



“Routine Equipment Upgrade”

Proposed Motion: Purchase new camera from equipment upgrade fund.

Sponsor:

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Guest Speaker: Erasmus Baxter, AS Review Editor-in-Chief

Date:

Background & Context

Every 3-5 years we replace our cameras as part of regular cyclical maintenance.

Summary of Proposal

Use \$4,678.99 from the equipment maintenance fund to replace our outdated camera with one that is standard with our current equipment and purchase four years of insurance.

Fiscal Impacts

\$4,442.41 (Canon 5DIV body + 24-105mm lens + 4-year protection plan + tax)

\$23.21 SD Card

\$34.77 CF Card

\$70.60 Battery

\$108 Camera Bag

****above include tax*

Total: \$4,678.99

Prices found through Amazon

If financial impacts occur:

What do you need to happen?

Transfer \$_____ from _____ (budget) to _____ (budget).

X Board's approval to spend \$3425 from ___ FXXCRR ___ and no other steps needed.

Alternative Solutions

Options (Please provide multiple options for the same proposal if alternatives are available).

Option	Financial Impact of Option	Services or Outcome of Option
A		
B		
C		

Rationale

The Canon 30D is a camera designed in 2006. In the last decade, there has been significant technological improvements in Canon cameras deeming this camera essentially useless because Canon no longer makes lenses for this camera body. Essentially, the lenses we have purchased are not compatible, further reducing the capabilities of the 30D. It is 8.2-megapixel camera (for comparison, the iPhone camera is 12 megapixels), which is very poor quality compared to other cameras these days. It also does not have a live-view screen and does not shoot video, which are both beneficial when covering events.

We should replace the 30D with the Canon 5D Mark IV. This is a very popular camera among photographers world-wide. It is a 30.4 megapixels full-frame DSLR with two memory card slots and 61AF points. It's ISO reaches 32000 which is excellent for shooting in low light settings, like in the Underground Coffeehouse or a concert. We already have a Canon 5D Mark III that works incredibly well to capture quality pictures for the AS and for the AS Review. A second DSLR, with more features and even higher quality images and video, would allow for more versatility and would enhance the abilities of visual journalists to tell stories with their cameras. The Mark IV also has Wifi capabilities, allowing for a quick transfer from the camera directly to a phone or computer.

To accompany the camera, we will need another 32GB SD memory card and a 32GB CF memory card. A camera bag for protection and storage of the camera and an additional battery for the camera are also required to allow for maximum ease of use.