

## Planning for Multimedia Budgets

Here's a starting place for you, and we've tried to provide several quality -- and expense -- tiers so you can scare the boss into the midrange by showing them the high end. These numbers are just a place to start, although we've tried not to underestimate anything. No tax is included. Check with a real live vendor for actual costs. The B&H Web site ([www.bhphoto.com](http://www.bhphoto.com)) can get you close.

Some notes: Models listed are just to give you an idea of the quality level. There are lots of other options that may work just as well or better for you. In many cases, you can use freeware or shareware to get started. You can also look for used equipment. These budgets are designed with news gathering in mind.

### Audio

#### Audio editing

##### Hi End

Mac and some Win OS : Pro Tools from Digidesign \$550 (includes sound capture card) up to way more than you want to spend.

Pro Tools Free OS 9 native, Win 98 only  
Pro Tools LE with MBox \$450  
<http://www.digidesign.com/>

Mac: Bias Deck 3.5 \$300  
<http://www.bias-inc.com/>

Mac: Soundedit 16 \$250  
Mac: Bias Peak DV 3 \$199  
<http://www.bias-inc.com/>

This will edit audio tracks of video files  
PC: Adobe Audition (formerly Cool Edit Pro) \$290

Mac: Bias Deck LE 3.5 \$100  
Mac: Bias Peak DV LE \$100  
<http://www.bias-inc.com/>

PC: Sonic Foundry Sound Forge XP \$60  
<http://www.sonicfoundry.com/>

Mac: Soundstudio 1.2 \$50 (14 day free trial)  
<http://www.felttip.com/products/soundstudio/>

##### Sound card

You can make audio input work with most sound cards, but it's really nice to have digital inputs and front access.

##### Audio Field Gear

Omnidirectional microphone:  
Electrovoice 635A \$100  
Electrovoice RE50 \$150

Shure SM-48LC \$49  
Directional (cardioid) microphone:  
Beyerdynamic M58  
Sennheiser MD 46 \$170  
ElectroVoice N/D267A \$120  
Short shotgun (directional) microphone:  
Sennheiser ME66 \$450  
Beyerdynamic MCE 86 S.1 \$400

Wireless microphone:

There are a huge range of systems, but expect to start at about \$500 for a microphone and transmitter, going up to about \$2500 for the quality you'd typically find at a large broadcast news outlet. These are optional for an audio only system, but incredibly useful if you're shooting video. I wouldn't work without one.

Good ones for (just) under \$1,000:

Sennheiser EW 112P/EK100/SK100 approx. \$400  
Sennheiser EW 512P/EK500/SK500 approx. \$850  
Sony WRT-805A/WRR-805A ECM-44BMP Microphone approx. \$1,000

Lavalier (lapel) microphone:

Sony, Shure, Electrosonic: \$100-300

Minidisk recorder:

Sony (various) \$140  
Sony MZ N707 \$200

Marantz field deck \$900

HHB Portable MD Field Recorder \$1100

Marantz PC card field deck \$1,000

Edirol R-1 wav/MP3 compact flash recorder approx. \$500 (due out in Nov.)

You can also use a DAT recorder, or a decent cassette recorder, but be sure to get one with a microphone input.

Microcassette recorders with built-in microphones produce unusable audio.

Also, remember to budget a minimum of \$50 (up to \$200) for cables, adapters and assorted gadgets. Don't forget some kind of gear bag as well.

Basic audio kit: Minidisk recorder, omnidirectional or cardioid microphone, mic stand, headphones, several lengths of audio cables.

Midrange: Adds a short shotgun and a mixer.

Better: Adds a wireless mic, upgrades to professional recorder, better headphones.

## Video

### Video editing software

Mac: iMovie 3 (free with most Macs). Okay as basic learning tool.

Mac: Final Cut Pro \$1,000. Full-featured editing program. Final Cut DV

PC/Mac: Adobe Premiere Pro, \$700

Windows NT/2000/Mac: Avid Free DV, very basic. Avid Xpress DV \$450, Avid Xpress Pro \$1,600  
Windows Pinnacle Liquid \$500

Don't forget you'll need a fast computer with lots of RAM and lots of hard drive. If you don't use firewire, you may need separate video capture card and software as well. Video takes up 3MB per second, and needs twice the clip size for work space (so if you've got a 200MB clip, you'll need 400MB of free space to work with it).

Compression and file treatment:

For the Web, you'll likely need some additional compression software, depending on what format you deliver it in. Plan on at least \$300 for that.

Video laptop

With firewire, editing software, PC or Mac, less than \$4,000

## **Video field gear**

Cameras

There are lots of decent DV and Mini-DV cameras out there. Be sure that you get a model that has external audio inputs like all of the cameras listed below. The better cameras will have XLR inputs, but you can buy the adapter listed below for other models to improve your audio quality.

Canon GL-2 \$2400

Canon XL-2 \$5000

Sony VX-2100 \$2500

Sony PD170 \$2000

Beachtek XLR audio adapter \$175

Lights

Lowell kit, 3 lights, \$800

Colortran kit, 3 lights, \$500

Tripod

Gitzo, Bogen, others -- fluid head tripod \$500-2000

Don't skimp and get a non-fluid head. You'll be sorry.

Portable camera light and battery \$150-500

For video, budget \$200-500 for cables, adapters, gadgets plus gear bag/s. Extra batteries can run \$150 each. You'll want them.

Basic video kit: DV camera, tripod, cardioid mic, lavalier mic, one light.

Midrange: Adds wireless mic, omnidirectional mic, short shotgun mic, two lights, camera with manual focus and iris control, extra battery.

Good: Upgrades to camera with good glass lens and XLR inputs, upgrades to 3-light kit, adds portable battery light, several extra batteries.

Media

Don't forget to plan for media costs:

Minidisk \$2 each

MiniDV tape \$9 each

DV tape \$14 each

All are cheaper by the 10 pack.

PC cards \$25-200

Get the best possible gear you can, but don't let lesser equipment stop you. There's a lot you can start doing with a minimum investment.

Good luck!

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