

Media Center Technical Guidelines and Policies

The Media Center (MC) is your cutting-edge hub where we will all collaborate to produce the highest quality and most compelling multi-platform content. We want you to feel this is your home base, from where you and your colleagues and instructors will innovate, experiment and create.

We also need to ensure that we all clearly understand the technical workflow and how to maintain, operate and safeguard our expensive multi-media equipment.

So please take a few moments to read below and sign off on this document so you can be officially enrolled in the MC. Thanks! Let's get working.

Please fill in the following information to get started:

First Name

Last Name

Student Number

USC email

Phone Number

Address

Are you an Annenberg school major or minor?

Yes

No

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Within the Media Center, each student outlet has unique operational procedures and workflows. Completion of this agreement along with the necessary workshops will grant you access to checkout MC equipment from the ASCJ Equipment Room.

The MC also requires that each student register at:
<http://www.annenbergprograms.com/registration>

MEDIA CENTER HOURS OF OPERATION

Monday-Thursday 7:30am - 10:00pm

Friday 10:00am - 6:00pm

On-Site Technical Assistance

MC Technical Production Supervisors will be on hand to provide technical support during specified times. You can find them throughout the MC central open area or in the MC tech office ANN 102J.

Monday - Thursday 9:00am - 8:00pm

Friday 10:00am - 6:00pm

Media Center Technical Production Supervisors

Chuck Boyles	714-900-2269	cboyles@usc.edu
John Goldsmith	213-821-2337	john.goldsmith@usc.edu
Sebastian Grubaugh	213-740-4270	sgrubaug@usc.edu
Tom Norris	213-821-2332	tjnorris@usc.edu
Victor Figueroa	213-821-1135	vfiguero@usc.edu
Tim Yuge (Equipment Room)	213-740-5739	ascequip@usc.edu

MEDIA CENTER POLICIES

1. Food and drinks are allowed in the central open area of the MC. However, food and drinks are NOT allowed in the Studio Production Spaces (control rooms, studios, and editing suites). Please make sure you clean up your workspace when done.
2. All students will enter the MC through the front door. Once you are registered with the MC through this document, you will be able use the second floor door and rear doors for entry as well using your USC ID card.
3. We want to encourage the sort of boisterous enthusiasm that comes with active production and teamwork. Please be aware, however, of live shots underway in the central open space, visitors or others working nearby. If MC teams require or ask for a lower volume, please respect their wishes and take your conversation to a different part of the MC.
4. Always bring your laptop. While there are desktop computers in the MC, the number of computers are limited and usually reserved for special tasks.
5. Work space in the MC will always be at a premium. If you temporarily leave your space for a short meeting or conference please leave a clear note letting others know the space is occupied and what time you expect to return.
6. All printing in the MC must be related to MC productions. For other printing, please go to ANN Digital Lounge - ANN 301 or ANN L103.
7. All unclaimed paper left on the printers will be discarded into recycle bins.
8. Do not attempt to install any software on the MC computers.
9. Studio Production Spaces require approval and training from an MC Technical Production Supervisor.

MEDIA CENTER PASSWORD POLICIES

Users must not give their login or any passwords to others or permit another individual to use their account after personally logging in. Users shall not post or otherwise display their password where the password can be seen by others. This includes all MC service sites.

If the Media Center is full

During busy periods in the MC, priority support will be given to students working on day-of-air projects.

REMEMBER: The MC has edit bays on the second floor (ANN 206).

Lost and found

Items found in the MC are placed in the lost and found located at the facilities counter in the staff support suite located at ANN L103.

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STUDIO PRODUCTION SPACES

The Media Center features various studios and control rooms designed with the latest technology for multimedia productions. These spaces include:

STUDIO A (DIY studio)

ANN102A: 360-degree rotating video podcast and webcast studio

- You will be required to complete a Studio A training workshop.
- You may use the Studio A to record segments with one or two people.
- For consistency and branding in each production, the host welcome AND goodbye must contain the following: ***“from Studio A in the USC Annenberg School”***
- The studio may be used to record interviews, Skype recordings, podcasts, shows, etc.
- Live web streaming and recording is available. Recordings get transferred to the Studio A bin in Xchange.
- Always ask a MC Technical Production Specialist to help you with set positioning and lighting.
- Do not rotate the set platform; you could accidentally cause serious damage to the wires.
- Check the Virtual EMS calendar for available time slots. Some classes may have reoccurring hours prescheduled.

You can reserve Studio A time after your training through Virtual EMS at:

<http://uscschedule.usc.edu>

STUDIO B (audio studios)

ANN 102B, 102C & 102D: This includes an Audio Production Booth, an Audio Live Studio, and Audio Control Room.

- The studio spaces may be used to record voiceovers, interviews, podcasts, phoners, etc. Once you are finished recording, move to

the Media Center central floor to edit your material. Do not edit in Studio B.

- Studio B Live Studio and Control room may only be used for Annenberg Radio News production material from 11:00 A.M. to 5:00 P.M. Monday through Thursdays. Do not blow on, tap, or touch any of the pickup areas of the microphones!
- All trash must be picked up from the studio and properly discarded. If you want to keep scripts/rundowns, pull them out of the Radio Control Room or they will get thrown away each night by the producers or MC Production Supervisor!
- If you are working during an ARN dayofair shift, the studio can be used freely. Reservations should be made for all other times when ARN is not in production.

You can reserve Studio B time for MC productions at:

<http://www.annenbergprograms.com/studiob>

STUDIO C (big TV studio)

ANN 102E & 103: Large live video studio and television control room.

- The studio and control room may be used for live news and to record interviews, Skype & offsite recordings, podcasts, shows, etc.
- Studio C media output is recorded directly to FORK and will be uploaded to Xchange. Once you are done recording, move to the Media Center central floor to edit or download material.
- If you want to keep scripts/rundowns, you must remove them or they will get thrown away each night by the producers or MC Production Specialist.
- Always ask an MC Technical Production Specialist to help you with set positioning, audio, and lighting.

Scheduling available for approved MC productions only.

Email: cboyles@usc.edu

MULTI-EDIT ROOM and EDITING SUITES

ANN 102L: Suite of 10 video editing stations.

ANN 206 A - K: 10 private video editing bays (2nd floor).

- No food or drinks, only sealed water bottles will be allowed,.
- Do not attempt to install any software on computers.
- Do not plug/unplug any wires into the computers towers.
- Do not save any personal projects on local computers.
- Pick up after yourself and do not leave a mess.
- If the MultiEdit Room is locked please use the upstairs Editing Suites.

Edit Suites do not require reservations at this time.

Overall Studio Policies

1. No eating or drinking is allowed in the production studios or control rooms. This rule applies to students and visitors. Anchors and hosts will be allowed to have a resealable water bottle. Resealable water bottles will also be allowed in the edit rooms.
2. Unless you are properly trained, do not touch any buttons or settings on the video switcher, audio mixers, or any other specialized control room equipment.
3. No scenery, props, or sets can be added without MC Technical Production Supervisor approval and cannot be stored overnight.
4. Return all equipment (chairs, tables, stands, monitors, curtains, etc.) to their proper places before leaving production spaces.
5. All trash must be picked up from the studio and control room and properly discarded.
6. Do not tape, staple, or attach any extra materials to the studio sets and desks.
7. If you are more than 15 minutes late for a reservation, the space may be given to another person.

ANNENBERG EQUIPMENT ROOM (ER)

Students working in the Media Center may be required to check out equipment for use in the field. Some equipment requires specialized training. Please make sure you have taken all appropriate workshops.

ER Hours of Operation

Monday-Thursday 8:00am - 6:00pm

Friday 10:00am - 5:00pm (last check out is at 4:30pm)

During hours of operation, you can contact the Equipment Room with questions or reservation requests in person, by phone 213 740-5739 or by email ascequip@usc.edu.

MC equipment includes:

- Canon Vixia HD camcorder (AVCHD)
- Canon Power Shot Digital Still/Video Camera
- Canon Rebel DSLR camera
- Tascam Digital Audio Recorder
- Zoom Digital Audio Recorder
- GoPro Hero 3 Camera kit
- Video Camera Light*
- DSLR Telephoto Lens*
- Atomos SDI Video Recorder (Pool Feed recorder)*
- iOgrapher Mobile Media Kit*

*By assignment only

Note:

Impact productions require specific camera equipment, training and authorization.

All equipment will be checked out and returned to the ASCJ Equipment Room located in ANN L117. Never lend your equipment to anyone else to use. You must personally return your own equipment to the ER. You will need to wait until the staff have inspected your equipment and completed your check-in; please be patient. Other policies are posted at the Equipment Room.

It is recommended that you return your equipment the same day. If you do not return your equipment by 6:00pm that day, it will be due by 10:00am the following morning.

Media Center Equipment Assignment Form

Non day-of-air equipment checkouts for MC programs require Equipment Assignments. You will need approval to check out equipment the night before an MC assignment or for weekend use.

You must fill out an online Equipment Assignment Form with MC Producer or Faculty approval. This form is sent automatically to the Equipment Room.

<http://www.annenbergprograms.com/equipment>

SPECIALIZED EQUIPMENT can also be authorized using this form with approval from MC faculty and authorized Executive Editors.

Returning your Equipment

When you check in your equipment, we will go over the kit with you. You must remain by the checkout window until the full check-in process is complete. You are responsible for returning your equipment as neatly as it was checked out. It is your responsibility to remove all personal belongings (wallets, money, ID's, credit cards, personal media, etc).

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General Equipment Room Policies are posted at the counter

Penalties and Fines

- \$10 per day fine for late returns. Call in advance of your return time to avoid late fines.
- \$5 fine to straighten tangled cables. Please re-wrap your cables for the next person.
- All fines are charged directly to your USC account. No cash can be accepted.

Equipment Loss/Damage: Your university account will be charged for all equipment that is lost, stolen, or needs repair due to misuse or negligence beyond normal wear and tear. If there are any issues involving equipment, your ability to checkout equipment will be stopped until the issue is resolved.

Loss of MC and ER Privileges

The loss of privileges may result from the following circumstances:

- Misuse of Annenberg equipment (by any and all parties involved).
- Letting another student use your equipment while it is checked out to you.
- Excessive late check in of equipment.
- Repeated abuse of any MC policies.
- Refusing to yield to another student's reservation.
- Eating or drinking in the Studios or Control Rooms.

Repeat offenders will be addressed by the Annenberg Assistant Dean, Student Affairs.

MEDIA CENTER MEMORY CARDS

Memory Cards will be provided for Media Center assignments only. They will be distributed to you when checking out video and audio equipment from the Annenberg Equipment Room. It is your responsibility to test the equipment and Memory Cards to make sure they are both in good working order before you leave the building. When you return, upload your media from the card to the FORK Media Asset Manager (MAM). After the files have been transferred to the MAM it is then your responsibility to return your Memory Card to one of the wall drop boxes located throughout the Media Center.

Please do not:

- Return Memory Cards to the Equipment Room.
- Leave Memory Cards in your equipment kit.
- Leave Memory Cards lying around or trust someone else to turn them in for you.

You are financially responsible for Memory Cards not turned in. (\$20 each)

Note:

Impact has unique Memory Cards. Refer to their separate documentation.

MEDIA STORAGE

Annenberg has a Media Asset Management system (MAM) for storing all of our video and audio files. These media files are stored in our FORK Production Server. As a student you are responsible for managing your own storage. We strongly suggest that you backup all files onto a personal external hard drive.

- **FORK** is how you access the MAM while you are on one of the MC computers (on site).
- **Xchange** is how you access the MAM via the cloud from your personal laptop or from an off-site location.
(remote)
- **External Hard Drive** is where you keep all your raw footage and copies of finished work
(personal).

FORK media storage is an important part of the Media Center workflow. FORK allows work that is being produced on site to be shared from one computer to another. FORK also connects to our studio control room playback system.

FORK is organized with folders for different media types. Make sure you transfer all the footage to the proper folder so you and others can find it.

Video:

While working on Packages, SOT and VO's for ATVN, raw media will be uploaded to FORK on the multi-edit room computers. All raw footage from the week will be erased on Friday. Only special assignment stories with Executive Producer authorization will be kept for longer periods of time. FORK is for MC production use only. Personal and class projects are not to be stored on FORK and need to be saved to your personal hard drive.

Only a Media Center Staff Member may delete footage from FORK.

Audio pieces for ARN and other MC projects will be archived to FORK as completed broadcasts.

Xchange is the Media Center's Cloud MAM system for uploading, sharing, and analyzing clips. Students will be able to upload their work to share with faculty and other MC students for project collaboration.

Xchange is organized with bins that correspond to your personal media, Annenberg courses, and all other MC Programs. MC video and audio files are categorized by:

- **Raw Source** - Unedited media and rough drafts. You may also use this to submit raw footage to the MC remotely. Raw footage for class assignments should be stored on your personal external hard drive.
- **Finished Edit** - Completed Packages, SOT and VO's ready to be used in a broadcast production.
- **Broadcasted** - Final shows which will include intros and graphical elements. These files can be subclipped and downloaded for your resume.

Use Xchange to submit remote packages from the field and class assignments for use in a Media Center production.

- Stories must be approved by the EP's or Faculty Advisors
- After approval an MC Production Supervisor will move the file from Xchange to the FORK MAM.
- All clips should have adjusted audio.
- Video sequences should include 10 seconds of pad at the end.
- Please do not include lower third graphics on video packages.

External Hard Drive is your personal storage for keeping class assignments and raw footage. As a student, you are responsible for managing your own storage. We strongly suggest that you also backup all finished work from FORK onto your personal hard drive. Never rely on computers and drives in the MC for permanent storage.

Note:

Impact has a unique media storage workflow. Refer to its separate documentation.

AUDIO EDITING PROCEDURES

You need to attend both Audio Workshops or be enrolled in a Radio Class:

- Audio Field and Studio Workshop
- Adobe Audition Editing Workshop

When editing an audio piece:

- Files can be stored in the “ARN Student” folder accessible on the Media Center computers.
- “ARN Student” folder will be cleared periodically; we recommend you backup your files to your own hard drive.
- Make sure you trim off extraneous material at the end of your finished piece. Otherwise, unwanted audio could appear in the show.
- When mixing down the final project for submission to the show, the audio file **MUST** be a .WAV file with the settings of 44.1khz, 16 bit, Mono.
- Be conscious of your audio levels before you produce the final piece. If they are too low, high, or inconsistent, it can cause difficulty during playback.
- The final piece must then be placed in the “NewsBoss” folder for playout in the newscast.

Media Center Audio production equipment and facilities MAY be used for:

- Edited material for the Media Center production (Live Broadcast and Podcasts)
- Radio-related class projects.
- Resume compilations.

Media Center Audio production equipment and facilities MAY NOT be used for:

- Projects for other schools or departments.
- Personal projects.

VIDEO EDITING PROCEDURES

You need to attend an MC video editing training workshop on Adobe Premiere and FORK video asset plug-in.

Before you start editing:

- Transfer all footage to FORK.
- Import all footage into Adobe Premiere
- Executive Producer AND a Faculty Advisor must approve all ATVN package scripts before you begin to edit.

NOTE:

If you are not completely prepared to edit, you may be tying up a computer another student could be using. In this case you may be asked to stop editing until you are fully prepared.

Editing PKG's (packages), VOs (voice over), and SOTs (sound on tape) for MC.

1. **IMMEDIATELY** transfer your footage into FORK (MAM) and then return Memory Card to a Media Center Production Specialist.
2. **NEVER** edit with your Memory Card in the card reader.
3. **ALWAYS** start your editing session through Adobe Premiere.
4. **RECORD** your voice track in the VO booth using Adobe Audition in one long recording, including all your VOs. The file can be broken up after you import into your project.
5. **ALWAYS** add 10 seconds of pad at the end of your edited sequence for broadcast material, but do not put pad at the front of your sequence.
6. **ADJUST** your audio levels and double-check for accuracy. Have a Media Center Specialist check if you are unsure.
7. Check to see if your broadcast story has a tease you might need to edit.
8. **iNews**: Fill in the times in your script in iNews. Make sure CGs, runs, take at, and TRTs are accurate. This is very important information. Many mistakes in the Newscast occur because of incorrect/incomplete information!!! Make sure you know how to do this properly or ask for help.

Important Contact Information

Media Center	213-740-1079	mediacentereditors@gmail.com
Media Center	213-740-3847	atvn@usc.edu
Media Center	213-740-8008	ascradio@usc.edu
Impact	213-740-3927	impact@usc.edu
Equipment Room	213-740-5739	ascequip@usc.edu
DPS Emergency	213-740-4321 (04321 on campus)	

Media Center Production Supervisors

Chuck Boyles	714-900-2269	cboyles@usc.edu
John Goldsmith	213-821-2337	john.goldsmith@usc.edu
Sebastian Grubaugh	213-740-4270	sgrubaug@usc.edu
Tom Norris	213-821-2332	tjnorris@usc.edu
Victor Figueroa	213-821-1135	vfiguero@usc.edu
Tim Yuge (Equipment Room)	213-740-5739	ascequip@usc.edu

I _____, have read and understand all procedures set forth in the *Media Center Technical Guidelines and Policies*. I agree that I will follow these guidelines and that I am financially liable for all equipment that I checkout or use.

I Understand and Agree

[Click here for a downloadable copy of these Guidelines for future reference or go to: http://annenbergprograms.com/tech_pdf](http://annenbergprograms.com/tech_pdf)