

COVER PAGE

PROJECT INFORMATION

Please complete the fields below with information regarding your project.

Project Title	<u>McGill Studios - Facility Upgrade</u>		
Brief Description	<u>Provide an alternative to air travel in the form of a live-streaming studio and services to deliver lectures remotely for international conferences. Funding through SPF needed for studio renovations.</u>		
Total Estimated Project Budget	<u>\$120,800</u>	Amount Requested from SPF	<u>\$60,800</u>
Campus(es) Impacted	<input checked="" type="checkbox"/> Downtown <input checked="" type="checkbox"/> Macdonald <input checked="" type="checkbox"/> Gault Nature Reserve <input type="checkbox"/> Other _____		

CONTACT INFORMATION

Project Leader

This person must be a current McGill University student, administrative staff, or academic staff.

Name	<u>Prachi Khandekar</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>prachi.khandekar@mcgill.ca</u>	Campus	<u>Downtown</u>
Faculty/Unit/Organization	<u>Multimedia Services (Integrated Comms), Communications and External Relations</u>		

Project Team Members

The SPF encourages you to be inclusive, collaborative (especially between staff and students), diverse, and interdisciplinary when possible. To list more members, please complete a second cover page. You may email it to [SPF Staff](#) to include with your application.

Name	<u>Frank Roop</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>frank.roop@mcgill.ca</u>	Faculty/Unit/Organization	<u>Video Production</u>
Name	<u>Stewart McCombie</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>stewart.mccombie@mcgill.ca</u>	Faculty/Unit/Organization	<u>Live Events</u>
Name	<u>Jaime Dos Reis</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>jaime.dosreis@mcgill.ca</u>	Faculty/Unit/Organization	<u>Live Events</u>
Name	<u>Jonathon Roy</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>jonathan.roy6@mcgill.ca</u>	Faculty/Unit/Organization	<u>Live Events</u>
Name	<u>Elena Petkovic</u>	Affiliation	<u>Administrative Staff</u>
Email	<u>elena.petkovic@mcgill.ca</u>	Faculty/Unit/Organization	<u>Video Production</u>

SUBMISSION INFORMATION

In line with the [SPF Eligibility Criteria](#), our team certifies that this project takes place at [McGill University](#), is sustainability focused, is requesting seed funding, and is action oriented. Yes No

Our team has read the [SPF Terms & Conditions](#) and agrees to respect them. Yes No

Our team understands that this application is not confidential and consents to have its contents shared with relevant stakeholders during the review process and, if approved, on the SPF website. Yes No

Our team agrees to have [their contact information](#) included in the complete and shared application and, if approved, on the SPF website. Yes No

PART 1: PROJECT OVERVIEW

Instructions: Please answer the questions below as clearly and concisely as possible. You will be able to detail your project further in Part 2 of the Over \$5,000 application process, the Project Plan, as well as submit relevant appendices. Once you have completed this Project Overview, save it and submit it online. SPF Staff will respond with feedback on your application within two weeks and send you Part 2. Once all sections are complete, the combined application will be provided to the SPF Governance Council for their review and decision. As a reminder, all SPF applications are assessed using the [SPF Eligibility & Evaluation Criteria](#):

ELIGIBILITY CRITERIA		EVALUATION CRITERIA		
AT MCGILL	SUSTAINABILITY FOCUSED	ANALYSIS	IMPACT	FEASIBILITY
SEED FUNDING	ACTION ORIENTED	COLLABORATION	SUPPORT	CAPACITY BUILDING

Before starting, you may find it helpful to consult the [SPF Sustainability Brief](#) and the [Climate & Sustainability Strategy 2020-2025](#).

CONTEXT

Criteria assessed in this section: **SUSTAINABILITY FOCUSED, ANALYSIS**

- 1. What specific sustainability-related need/issue have you identified at McGill and aim to address through your project? In your response, please describe clearly how the need/issue is related to sustainability. Note: Please wait to detail your project idea in response to Question 5. Limit ~100 words**

Our two-year pilot aims to provide an alternative to air travel for lecturers invited to international conferences. Specifically, it will support live-streamed presentations given by academics and graduate students. While there are areas on campus for online thesis defences and video-conferencing, there is no space dedicated to delivering high-quality presentations and keynote lectures.

SPF would fund renovations to create professional streaming studios for lectures abroad. We wish to explore new modes of sharing research and study benefits for those with reduced mobility or time constraints.

Data collected can inform the creation of similar spaces at McGill and expand services to other community groups.

- 2. How do you know this is a need/issue? What research have you done on this need/issue (e.g. consultation, observation, survey)? Limit ~100 words**

This pilot was conceived after faculty approached us seeking technical support for live-streamed lectures. They reported feeling uncomfortable delivering lectures on zoom or teams at high-profile events. We believe working with technical staff with the relevant experience and tools for virtual conference settings will alleviate some of this stress.

Academic travel has a large carbon footprint. Luckily, industry trends reveal that hybrid events are here to stay. We wish to adapt to these changes by providing options for lecturers invited to international locations.

With our affordable facilities and experts on campus, we hope to reduce academic travel and encourage the delivery of more lectures remotely.

- 3. What relevant information and/or best practices have you found that relate to this need/issue? In addition to information from external sources, detail any relevant related initiatives (past or current) that you are aware of at McGill. Limit ~100 words**

We have been serving McGill for 25+ years. Our services, identified in the appendix, support this pilot well because we have evolved to spot issues, train, test, and prepare for all kinds of events.

We've already acquired funding for equipment (60K from TLS); what remains is funding to upgrade our studio-spaces with professional-grade lighting, soundproofing, and wiring, which would provide stability and avoid common live-event issues for our clients.

The needs and constraints we hear while supporting events have informed the design of this pilot. For eg: Not all lecturers have access to private offices for broadcasts. Such concerns and the research listed in the appendix have informed this pilot's design.

4. What expertise or qualifications does your team have regarding this need/issue, if any? *Limit ~100 words*

Multimedia Services takes pride in stewarding McGill's reputation through videos and live-content. Our expertise is in audiovisual support; recording and live-streaming events; running webcasts; virtual meetings; filming, editing and post-production. We've supported high-profile lectures by Laurent Duvernay-Tardif, Anthony Fauci, Tim Evans, Don Sheppard, and Jane Goodall.

We bring our technical know-how to productions and live-events so McGillians can share memorable experiences and reach target audiences. We continually expand our services within McGill based on industry trends, working with a range of budget and timelines, in studio and on location, across McGill's campuses.

PROJECT IDEA

*Criteria assessed in this section: **ALL ELIGIBILITY & EVALUATION CRITERIA***

5. What is your project idea? Please describe the idea thoroughly and concisely. Identify how SPF funding will be used, key contributions to sustainability at McGill, and, if your project is happening in different stages, core phases in the project. *Note: You may also share how the project is new or how it complements, builds upon, or scales existing initiatives. Limit ~400 words*

The pilot, spanning 2 years, will help us collect data, practice and iterate, and plan ahead. The requested SPF funding will be spent on upgrades to our existing studio spaces in Year 1.

We currently have a small studio in BH105B (216sq ft) and have clearance to convert BH107A (540sq ft) into a second larger studio. SPF funding would cover materials and installation costs by FMAS. In 2021, we secured \$60,000 from Teaching and Learning Services to purchase equipment for this space. But we are waiting for funding to upgrade our physical spaces to meet the standards of professional live-streaming and video production facilities.

Phase 1_ Renovations BH105B:

Fall 2022

Soundproofing and isolation of existing smaller studio and establishment of voice recording booth.

Phase 2_ Renovations BH107A:

Winter 2022

This involves soundproofing, suspending a flexible lighting grid, and other measures to control and stabilize the environment for video shoots.

Phase 3_Promotion and Launch:

Fall 2023

Launch: After renovations are complete, we intend to use both studios concurrently to accommodate our regular workload and tackle requests that fall under this pilot. Both studios will be set up with professional cameras for

broadcasts and other functions, so that live-events can be scheduled in either space depending on the lecture requirements, constraints, number of participants, and schedule.

For instance, shoots with 1-2 presenters can be done in BH105B. The larger studio would accommodate multiple presenters or panel discussions. Equipment can be moved between these spaces as needed.

Having two studios with unique configurations will provide maximum flexibility for our technicians and ensure studio space for the pilot and regular clients.

Both studios could be used to establish a link between Downtown Campus and Macdonald campus.

Promotion: We will design a promotional campaign to inform the community about this pilot and its benefits. Being part of the Communications and External Relations Team at McGill gives us access to McGill Reporter, social media channels and other communication touchpoints.

Phase 4_ Student Training:

Winter 2024

Once our staff has reached a steady state with increased workload, we can invite student trainees who wish to build work experience in live events and video production into our upgraded studios. Students will be onboarded to learn operations of the space and prep for live-streaming during the pilot's final year.

As the world adapts to hybrid and online events, our live-streaming facility will provide accessible and convenient alternatives for researchers and graduate students at McGill - saving them time and money, while reducing carbon emissions from air-travel.

6. Is your project related to the University's [Climate & Sustainability Strategy 2020-2025](#)? Yes No
7. Is your project related to the University's [Equity, Diversity & Inclusion Strategic Plan 2020-2025](#)? Yes No
8. If you answered yes to Question 6 or 7, how does it relate? Please refer to the relevant strategy category, theme, goal, and/or action in your response. *Limit ~200 words*

This project will limit air travel and some ground transportation. Hence it will fall under the Travel and Commuting goal set in the Climate and Sustainability Strategy 2020-2025.

This project also supports employees with disabilities. Graduate Students and Academics with mobility issues will be provided with an accessible and inclusive studio environment.

We strive to spotlight diversity at McGill by providing communication support to a host of voices and projects in our community. Our live-streaming facility will establish a virtual link between McGill's campuses and diverse populations around the world. These audiences are currently unable to attend lectures or access content by McGill's faculty and students due to geographic constraints.

TRANSFORMING CAMPUS

Criteria assessed in this section: **AT MCGILL, IMPACT**

9. In the table below, describe your proposed project's 2-5 main impacts on the McGill community or its main goals to accomplish. Please check the stakeholders that will be impacted. Finally, list at least one key **success indicator** for each impact (e.g. # people will be engaged, % waste will be diverted, # buildings certified). *Note: Indicate a realistic target for each success indicator (e.g., rather than "# people engaged," include a target such as "50 people engaged").*

Main Impacts/Goals		McGill Stakeholders Impacted (check all that apply)		Key Success Indicator(s)
REQUIRED	1 Reduce McGill's Carbon footprint by providing viable alternatives to air travel for academics	<input type="checkbox"/> Undergraduate	<input checked="" type="checkbox"/> Academic Staff	Intake form to track number of flights not taken for international lectures that were done online.
		<input checked="" type="checkbox"/> Postgraduate	<input type="checkbox"/> Admin. Staff	
		<input type="checkbox"/> Alumni		

OPTIONAL	2	Provide options for those experiencing mobility barriers and time constraints	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Postgraduate <input type="checkbox"/> Alumni	<input checked="" type="checkbox"/> Academic Staff <input type="checkbox"/> Admin. Staff	Number of users who identify mobility barriers and time constraints on our intake form
	3	Increase flexible use of studio spaces to serve multiple clients within the McGill's community	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Alumni	<input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Admin. Staff	Track increases in the number of fulfilled Video Production and Live Events requests annually
	4	Create a space for live round-table or panel discussions or other streamed group presentations	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Postgraduate <input type="checkbox"/> Alumni	<input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Admin. Staff	Track number of presentations delivered by 3+ people in the larger studio
	5	Train 3-4 students during this pilot. They will develop general competencies for live-streaming	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Postgraduate <input type="checkbox"/> Alumni	<input type="checkbox"/> Academic Staff <input type="checkbox"/> Admin. Staff	Survey how empowered students feel by the experience and track the skills they acquired.

10. Have you considered implementing your project at more than one McGill campus? (e.g. If your project is downtown, could it be implemented at Macdonald Campus as well?)

Yes No

11. Please describe your choice of campus(es) and why this choice is best for your project. Limit ~150 words

Our current facilities and equipment are rooted at McGill's downtown campus. It is difficult to move our set-up, but we make exceptions for high-profile institutional events and provide service to select Macdonald campus clients regularly. If there is interest in mirroring our facility at the Macdonald campus over time, we are willing to provide consultation and share notes, so that they may learn from our experiences.

It is our hope to demonstrate to colleagues at all McGill campuses that our model of support for academic conferences can be adopted easily for all types of meetings and events. We may not be able to support events at another campus directly due to limited staff and resources. However, we are willing to share learnings and champion sustainability across McGill's community, by demonstrating that live-streaming and remote attendance are viable options.

We hope that more individuals (including those from other campuses) will come to use our services or become self-sufficient with the lessons we learn from this pilot.

To complete the application process, please submit this form on the SPF website. The SPF Staff will be in touch regarding your application within two weeks and will send you Part 2 for the Over \$5,000 application process, the Project Plan.

PART 2: PROJECT PLAN

Instructions: Please answer the questions below as clearly and concisely as possible. Once you have completed this Project Plan, save it and submit it online. SPF Staff will respond with feedback on your application within 2 weeks. Once all sections are complete, the combined application will be provided to the SPF Governance Council for their review and decision. As a reminder, all SPF applications are assessed using the [SPF Eligibility & Evaluation Criteria](#):

ELIGIBILITY CRITERIA		EVALUATION CRITERIA		
AT MCGILL	SUSTAINABILITY FOCUSED	ANALYSIS	IMPACT	FEASIBILITY
SEED FUNDING	ACTION ORIENTED	COLLABORATION	SUPPORT	CAPACITY BUILDING

IMPLEMENTATION

Criteria assessed in this section: **ACTION ORIENTED, FEASIBILITY, IMPACT**

1. List the key activities for your project and indicate the timing for these on the right. Please be specific and realistic when formulating your activities, ensuring that they are achievable within the indicated timeframe.

Key Project Activities	Start Date (DD-MM-YY)	End Date (DD-MM-YY)
Apply and secure funding for renovations	01-06-22	01-08-22
Renovate BH 105B	01-08-22	01-11-22
Bicentennial team vacates BH 107A	01-11-22	01-01-23
Renovate BH 107A	01-12-22	01-04-23
Move equipment into BH 107A and re-configure BH 105B	01-04-23	01-06-23
Commence testing, create new procedures, survey design, new workflows	01-07-23	30-08-23
Promotion begins - Short facility video, announce via e-mail, social media, and McGill Reporter	01-04-23	31-05-25
2-year pilot begins in Fall 2023	01-09-23	31-05-25
Trainees apply : Selected four will shadow our team and participate in live and hybrid events	01-01-24	31-05-25
Ongoing survey and data collection	01-04-23	30-08-25
De-brief and re-configure operations as needed / Policy changes for more permanent offerings	01-06-25	01-08-25
Compile results in a report	01-09-25	31-12-25

2. Please describe what will happen to your project after the SPF funding ends. Additionally, please share if anything will be produced or installed (e.g. a workshop guide, equipment, a toolkit, a network, website, etc.) and indicate future maintenance plans. *Limit ~200 words*

We function on a charge-back model. This means that all our operational costs (including equipment purchases, vehicle maintenance, insurance coverage, staff salaries, training etc.) are covered by revenues generated from clients who use our services.

It is essential for us to adapt our pricing and offerings so clients use our services. In order to cover basic costs for this pilot, we plan to introduce discounted pricing for participants of the pilot (see Appendix for pricing structure for this pilot vs. what we typically charge). Once we have secured funding and invested in space upgrades, we are confident that revenues from the discounted rates applied to pilot users and standard charges from other projects will offset our expenses.

Our existing business model will provide sustainability for this initiative beyond the pilot phase. Once we are past the hurdle of securing initial investment for the upgrade of facilities and select equipment, we can continue or adjust pricing to support our functions. We typically plan for necessary repairs, upgrades, or maintenance on an

annual basis.

We will produce a report of what we have learnt, implemented, and struggled with during the pilot. The surveys and intake forms from our users will inform much of the content of this report. We hope that it will be a useful resource to others and document this initiative and its objectives.

3. Please list any potential risks associated with your project and the measures you will take to reduce their likelihood.

Main Risks	Preventative Measures
Too much demand for live-streamed lectures.	We will hire staff and freelancers to tackle expanding workloads.
Too little demand for live-streamed lectures.	We will accept more video production requests until our promotional campaigns can generate more interest.
Survey results do not capture and reflect the real needs of the community.	We will work with experts from the community to design appropriate forms and ensure our data is indicative and sound.
Clients demand service improvements or the nature of events and conferences evolve during the pilot.	We will train our staff to keep up with hybrid events in the industry and survey our clients to ascertain priorities.

STAKEHOLDER ENGAGEMENT

Criteria assessed in this section: **AT MCGILL, COLLABORATION, SUPPORT, CAPACITY BUILDING**

4. Please list all the key stakeholders involved in your project, indicating their role and support. If the stakeholder has provided a support letter, please indicate so here and attach it as an appendix document. *Note: Projects involving modifying a space on campus, making a permanent installation, hiring a full-time staff, or adding/modifying a garden, etc., must seek permission from the appropriate stakeholder(s) (e.g. building director, Campus Planning and Development Office, staff supervisor, etc.). SPF Staff can help you assess if any key stakeholders need to be added to your list.*

Stakeholder's Name(s)	Title	Role in the Project	Support/Permission	Support Letter
Catherine Potvin	CRC in Climate Change Mitigation	Original requestor of live-streamed lecture facility	Confirmed	Yes
Derek Cassoff	Managing Director of UA, Communications	Live-events client during the pandemic	Confirmed	Yes
Divya Sharma	CRC in Climate Change Mitigation	Support from MOOS office for such a facility on campus	Confirmed	Yes
Anja Geitmann	Professor and Dean of FEAS	Author of articles that details effects of academic travel	Confirmed	Yes
José Correa	Building Director of Burnside Hall	Confirms that we can renovate BH105 and BH107	Confirmed	Yes
Ivo Cogo	Sector Operations Supervisor, FMAS	Provided quotes for renovations in BH107A and BH105B	Confirmed	Yes
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.

5. How will you communicate about your project and share its impacts with your stakeholders and the McGill community? Please describe your tactics (e.g. social media, workshops, tabling, newsletters, etc.) and any related timing (e.g. at the beginning, during, or after the project). Related activities can also be included in Question 1. *Limit ~200 words*

We will announce the pilot via several digital touchpoints like the McGill Reporter and on social media. We will also design an e-mail announcement that will be circulated to all communications officers, in order to reach academics within their departments. We may also plan a physical booth during the summer to make professors and passersby aware of these services in person.

When renovations are complete, we plan to create a short video to give a tour of our facilities, which can be included in any of the above communications. We can also generate client testimonials from pilot users, which can be included in our messaging to the academic community.

6. If applicable, are there any training, volunteer opportunities, jobs, or complementary applied student research integrated in your project? Please describe. *Limit ~100 words*

We will offer training to interested students (one/semester) during the second year of the pilot. Our trainees will be able to shadow technicians at events and observe the workflow from planning to execution. At the end, they will have basic knowledge and experience with organizing and executing hybrid events. This can be transferred to future student facilities for live-events.

Trainees will be able to get hands on experience with our equipment in a supervised setting. This will provide learning opportunities where the student may observe, ask questions, and debrief after events. They will work in a professional environment and learn skills that may be useful in a variety of job settings.

PROJECT BUDGET

Criteria assessed in this section: [FEASIBILITY](#)

Revenues

Indicate any funding you will receive or may receive to complete your project, including funds from McGill departments and units.

Funding Source(s)	Amount Requested	Request Status
Sustainability Projects Fund (SPF)	\$60,800.00	Requested
TLS - Equipment Funding (Received in 2020-21)	\$60,000.00	Confirmed
	\$0.00	Choose one.
	\$0.00	Choose one.
REVENUES GRAND TOTAL (must match Expenses Grand Total)	\$120,800.00	

Expenses

Indicate your project expenses below. Please remember to include tax and shipping costs, if any.

Item Description	Unit Cost	# of Units	Total Cost	Expense paid by SPF?
Installing Acoustic tiles, LED lighting, Rockwool Insulation in BH105*	\$11,000.00	1	\$11,000.00	Yes, fully
Installing Gyproc, Rockwool Insulation in BH107*	\$14,700.00	1	\$14,700.00	Yes, fully
Camera - Sony FX3 + lens BH 107	\$8,000.00	1	\$8,000.00	Yes, fully
Power for the Grid BH 107	\$1,000.00	1	\$1,000.00	Yes, fully
Purchase and installation of Pipe Grid BH 107*	\$6,000.00	1	\$6,000.00	Yes, fully
Suspending curtain rack BH 107	>\$500.00	1	\$ 500.00	Yes, fully
Take out fluorescent lights in ceiling with LED lights BH 105	\$1,000.00	1	\$1,000.00	Yes, fully
Sound insulation materials BH105 (216 sq feet) and BH107 (540 sq feet)	\$80.00	13	\$1,040.00	Yes, fully
Acoustic ceiling tiles BH 105 (already purchased) and BH 107 (pending 20 units)	\$250.00	20	\$5,000.00	Yes, partially
Studio lights for BH 107	\$500.00	6	\$3,000.00	Yes, fully
Boom and other hardware for studio	\$2000.00	1	\$2,000.00	Yes, fully
Hardware to close up window wells in BH 107 (4 x 8 panels)	\$35.00	16	\$ 560.00	Yes, fully
Pipe grid accessories for BH 107 (clamps, cable organizers)	\$250.00	4	\$1,000.00	Yes, fully
Miscellaneous accessories and hardware (connectors, adaptors, cables)	\$4,000.00	1	\$4,000.00	Yes, fully
Streaming mixer BH 105	\$2,000.00	1	\$2,000.00	Yes, fully
			\$ 0.00	Choose one.
			\$ 0.00	Choose one.
* Estimates from FMAS	\$0.00		\$ 0.00	Choose one.
Expenses Subtotal			\$60,800.00	

Salaries & Wages

If applicable, please indicate any paid positions needed for your project. Please note: if you complete this Salaries & Wages section, you must also complete the [Staff Position Information Appendix](#).

Position Title	~# Hours per Week	~# Weeks	Hourly Wage	Subtotal	+ 20% Benefits	Total Cost	Funding Sources
N/A			\$0.00	\$ 0.00	1.2	\$ 0.00	
			\$0.00	\$ 0.00	1.2	\$ 0.00	
			\$0.00	\$ 0.00	1.2	\$ 0.00	
			\$0.00	\$ 0.00	1.2	\$ 0.00	
Salaries & Wages Subtotal						\$ 0.00	

EXPENSES GRAND TOTAL (must match Revenues Grand Total)	\$60,800.00
---	--------------------

APPENDIX

Relevant Support Documents

List any appendix documents in order in the table below.

Please keep the total number of pages as low as possible (recommended max 10). Please include any relevant support letters.

Doc #	Appendix Document Title	# of Pages
1	Literature Review: Four journal articles substantiating the benefits of proposed studio space	1
2	Description of Multimedia Services: Introduction to team, pricing and service offerings	2
3	Floorplan of Burnside Hall - BH105 and BH107	1
4	2019 Report from Multimedia Services detailing need for better sound insulation in BH105 & BH107	1
5	Letter of Support: Divya Sharma, Climate Officer, Office of Sustainability at McGill University	1
6	Letter of Support: Anja Geitmann, Professor, Dean Faculty of Agricultural & Environmental Sciences	1
7	Letter of Support: Catherine Potvin, Professor, Canada Research Chair in Climate Change Mitigation	2
8	Letter of Support: Derek Cassoff, Managing Director of UA, Communications and Donor Relations	1
9	Detailed list of Equipment purchased from 60K from TLS that will be used in new studios	1
10	Staff Position Information Appendix , if applicable	N/A

APPENDIX

	Pages	Description
A	1	Part 1: Q2 and Q3 Support material: Literature Review Four journal articles that substantiate the need for proposed studio space and potential environmental impact on the McGill academic community.
B	2-3	Part 1: Q3 Support material: Description of Multimedia Services Introduction to our teams and service offerings; Pricing structure and discounts for participating faculty and students; and location of Burnside Hall on campus.
C	4	Floorplan of Burnside Hall, showing the existing footprint of BH105B and BH107A in relation to staff offices in BH105 and BH107.
D	5	2019 Report from Multimedia Services detailing our needs for better sound insulation in our studio spaces, as recommended by sound experts from the Faculty of Music.
E	6-10	Letters of Support - Divya Sharma, Anja Geitmann, Catherine Potvin, Derek Cassoff
F	11	Detailed list of equipment purchased with funding from TLS worth 60K, that will be used in BH107A and BH105B.

A. LITERATURE REVIEW (Response to Part 1: Q2/Q3 continued...)

- a. Case study detailing the carbon footprint of the lifecycle of a scientific project – particularly the percentage of overall carbon footprint that is dedicated to air travel (mobility 75%, conference attendance 35%)
<https://www.sciencedirect.com/science/article/abs/pii/S1470160X13002306?via%3Dihub>
- b. Paper about the carbon footprint of knowledge organizations (79% travel-related emissions)
<https://www.sciencedirect.com/science/article/pii/S0195925521000950?via%3Dihub>
- c. Paper exploring ways in which COVID-19 will reshape how research communities operate and how academics socialize.
<https://www.sciencedirect.com/science/article/pii/S2214629620302590?via%3Dihub>
- d. A commentary from McGill Professor Anja Geitmann, who advocates for online delivery of seminars and remote attendance at scientific conferences.
[https://www.cell.com/cell/pdf/S0092-8674\(20\)30934-X.pdf](https://www.cell.com/cell/pdf/S0092-8674(20)30934-X.pdf)

B. MULTIMEDIA SERVICES – INTRODUCTION

(Response to Part 1: Q3 continued...)

The Multimedia Unit, within the Communications and External Relations Office, provides a full suite of options for authentic storytelling. We are a group of production and live-event experts who help McGill capture memorable experiences and target audiences. We work within our studios, which come equipped with cameras, audio recording, green screen, teleprompter and lighting; and we work on location, across McGill’s scenic campuses.

We love encapsulating the McGill experience, whether it is through live-streamed lectures for a global audience, or vignettes that celebrate world-class research, or online courses that widen access to education. Storytelling is at the heart of what we do, and we take pride in stewarding McGill's reputation through our videos and live content.

The unit consists of two teams: Live-Events and Video Production. We regularly live-stream presentations and events. We have managed a videoconference room since early conferencing technology became available 20 years ago. We have also produced video content for online courses at McGill in collaboration with TLS, notably 4 MOOCS (Massive Open Online Courses) offered on the EdX platform.

Live Events Team:

Stewart McCombie	Multimedia Service Manager	Services Provided: <ul style="list-style-type: none"> • Filming – lectures and addresses on location or in studio • Documentation of events • Audiovisual support for events • Live broadcasts of virtual events on social media • Remote attendance for events • Thesis presentations • Editing event videos • Sound recording and editing for events • Publishing broadcasts to social media
Jamie Dos Reis	Multimedia Technical Coordinator	
John Childs	Multimedia Technical Assistant	
Jonathon Roy	Chief Multimedia Technician	

Video Production Team:

Frank Roop	Video Producer	Services Provided: We are a one-stop shop for all your video needs. Our experienced staff offers the following services in-house. <ul style="list-style-type: none"> • Scripting and storyboarding • Filming - on location and in studio • Graphics and animation
Elena Petkovic	Associate Multimedia Producer	
* We maintain a roster of freelancers to reach out to when projects require specialized talent.		

	<ul style="list-style-type: none"> • Integration of branding guidelines • Stock footage and music • Captioning
--	---

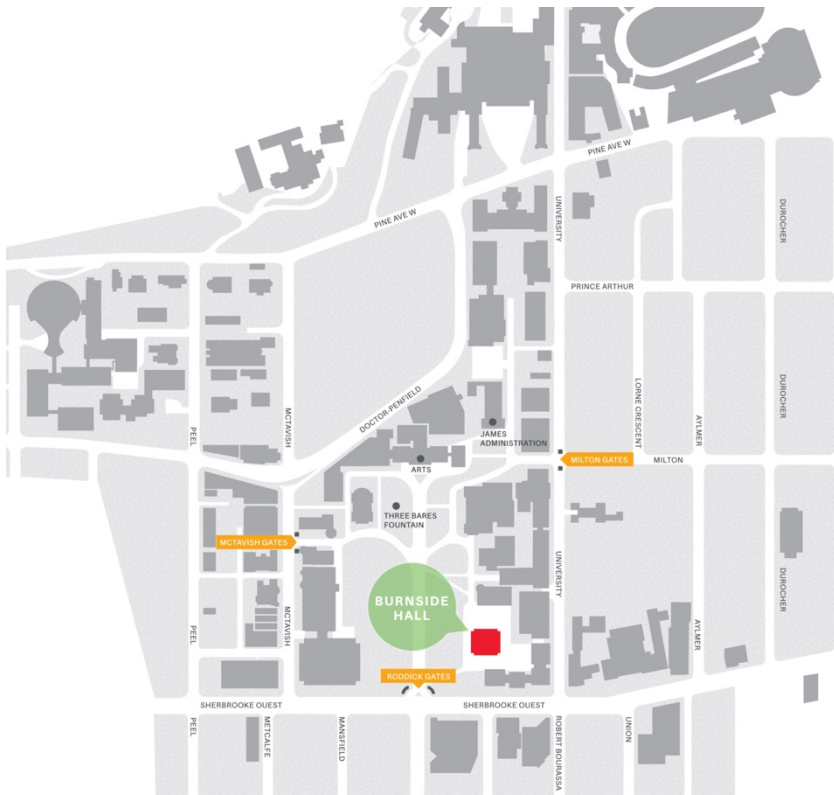
Pricing:

We typically charge 125\$/hr including labour for the use of BH105 for video shoots. For this pilot, we will offer participants the following subsidized rates to support their sustainable choice:

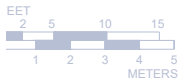
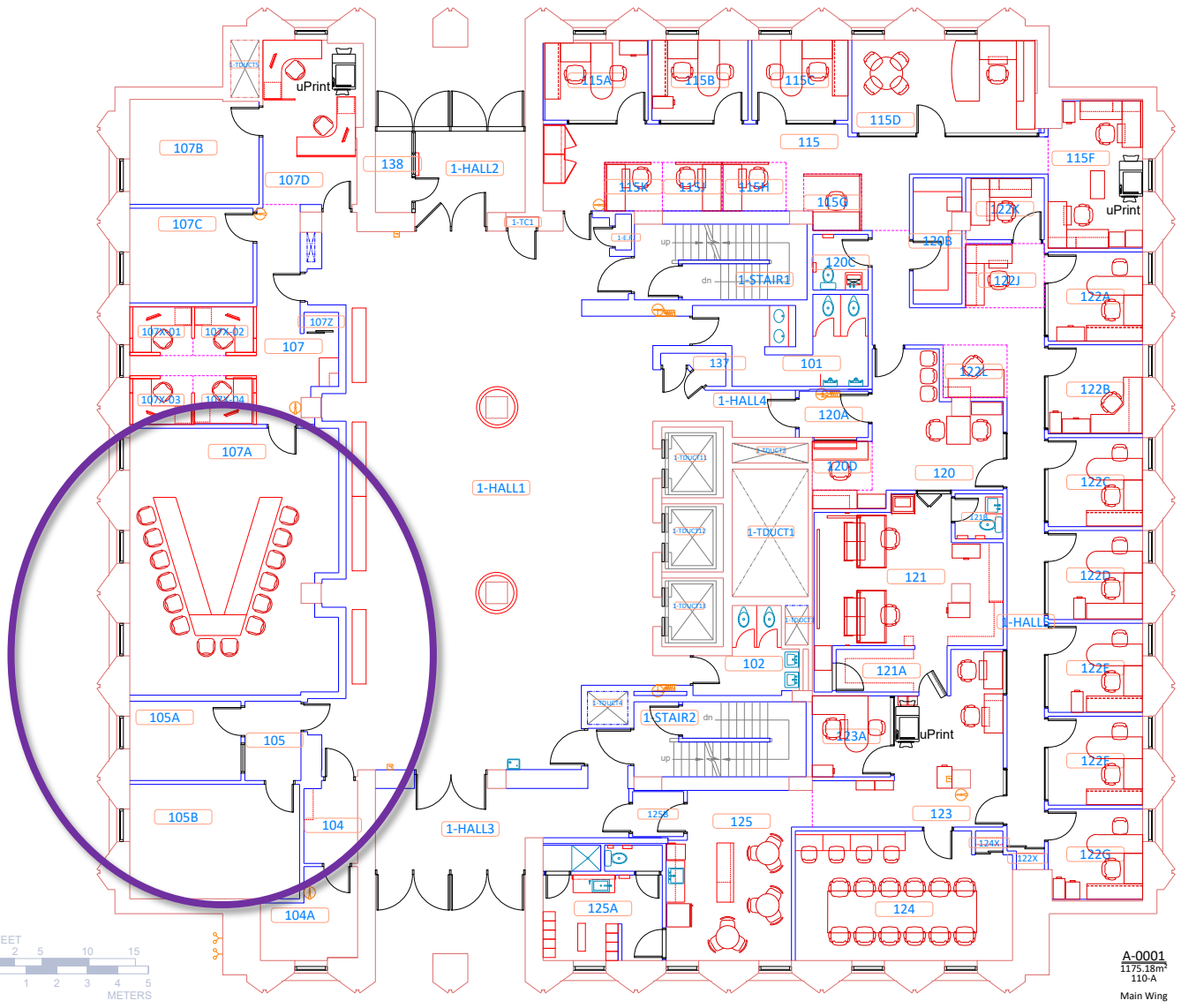
\$90	First hour (\$70 labour + \$20 for set up)*
\$70/hour	For second hour and beyond (to cover our basic labour costs)*
\$70/hour	For editing and post-production (if a document of the lecture needed)

** Standard overtime rates or additional fees may apply if clients request services outside normal work hours or a more complex set up is required.*

Location on Campus:



C. FLOORPLAN OF BURNSIDE HALL



A-0001
1175.18m²
110-A
Main Wing

W Rm. 125B Created
A to Z
Rooms 107D, 115F & 123
Closet 1-TC1



BURNSIDE Hall 1st Floor

Building
Floor Co
VP Scale
Campus
Planifica

D. SOUNDPROOFING REPORT



McGill

Communications and
External Relations

Multimedia Services

McGill University, Communications & External Services
805 Sherbrooke St. W, Room 105, Montreal, QC, H3A 0B9

RE: BURNSIDE STUDIO

Considering the space configuration plans that are currently under consideration, we were asked to write a report detailing the state of our recording studio in Burnside Hall, room 105. We are requesting that sound insulation improvements be made to our recording studio.

In 2018, the HVAC system was replaced in the Burnside building. We submitted a request to have control of the ventilation system in the studio. We were provided with a switch that turns off the ceiling fan but there is still significant ventilation noise from the air ducts in the ceiling that creates a low rumble and a white noise in our recordings.

This noise can be heard throughout our studio recordings, which is especially problematic when recording podcasts – which rely on good-quality audio – and hinders our efforts to provide professional recording. In addition, outdoor activities such as leaf blowing, snow removal and construction that are close to the exterior wall, can sometimes be picked up by the microphone in the studio. When any of these noises arise, we are forced to pause our recordings until the noise subsides. The east facing interior wall separates the studio from the Porter's office. Occasionally, we pick up loud voices from the Porter's office, however that's not a huge issue as we can ask them to keep it down while we record.

In post-production we are currently using various filtering techniques to remove the noise, but this method negatively affects the quality of the audio and so it is not an ideal solution.

In December 2019, George Massenburg, a notable Sound Engineer from the Faculty of Music, measured the room tone in our studio. It far exceeded the acceptable level for a professional studio. His proposed low-budget solution is to install insulation above the ceiling tiles to muffle the noise from the air ducts. Johnathan Roy from CER, also with sound expertise, similarly suggested insulation as well as suspended acoustic panels.

In terms of location, the studio is well located. Situated on the ground floor in Burnside, it is easy for customers to locate us, and having our office adjacent to the studio is convenient and efficient. In terms of size, the studio's dimensions can accommodate the vast majority of our projects. Occasionally, we receive requests for filming more people than can comfortably fit into our studio. In that case, we use the videoconference room in 107. If it is an event, like the webcast of a meeting or panel, the live events team takes care of the project and they also use 107.

Our goal is to become the go-to centre for audio podcasting and studio video recordings at McGill. Providing a quiet and comfortable space is an important element in achieving that goal.

Sincerely,

Frank Roop
Video Production Manager (CER)

Elena Petkovic
Associate Multimedia Producer (CER)

E. LETTERS OF SUPPORT



June 15, 2022

McGill University
Sustainability Projects Fund
1010, Sherbrooke West, Suite 1200
Montreal (Quebec) H3A 2R7

Subject: Letter of support for the McGill Studios - Facility Upgrade

Dear Sustainability Projects Fund Governance Council Members,

As Climate Officer at the McGill Office of Sustainability, I am writing to endorse the McGill Studios - Facility Upgrade initiative. By funding this project, the SPF can contribute not only to reducing the environmental impact of air travel at McGill, by reducing related greenhouse gas emissions, but creating a model studio leading to similar efforts in other higher education institutions in Canada.

The proposal will address a priority action in our Climate & Sustainability Strategy 2020-2025 by providing a viable alternative to air travel for events and conferences at McGill. As air-travel-related greenhouse gas emissions made up 14% of our emissions and the majority of our indirect emissions in 2019, reducing air travel will be imperative to achieving our long-term target of carbon neutrality by 2040. Additionally, the timing for improving remote events infrastructure is acutely ripe as we respond to unprecedented demand for remote participation and as travel habits are still readjusting in the wake of the pandemic. This proposal strategically leverages a ripple effect of the pandemic to help accelerate the sustainability transition.

As such, I would be thrilled to support the project, including estimating greenhouse gas emissions avoided, helping raise awareness about the studio, disseminating surveys to understand shifts in travel behaviour, and generally assisting within my capacity as Climate Officer as needed.

Sincerely,

A handwritten signature in black ink that reads "Divya Sharma".

Divya Sharma
Climate Officer, Office of Sustainability
McGill University



McGill

Anja Geitmann, Ph.D.
Professor and Dean

Faculty of Agricultural
and Environmental Sciences
McGill University
Macdonald Campus

Professeure titulaire et Doyenne

Faculté des sciences de l'agriculture
et de l'environnement
Université McGill
Campus Macdonald

Tel : (514) 398-7707
anja.geitmann@mcgill.ca

21,111 Lakeshore
Ste-Anne-de-Bellevue
Québec H9X 3V9, Canada

Sustainability Projects Fund
McGill University

I write in support of the Graphic Design and Multimedia's application to renovate BH107 in Burnside Hall to support their current activities plus accommodate larger live-streamed events.

The pandemic has forced us to explore online means of scientific communication and it turned out that it is feasible to leverage technology for that purpose. The welcome side effect of communicating at distance is the elimination of travel and thus the avoidance of associated emission of greenhouse gases.

While during the pandemic researchers have also discovered how important high quality in-person events are for the progress of science, I believe that most will reduce their travel in the future - if and once high quality technical solutions are provided. For a more detailed summary of my own take on the future of academic travel please see Geitmann (2020) Cell 182: 790-793.

The high quality of the technical solutions is important since we have all lived through frustrating virtual and hybrid experiences that could have been acceptable replacements of the in-person experience if the technology had been smoother rather than headache-inducing (because of bad audio- or video quality or interrupted internet connections).

It therefore behooves the university to provide researchers with alternatives to air (and any) travel for lectures delivered abroad (or even just to the other McGill campus) thus encouraging them to reduce their carbon footprint. A facility designed to support academic presentations in a professional setting would be invaluable and I strongly encourage funding the proposed project.

Anja Geitmann
Professor and Dean

July 21, 2022



July 3rd, 2022

Montreal, Quebec

Dear selection committee,

I'm writing this letter to support the application for funding for a professional studio with technical assistance that would allow professors and graduate students to deliver high quality conferences remotely. The application has been prepared by Ms Prachi Khandekar and Mr. Frank Roop. Having worked in numerous occasions with Frank in the past, I can vouch for his extremely high professional standards.

I am a professor in Biology specializing on climate change. In that context, I am working on an offset project for McGill professors, staff and students who want to compensate for the CO₂ emissions of their business travels. Compensating air travel is necessary for the university to meet its pledge of becoming carbon neutral. In their article *The Climate Mitigation Gap: Education and Government Recommendations Miss the Most Effective Individual Actions*, Wynes and Nicholas (2017) clearly state that one of the four most effective actions a person can initiate to reduce their carbon footprint is to avoid airplane travel. From a climate view point however, it is not sufficient to offset emissions. It is best to avoid them altogether. This is where the proposal of a professional studio with technical assistance become essential to help avoid emissions at the source. It should therefore be a priority for McGill. Indeed, delivering lectures virtually instead of going to international conference is therefore a critical step for graduate students and professors to reduce McGill's carbon emissions.

Three years ago, before the pandemic of COVID-19, I was invited to give a keynote address at the German Centre for Integrative Biodiversity Research (iDiv). To be coherent with myself, as a climate scientist, I had decided to limit my air travels to the strict minimum and therefore suggested to attend the event virtually, from Montreal. At the time, this was an odd offer, but my colleagues at the iDiv center accepted, allowing me to save a transatlantic 2-way flight, the equivalent of 1.6 tonnes of CO₂.

On the day of the conference, Mr Roop showed up on the McGill Campus in the middle of the night – time zone differences required so – to help me deliver my lecture efficiently without hurdles. In case of connection issues, we had also pre-recorded the keynote address in advance. Without his support, it would have been stressful and unrealistic for me to manage the technical aspect of the delivery, while giving to participants the attention they deserved. That night, Frank and I both



understood the need of a professional studio with technical support on campus to incentivize professors to forego air travel and give international conferences remotely. In 2022, I hope we can make the most out of the pandemic's lessons and ride the virtual conferences' momentum by offering the infrastructures and the peoplepower needed to incentivize remote deliveries of lectures.

It is therefore with the greatest pleasure that I give my full support to the proposal of Prachi and Frank.

Sincerely,

Catherine Potvin, FRSC
Professor, Department of Biology
Canada Research Chair (Tier 1) Climate change mitigation and tropical forests.
Phone 514-398-3730
Website: <http://biology.mcgill.ca/faculty/potvin/>



Derek Cassoff

Managing Director, Communications
University Advancement

Directeur général, Communications
Avancement universitaire

Telephone/Téléphone: (514) 398-5459
Telefax/Télécopieur: (514) 398-5206

McGill University
Martlet House
1430 Peel Street
Montreal, QC, Canada H3A 3T3

Université McGill
Martlet House
1430, rue Peel
Montréal (Québec) Canada H3A 3T3

E-mail/Courrier électronique:
derek.cassoff@mcgill.ca

June 15, 2022

Dear members of the Sustainability Projects Fund Governance Council,

It is with much pride and delight that I write to offer my support to the Multimedia team in their efforts to secure funding to expand the studio at Burnside Hall. Throughout the pandemic, the Communications team at University Advancement has made great use of the technical and video functions of the Multimedia team to organize and broadcast live webinars and other programming to alumni around the world. These webcasts have featured McGill experts providing insight on a range of topics from global health and international politics to climate change and the dangers of social media. Each of these often attracts upwards of 1,000 live viewers, and thousands more views of the recorded content.

As we begin to contemplate what shape alumni engagement will take after the pandemic has subsided, it is clear that the delivery of content from McGill experts to intellectually curious alumni will continue to form a key pillar of our outreach strategy. However, with more than 300,000 alumni scattered around the world – in fact, only about half of our graduates reside in Quebec – the prospect of flying professors, researchers, content moderators and an on-the-ground support staff into various locations is one that is prohibitively expensive and runs counter to our efforts to become more sustainably friendly.

As such, we will continue to rely on the Multimedia team to support our endeavors in the online space with greater frequency; having a larger studio space to work with will allow our teams to offer up more elaborate and sophisticated alumni productions, with larger panels, and the possibility of housing hybrid events with a small studio audience and a large, global online viewership, without leaving a carbon footprint.

It is thus with a view toward a cleaner, greener future that I am pleased to add my name to those in favour of supporting the expansion of our on-campus studio as McGill looks to enhance alumni engagement at the dawn of its third century.

With best regards,

A handwritten signature in black ink that reads "D. Cassoff".

Derek

F. EQUIPMENT FROM TLS FUNDING

Vendor	Equipment	Units	Price
AVSHOP	AV Matrix switcher		
	RODE NTG2 CONDENSER SHOTGUN MICROPHONE	1	379
	SHURE PGXD14/85 DIGITAL LAVALIER WIRELESS SYSTEM	4	580
	PRIMACOUSTIC LONDON 10 STUDIO KIT (GREY)	2	655
	ELGATO GREEN SCREEN COLLAPSIBLE CHROMA KEY PANEL	1	199
	SENNHEISER REPLACEMENT CLIP FOR ME2 083387	2	12
	SHURE MV7 USB / XLR PODCAST MICROPHONE - BLACK	1	330
	SENNHEISER MKE 2-P-C LAVALIER MICROPHONE (XLR) - BLACK	2	519
	SENNHEISER MKE 2-EW GOLD LAVALIER MIC (3.5MM) - BLACK	2	490
	HUDDLECAMHD HC-EPTZ-USB 4K USB WEBCAM	1	415
	LASTOLITE CHROMAKEY PANORAMIC BACKGROUND 13FT GREEN	1	780
	TENBA CINELUXE SHOULDER BAG 16	2	234
	shipping	1	100
	DRACAST LED500 X SERIES BI-COLOR LED 3 LIGHT KIT - NYLON BAG	2	800
	BENRO A373F58 ALUMINUM VIDEO TRIPOD W/ S8 HEAD	1	779
CEV	FX3 camera (body only)	1	4860
	NP-FZ100 battery	2	120
	SIGMA ART 24-70 F2.8 DG DN SONY E	1	1525
	2 extra batteries for FX3	1	110
	FX6 camera and lens	1	9500
	SD V90 cards	4	190
APPLE	24-inch iMac with Retina 4.5K display: Apple M1 chip with 8 core CPU and 7 core GPU - B	1	1854
	Macbook pro 13 inch, space grey, M1 chip with 8-core CPU, 16GB RAM	2	1794
	Mac mini, M1 chip with 8-core CPU, 1 TB SSD storage, 16 GB RAM	2	1570
	Satechi Aluminium USB-C Multiport Pro Adapter	3	85
	12.9 inch iPad pro, space grey 512 GB RAM Engraving: Graphic Design Studio, McGill Un	1	1559
	apple pencil 2nd generation	1	150
	ipad 32GB Space grey, Engraving: Multitmedia Services, McGill University	1	400
	magic keyboard US English	1	120
B&H	AV matrix switcher	1	3000
	FeelWorld P173-9HSD 17.3" Broadcast LCD Monitor	2	750
	FeelWorld F5 5.0" Full HD HDMI On-Camera Monitor with 4K Support and Tilt Arm	1	200
	Tiffen 82mm Variable Neutral Density Filter	1	220
	Auray Fuzzy Windbuster for Lavalier Microphones (Black)	2	26
	GVM GP-80FW Carbon Fiber Camera Slider with Flywheel (33")	1	170
	GVM 800D-RGB LED Studio 2-Video Light Kit	1	300
	Glide Gear Straight Track with Carry Bag (12')	1	230
	Glide Gear SYL-960 Floor/Track Hybrid Tripod Dolly	1	250
	Watson Mini Duo Charger for Sony NP-FZ100 Batteries	1	35
	Gabor Flat Panel TV Cart for 55-85" Displays	1	280
	Impact Scissor Mount for Drop Ceilings	16	10
	Impact Safety Cable (18")	16	5
	Impact Muslin Background - 10 x 24' (Black)	1	150
	Impact Reversible Muslin Background (10 x 24', Stone Blue/Nickel)	1	130
	Impact Reversible Muslin Background (10 x 24', other grey)	1	130
	Delta 1 Muslin Mover Three-Wall 36' System	1	550
	Delta 1 Muslin Mover Rail System Nylon Track Carriers - Pack of 15	4	32
	Delta 1 Muslin Mover Rail System Spring Clips - Pack of 15	4	30
	Glide Gear TMP 750 16.5" Professional Video Camera Tablet Teleprompter (back order)	1	450
	GVM 800D-RGB LED Studio 2-Video Light Kit	1	390
OWC	480 GB ssd drive for 2013 imac	1	300
	240 GB ssd drive for 2011 imac teleprompter	1	150
	Thunderbolt 3 dock for Mac Mini	2	350
AMAZON	ipad Pro case (for graphics)	1	43
	SanDisk 1TB external drive	1	165
	sub total BestBuy		
	tax		
Vocal Booth	V01 vocal booth	1	2500
	TOTAL:		60,000