

Proposal to install Voddio newsroom management and mobile newsgathering capability



July, 2013

Background and Objectives

- 🎤 Develop or find better system for managing assignments, equipment check-out/check-in, progress tracking, and deadline compliance
- 🎤 Ideally, find a system that is web-based, so WUVA managers can monitor and manage staff activity without physically having to be at the station in order to know what's going on
- 🎤 Ideally, have a solution where all logistics coordination & communications can be done on a single platform, one with which both managers & staff reporters interact in real time

Recommended: the VODDIO system

- 💡 Developed by VeriCorder Technology, Inc.
- 💡 Offers three web-based software components to manage newsrooms and update websites using the latest mobile technologies:
 - 💡 **Voddio Console:** Newsroom Management tool
 - 💡 **Voddio Publisher:** Video-to-web content mgmt.
 - 💡 **Voddio Mobile App:** Real-time, 'in the field' video/audio editing and upload/ingest system
- 💡 To view a visual walk-thru, [download this PDF](#), which is a series of screen grabs from a “demo” done for WUVA by Gary Symons, president of Voddio

How does VODDIO benefit WUVA?

- 🎤 Meets all objectives for managing story assignments, equipment check-out/check-in, progress tracking, and deadline compliance
- 🎤 Adds the ability for WUVA Media reporters to file audio and video reports directly from the field, using iPhone video
- 🎤 Also supports video reports shot and edited on WUVA Media's existing equipment
- 🎤 Allows audio reports to be uploaded directly into the FM NexGen system, whether stand-alone audio, or audio tracks pulled from web video story packages

Customizations

- 💡 Voddio has agreed to make customizations for WUVA, included in the quoted price:
 - 💡 NexGen integration
 - 💡 Equipment check-in/check-out fields in admin
 - 💡 Voddio iPhone app licenses can be transferred between reporters, as students come and go
 - 💡 Voddio Publisher, modified to work with our existing sites' WordPress content management system
 - 💡 Increase in per-reporter, per-month uploads from 2 gigs to 5 gigs at no additional charge
 - 💡 All posted stories go into WordPress as 'drafts', which can be made live by WUVA managers following their pre-launch review and approval
 - 💡 Free account for all WUVA admins and reporters on FindStringers.com (freelance media marketplace)

Cost Analysis

- 💡 Based on Voddio's proposal, WUVA's ongoing costs for the Voddio system, as proposed, will be approximately \$130 per month – \$43 per month less than current web hosting for WUVAonline.com and 92.7KissFM.com
- 💡 Voddio replaces existing web hosting (currently \$520/quarter, or \$173/mo)
- 💡 There is an initial set up fee of totaling \$15,600, which includes...
 - 💡 Configuring both websites to accept Voddio content
 - 💡 Configuring Voddio Console admin for both sites
 - 💡 Integrating Voddio with Kiss FM's NexGen system
 - 💡 Initial training and support during the roll-out period

Cost Analysis (cont'd)

- 💡 Ongoing costs (after initial setup) are:
 - 💡 \$49/month hosting (could go to \$99/month if our bandwidth and storage needs exceed parameters)
 - 💡 \$50/month for Voddio Console admin (2 sites)
 - 💡 \$2.50/month per reporter for the Voddio iPhone app (initially, \$30/month for 20 reporters)
- 💡 Voddio will extend a 4-month payment plan to WUVA at no additional cost. Initial setup payments would be due as follows:
 - 💡 August: \$4000 down payment, to start site setups
 - 💡 September: \$4000 incremental, for site setups
 - 💡 October: \$4000 incremental (final for site setups)
 - 💡 November: \$3600 for NexGen integration & support

Revenue Analysis

- 🎤 Voddio also includes the ability to produce and deploy “pre-roll” ads that can appear before each video playback (‘skippable’ or not)
- 🎤 Ads can be produced using standard video gear, or with the Voddio iPhone app, including video, audio, voice-over and/or music tracks
- 🎤 WUVA can sell video ads in combination with FM spot schedules to generate new revenue for WUVA Media
- 🎤 Based on its other clients’ experience, Voddio suggests pricing in the \$300/month range for full “run-of-both-sites” placement of such ads.

Timeline

- 🎤 With Board approval, Voddio is ready to begin deployment immediately.
- 🎤 If the deployment process can begin on or before July 29th, Voddio can guarantee operational delivery during the week of August 19th, in time for start of the school year
- 🎤 This schedule will allow us to conduct WUVA leadership training in a two-day workshop, Aug 24th & 25th, before classes start on August 27th
- 🎤 It will also allow time to update the WUVA Knowledgebase with training info for all reporters, both returning and new, for fall 2013

Next Steps

- 🔊 Board review of Voddio proposal; Q&A
- 🔊 Board approval and funding authorization
- 🔊 Voddio commences deployment (by Jul 29)
- 🔊 Voddio delivers beta, week of Aug 19
- 🔊 Training videos & materials on Knowledgebase by Aug 23
- 🔊 WUVA leadership training, Aug 24 & 25
- 🔊 System operational by Aug 26
- 🔊 Reporter training commences Aug 27 (first day of classes)

Additional Resources

Voddio system walk-thru ([download this PDF](#))

Voddio proposal for WUVA ([download this PDF](#))

 [Voddio website](#)

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