that we can plan the most expedient way to set up our equipment.

The booking fee covers up to 4 hours of shooting in any shooting location within 50 miles of Alameda, California. Locations further away but still within California will require time and travel charges: \$0.25/mile after the first 50 miles plus \$20.00/hour travel time to and from the filming site. We charge \$80.00 per hour for shooting times longer than 4 hours.

We'll need at least one hour to setup and an hour to take down our equipment.

Film Delivery and Final Payment

We'll bring you **6 copies of the completed DVD ready for personal viewing**, unless we've agreed to a different mix in the project contract.

We'll tender an invoice for any additional travel and shooting charges, plus the balance of \$400.00 for our work.

You may **order additional copies of the DVD using our price list**.

CONVERTING VIDEO TAPE TO DVD

Video tape won't last forever. If you have old **VCR tapes (in NTSC format) we can convert them to DVD**.

This copy work can only be done for personal and educational purposes. We do not have the right to reproduce copyrighted videos for any purpose unless you own the copyright.

We can copy a VCR tape containing NTSC video not more than 3 hours in length to a DVD for \$40.00 plus California sales tax.



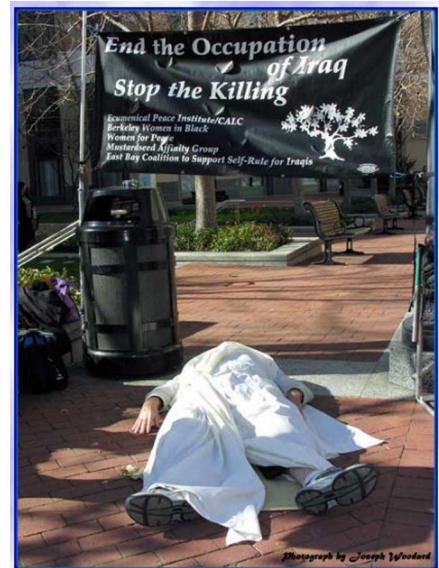
DVD AND CD DUPLICATION

We can duplicate your DVD or CD quickly. (Of course, we can duplicate color labeled DVDs that we make for you. See 'PRICES FOR ADDITIONAL PROJECT DVDS'.)

We can copy your DVDs and CDs only for personal and educational purposes. We do not have the right to reproduce

copyrighted disks for any purpose unless you own the copyright.

We give you the **disk copies labeled with plain text only, in clear, thin**



jewelcases, for \$3.00 each from 1 to 100 copies plus California sales tax. We can complete orders of this size within 24 hours.

DVD OR COMPUTER-BASED SLIDESHOW SCREENINGS

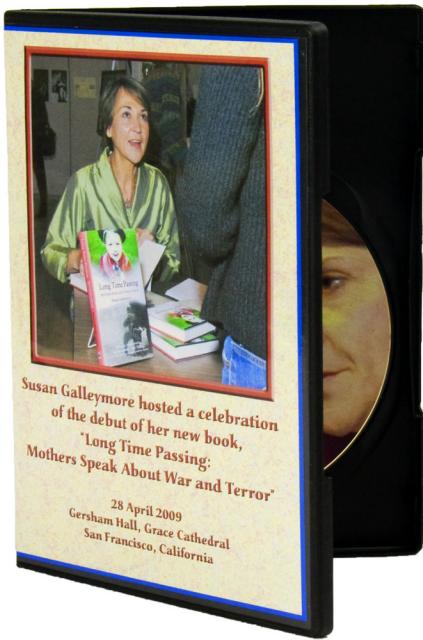
We can arrange a **screening of your DVD and computer-based slideshow to an audience of up to 150 people at any location within 50 miles of Alameda, California for a flat rate of \$150.00.** The screening includes one showing. We supply projector, screen, and audio system.



Please arrange transfer of any computer-based images to us before the event by sending them to us on CD, on USB key, by email or by FTP transfer. We can also download from your Windows-based computer directly to our system. Please complete arrangements with us at least 10 days in advance of the screening.

You will have to pay a booking fee of \$60.00 and we will invoice you at the event or just afterward by mail for the balance of \$90.00.

SIX EXAMPLES OF OUR VIDEO CREATIONS



- See clips from **three family events** celebrating the life of an engineer and poet in music and verse, a family member's birthday, and a memorial:
http://woodard.freemanbusiness.com/united_family/
- See an example 6 minute clip from a **television show** produced by us called **PERSPECTIVES**, featuring an **interview with Ann Ginger**, Director of the Meiklejohn Civil Rights Institute:
<http://www.perspectivestv.org/highlights.html#ANNGINGER>
- DVDs of our PERSPECTIVES TV shows** are available in the main branch of the Alameda City Library.
- You can see an example of a **web broadcast video: the hour and a half lecture by the economist, Dr. Jack Rasmus**, talking about the roots of the worldwide economic crisis:

http://www.kyklosproductions.com/video/090516_econ_workshop_web/090516_econ_workshop_web.html

- See a **film of the 2009 inauguration day protest against war** by the Ecumenical Peace Institute, held in front of the Oakland, California Federal Building:

http://woodard.freemanbusiness.com/jwm_examples.htm#EPICALC

- Watch a **slideshow, The Real Price of Military Occupation**, rendered with narration and music on **DVD** that can be viewed on the web or anywhere a DVD may be shown, on the U.S. Labor Against War website:
<http://www.uslaboragainstwar.org/article.php?=1&cache=0&id=15230>

PRICES FOR ADDITIONAL PROJECT DVDS

We supply DVD copies of videos we create as full color labeled single DVDs in color labeled DVD cases.

We ship them to you by U.S. Mail at cost.

Number of copies Price

1 -100	\$4.00 each
	plus CA sales tax

Larger numbers of color labeled DVDs copies may ordered in a variety of packaging: color labeled DVD cases, clear plastic jewelcases with or without color inserts, digipaks (cardboard cases with plastic trays), and cardboard mailers. **Ask us for a bid.** Most orders can be completed, even with custom labels, within two weeks.

LICENSING

The prices above grant you a license to use videos we create for you for the following purposes:

- For personal use
- For resale for personal use
- For unlimited display to a classroom and/or live audience
- For unlimited display on listener-supported TV and/or website of a non-profit organization.

Commercial licensing of images we create for you used for editorial and retail uses includes:

- License for unlimited display on a single commercial TV station and/or website.
- License for unlimited display on multiple commercial TV stations and/or websites.
- License for inclusion in a print, audio, or video product; with unlimited reproduction for editorial, entertainment, or retail use.

We will be glad to negotiate the license you require to use our images for commercial purposes.

Joseph Woodard Multimedia reserves the right to use materials we create in publicity promoting our business by demonstrating what we can do.

Feel free to contact us and talk about your idea for a video.

You need only your desire to communicate and imagination. We can help bring your idea to life with images and sounds. Call us or contact us by email.

We look forward to talking with you.

Joseph

Woodard

Multimedia Services for people & business

See, hear, read, remember, enjoy, know, understand

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