



INTRODUCING THE CUMC VIDEO STUDIO

Walk in, mic up, broadcast and record – RIGHT ON CAMPUS

The CUMC Video Studio is a state-of-the-art television studio available for live or taped interviews, located in the CUMC Hammer Health Sciences Center – LL2-220. In addition to offering timely, quick and affordable HD video production, the Video Studio provides faculty with instant access to network media outlets, anywhere in the world, anytime, using our VideoLink ReadyCam system.

Features include: 18' x 12' studio space; professional broadcast lighting, audio and video equipment; electronic customizable, branded backdrop; green screen and seamless paper backdrops; and a professional producer with network television news experience.

STANDARD RATES (one-hour minimum for all services)

Studio with producer	\$250/hour
Headshot (still) photography, including retouching	\$200/person for 1–3 people; \$150/person for 4 or more
Producer and camera for on-campus shoots	\$300/hour
Post-production editor	\$250/hour
Connection to networks for live or live-to-tape media interviews	\$500/hour <small>(May be waived if arranged by CUMC Communications or NYP Public Affairs in conjunction with news releases or other institutional publicity.)</small>

SPECIAL PACKAGE RATE FOR DOCTOR OR RESEARCHER PROFILES

Individual faculty members can get up to a 90-second profile video and a professional headshot for a \$250 flat fee.

Contact the Video Studio for more information: videostudio@cumc.columbia.edu.

BOOK THE STUDIO

Contact the Video Studio at videostudio@cumc.columbia.edu and producer Brian Winkowski at bw2477@cumc.columbia.edu to discuss your project and book studio time. Before filming, you must also fill out our form at <http://goo.gl/forms/oAe7HRmg7l>, which supplies us with project specifics. Designated headshot days occur on the third Tuesday of each month.

PAYMENT OPTIONS

We accept payment by chartstring or, if no chartstring is available, by check. Please enter chartstring numbers in the Google form linked above. Checks should be payable to "Trustees of Columbia University in the City of New York."

STUDIO DIRECTIONS

The Video Studio is located on Lower Level 2 of the Hammer Health Sciences building, 701 West 168 St. The room number is LL2-220. (Detailed directions: From the first floor of Hammer, use the turnstiles at the left, then take the stairs or elevator down to LL2. Turn right and head towards the glass doors. The Studio is next to them – look for the “ON AIR” light next to the door.)

ATTIRE RECOMMENDATIONS

For individuals being filmed or photographed, business attire is best (i.e., jacket and tie; jacket and blouse). Choose attire that complements your skin tone and eye color, and avoid patterns, busy prints, and shiny fabrics.