
COUNSELORS' HONOR NEGOTIATION

Confidential Information for Pat Pinley, Videographer

You graduated from Los Angeles' Arts Conservatory Master's program with a concentration in playwriting and significant electronic media work. Your undergraduate majors were in English and drama and you acted in college theater productions. You then started a video production company- Pinley Productions - by putting together a cadre of friends willing to help as needed. You did a few videos and became adept at editing software and basics of lighting and directing.

Pinley Productions was put on hold when you received a fine arts grant in New Zealand to write and produce a play based on Māori mythical spirits. The grant ended a few months ago. While the play received critical acclaim, perhaps paradoxically, it strengthened your commitment to video. A play is ephemeral; video lasts and can be distributed across the globe.

You returned to the U.S. and decided to re-launch Pinley Productions. Your business plan involves video productions for business projects to pay rent and purchase equipment, before undertaking grander ventures. You recognize that even if there are fine arts movies to be made, Pinley needs steady income from business and education based projects, particularly in scripted products. You believe your facility with script writing and story development will eventually distinguish Pinley from other videography businesses. Based on that business plan, the local bank gave you a small line of credit for leasing or purchasing better equipment. Yesterday, your bank representative called to say she had lined up a possible job. Her friend is the Development Director at Counselors' College and needs help recording and editing tribute videos for three honorees at a fundraising dinner scheduled in a very short time. She had no idea what they could afford to pay.

Based on its website, you learned that Counselors' College's mission is to train professional counselors for work in schools, chaplaincy, and individual therapy and coaching practices. Counselors College is committed to serving the public good through scholarships and fellowships to people with disadvantaged backgrounds or who serve disadvantaged populations. It also provides continuing education and resources to counselors in the field. Counselors' College appears to be supported by loyal alumni of modest means as well as a few celebrity and web-based counselors. Its board members and donors include L.A. based philanthropists and wealthy media moguls.

You would like to make as much as possible on this project, and also to establish pricing that reflects high quality. Still, if absolutely necessary, you would do it for cost. Pinley Productions needs to start doing something! Without knowing details, you estimate that renting additional cameras and lights and paying another camera operator for this project would cost \$3,000. You're not certain of the market rate for a project like this, but you suspect it would be \$8,000 - \$10,000 for a small production company, without any script work, and easily as much as \$25,000 or more for a higher end artistic studio. Most small companies wouldn't have a professional with your background in fine arts and script development.

It's also important to get a client endorsement on Pinley Productions' website. The only other income producing project you have now is as a subcontractor editing a few wedding videos, These don't have tight time frames or generate real professional buzz.