



CONTRACT RENEWAL LETTER

Date: April 22, 2026
Contract #: UCPIJMU6649
Service: Videography Streaming Services For Athletics
Renewal Period: 8/16/2026 to 8/15/2027
Renewal #: 3 of 4 One-Yr
Issued By: James Madison University
Adam Fleming, Buyer Senior Ph: 540-568-4280

Fx: 540-568-7935

Contractor: Telemedia Productions
Attn: John Salem
2030 Pro Pointe Lane
Harrisonburg, VA 22801

Ph: (540) 476-3111

Contract Administrator: Kevin Warner, Athletics

Description of Renewal Notice:

In accordance with the renewal provision of the original contract all terms, conditions, and specifications of the original contract remain the same during the contract renewal period, along with any modifications that have been incorporated up until this point. The contract pricing will remain the same and is attached to this renewal.

All invoices shall be submitted within sixty days of contract renewal term expiration as well as for each subsequent contract renewal period. Any invoices submitted after the sixty day period will not be processed for payment.

Return one executed renewal notice to my attention within ten days.

Telemedia Productions

By: 

John Salem

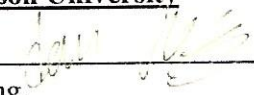
Name (print)

President

Title

6-3-26
Date Signed

James Madison University

By: 

Adam Fleming,

Name (print)

Buyer Senior

Title

4/22/2026

Date Signed

Contract #: UCPJMU6649

Contractor: Telemedia Productions

Renewal Period: 8/16/2026 – 8/15/2027

Commodity: Videography Streaming Services For Athletics

1. Pricing Schedule (replaces initial pricing submitted with the proposal):

Services for Athletics Department:

Scout Tapes: \$168.80 per event.

Video Editing: \$102.30 per hour or TBD on scope of project.

WEBSTREAMING FULL PRODUCTIONS

Football: All JMU Equipment with Exception of 2nd replay
5 Cameras – \$460.35 each.

Director – \$818.40

Technical Director – \$716.10

Replay – \$613.80

Graphics – \$460.35

Executive Producer – \$818.40

Total Cost = \$5,728.80

Below are additional cost if added to production

2nd Replay = \$562.65

Replay rental if needed (\$204.60) per game

Audio = \$511.50

Basketball: All JMU Equipment

4 Cameras – \$230.18 each

Technical Director – \$383.63

Graphics – \$281.33

Replay – \$358.05

Executive Producer – \$409.20

Total Cost = \$2,352.93

Below is additional cost if added to the production

Audio – \$255.75

Director – \$386.63

Producer – \$409.20

Shader – \$230.18

Other Sports Telemedia Mobile Van

All Telemedia Equipment

3 Cameras – \$230.18 each

1 Camera (Student)

Graphics – \$281.33

Replay – \$358.05

Technical Director – \$383.63

Set Up and Strike.

Executive Producer – \$409.20

Total Cost = \$2,122.73 (3-hour event pricing)

If event is more than 3 hours price TBD (i.e., Track)

Below are additional costs if added to production

Producer – \$409.20

Director – \$383.63

Double Headers – (Baseball and Softball) Weather delays \$204.60 per hour.

Double Header – \$2,762.10

The more students put into productions cost will go down and students can be paid or get hours towards internships. Student interns shall only be used as production assistants and interns as determined by JMU.

Football and Basketball productions: all or most equipment will be JMU. Olympic Sport productions: all or most equipment will be Telemedia Productions.

Camera operators for Digital Video sport productions with Telemedia's Equipment \$271.10 per operator.

Tech Days price to be determined and mutually agreed depending on hours and personnel. Most Tech Days will include the Technical Director (TD), Director, Replay and Graphics, and possible one camera. The length of a Tech Day may vary, but normally is 6-8 hours.

Day Trip for sports and/or overnight: To be determined and mutually agreed on a per event basis.

2. Event Cancellation will be as follows:

In the event that a production event agreement is cancelled due to ESPN selecting a game for national distribution during the 12-day or wild card selection windows, JMU will compensate contractor at a rate of 30% of the full production rate (i.e. not preseason). This cancellation fee does not apply to any other cancellation due to natural events for other undisclosed reasons. For all other events it would be as follows:

- Day before 25% of the contracted rate.
- Day of event 50% of the contracted rate.

3. ALL MadiZONE footage is the sole property of JMU Athletics and any distribution of footage can only be done with written approval by JMU Athletics. Telemedia Productions, Inc shall not share or send ANY footage to any individual, institution or media outlet unless directly requested from JMU Athletics.

4. There shall be no additional miscellaneous or incidental fees that have not been identified herein.

5. Payment Terms – As an agency of the Commonwealth of Virginia, James Madison University makes payment in accordance with the *Code of Virginia*, §2.2-4347 through 2.2-4354, Prompt Payment.

6. Contractor agrees that all exceptions taken within their initial response to RFP #ASF-1176 that are not specifically addressed within this negotiation are null and void.
7. Contractor has disclosed all potential fees. Additional charges will not be accepted without mutual written agreement between parties, e.g., contract modification and/or change order.