

# IANR MEDIA

OPERATIONAL MODEL



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## INTRODUCTION:

What was once Ed Media is now IANR Media. To clarify the identity, purpose, and services of this newly restructured unit, the following document outlines to IANR stakeholders the answers to many of the questions that have arisen around this transition.

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## CONSIDERATIONS:

As this restructuring has taken place, the following considerations have influenced heavily the new operational model for IANR Media.

- IANR Media salaries have been moved to “hard dollars” - we are no longer in a “cost recovery” model. This allows the team to think in terms of providing the “best” results for the client without the overarching concern for generating “more” work in order to remain employed.
- There is a desire to provide a unifying communications presence to the IANR as a whole. The team will be encouraged to think in terms of the proverbial 30,000-foot view providing insight into overall communications strategies and best practices.
- There is a desire to provide consultative/coaching/equipping services to internal clients and stakeholders at little or no cost. Potential clients can benefit from the team’s knowledge of communications and media as they form their ideas into projects and plans.
- In order for the client to realize the value of a service, some services come at a cost.
- There is still a need to generate revenue to fund operational expenses (equipment upgrades/replacement, professional development, etc.).
- Costs for fee-based services will be priced slightly under market value.
- IANR Media will serve IANR clients first, University clients second, and outside clients (affiliates) only if capacity allows.

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## DESCRIPTION OF PURPOSE:

IANR Media is a multimedia communications unit putting ideas into action to help our clients get results. We can help develop interactive learning tools and communications media using the latest technologies.

Not only can we help bring ideas to life, we can lend our knowledge of media and interactive technologies to help refine ideas into a workable plan. If you are considering creating a specialized website, a custom mobile application, an interactive educational tool, or a series of instructional videos, meet with us first. We will gather a team of experts to listen to your ideas, ask probing questions, and help you choose a direction even if it means we connect you with someone else to do the work.

We are always willing to...

...meet with you and listen to your ideas.

...ask questions to help clarify direction and scope.

...lend our expertise of media technologies to pose possible solutions.

...help you formulate a plan for moving forward.

...help you execute your plan or connect you to those who can.

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## SERVICES OFFERED:

### FEE-BASED SERVICES

In general, services that require our team to produce a “product” - that require our team to “do the work” - will be provided for a fee. These services will include, but not be limited to:

#### *Interactive Media:*

- Website design and development
- Interactive design and development
- Web application development
- Mobile application development

#### *Audio/Visual Media:*

- Video production
- Live video streaming
- Audio production
- Distance education support

## NON FEE-BASED SERVICES

In general, services that are consultative, coaching, or equipping oriented - helping the client make good strategic decisions in regard to use/creation of communications media - will be provided at little or no cost. These services will include, but not be limited to:

### *Digital Communications & Strategy:*

- Website strategy & best practices
- SEO (Search Engine Optimization)
- Analytics
- Marketing and PR support and strategy
- Press releases/Media support and strategy

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## SERVICES NO LONGER OFFERED:

In general, if the following are not part of a larger project, we will not provide the following services:

- Design and layout of print materials
- Managing your website or social media for you
- Updating your web content for you
- Providing general copywriting and editing services
- Video and audio conferencing support

IANR Media will continue to support the ongoing initiatives of Backyard Farmer, Market Journal, and CropWatch which may involve the services listed above.

Print document design and layout can be obtained through UComm.

Web conferencing (Adobe Connect) is available directly through UNLConnect (<http://its.unl.edu/t3/webconferencing-unlconnect>).

Audio/phone conferencing is available directly through NBridge Conferencing Services (<http://its.unl.edu/telecom/audio-conferencing>).

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## ESTIMATE AND BILLING MODEL:

Estimating costs associated with larger or multifaceted projects can be a difficult task. All efforts will be made to fully understand the true scope of a project up front in order to give the most accurate estimates possible. However, clients often want to add to or change the project parameters mid-stream without understanding how much changes affect the actual time a project takes, and therefore the costs. IANR Media will do its best to communicate clearly the increased costs should the scope of a project “creep” while in production. Any change orders will affect the total project cost. IANR Media will strive to complete the agreed upon work within a reasonable percentage of the estimate adjusted for any change orders.

Larger projects will be billed periodically during the course of production. Smaller projects will be billed upon completion.

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## CONTACTING IANR MEDIA

If you are ready to engage with us on a project, or simply want our input on how you might solve a problem or deliver a solution using communications technology, please give us a call or schedule a meeting in person.

Inquiries should be directed to Jason Cooper, IANR Communications and Media Coordinator ([jcooper4@unl.edu](mailto:jcooper4@unl.edu) or 402-472-3768) or by using the form available at <http://ianrmedia.unl.edu/contact-us>.

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## MEET OUR TEAM:

Becky Aiken	Design Specialist
Steve Burkey	Engineer/Production Assistant
Nic Colgrove	Software Development Specialist
Jason Cooper	Communications and Media Coordinator
Kurtis Harms	Video/Television Producer
Anne Holz	Web Strategist
Lisa Jasa	Web Editor
Mike Kamm	Video Producer/Electronic Media Specialist
Brad Mills	Video/Television Producer
Pam Peters	Web Project Manager
Haley Steinkuhler	Media Specialist
Fred Urdiales	Supply Control Clerk
Jeff Wilkerson	Host/Producer
Pat Whitlock	Software Development Specialist - Mobile

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## RATES:

The following hourly rates are what we use to estimate projects. These rates will be in effect through June 30, 2015. As a service center within the university system our rates are reviewed annually and every effort is made to keep rates as low as possible.

	Internal
Video production/recording	\$97
<i>After hours</i>	\$145
Production assistant/2nd camera	\$55
<i>After hours</i>	\$83
Chase Hall production	\$97
Video Editing	\$55
Streaming (per day)	\$55
Audio recording/production	\$39
Project management	\$45
Programming	\$69
Design	\$39
App support	\$39
Photography	\$39