

Welcome to the Media Center!

Important technical guidelines and policies

The Media Center (MC) is a cutting edge hub for Anneberg students. We collaborate to produce the highest quality and most compelling multiplatform content. We want you to feel this is your home base, from where you and your colleagues and instructors will innovate, experiment and create.

Please learn about our workflow to help us maintain, operate and safeguard our expensive multimedia equipment and contribute to a newsroom with core values of respect and professionalism.

You must sign this document to officially enroll in the Media Center, so read it carefully. Direct any questions to cboyles@usc.edu. You must also register at:

<http://bit.ly/ANNregistration>

First name

Last name

Student number

USC email

Phone number

Address

Are you an Annenberg School of Communication and Journalism major or minor?

- Yes
- No

Within the Media Center, each student outlet has unique operational procedures and workflows. Completion of this agreement along with your participation in workshops, if necessary, will grant you access to MC resources and to checkout equipment.

[Download these guidelines for future reference or bookmark them at http://annenbergprograms.com/tech_pdf](http://annenbergprograms.com/tech_pdf)

Media Center hours of operation

Monday-Thursday: 7:30 a.m. - 10 p.m.

Friday: 10 a.m. - 6 p.m.

MC Technical Production supervisors will be on hand to provide technical support at the times listed below. You can find them throughout the MC central open area or in the MC tech office ANN 102J, or get in touch via the contacts on the last page of this document.

Monday-Thursday: 9 a.m. - 8 p.m.

Friday: 10 a.m. - 6 p.m.

Media Center rules

1. Food and drinks are NOT allowed in the studio production spaces (control rooms, studios, and editing suites). You may have food and drink in the central open area of the MC. Don't leave trash behind at your workspace.
2. The Media Center front door will be left unlocked during working hours. Once you are registered with the MC, you will be able use the second floor and rear doors sing your USC ID card. Do not prop open the locked doors. This is an important safety issue for everyone using the Media Center.
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 are 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 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 the ANN Digital Lounge - ANN 301 or ANN L103.
7. All unclaimed paper left on the printers will be recycled nightly.
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.
10. Do not share, post or publicly display any MC passwords.

The Media Center is open to all of Annenberg, and it can get busy. If the space is full, priority support will be given to students working on day-of-air projects. Don't forget the MC has first come, first serve edit bays on the second floor (ANN 206).

Studio production spaces

The Media Center has various studios and control rooms designed with the latest technology for multimedia productions. Each has different rules and policies to make reservations.

Studio A (mini studio in ANN102A)

DIY 360-degree rotating video podcast and webcast studio

- You will be required to complete a Studio A training workshop.
- Reserve Studio A time through Virtual EMS at:
<http://uscchedule.usc.edu>
- You may use the Studio A to record segments with one or two people.
- For consistency and branding in each production, the anchor welcome AND goodbye must contain the following: ***“From Studio A in the USC Annenberg School ...”***
- The studio may be used to record interviews, Skype conversations, 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 supervisor 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 recurring hours prescheduled.

Studio B (audio studios ANN 102B, 102C and 102D)

Audio production booth, audio live studio and audio control room

- The studio spaces may be used to record voiceovers, in-person or phone interviews, podcasts, etc. Once you are finished recording, move to the Media Center central floor to edit your material. Do not edit in Studio B.
- Reserve Studio B in 30- or 60-minute blocks using this form if you are not working during an ARN day-of-air-shift.
<http://www.annenbergprograms.com/studio-b>
- Studio B live studio and control room may only be used for Annenberg Radio News production material from 11 a.m. to 5 p.m. Monday through Thursday.
- If you are working a day-of-air shift, the studio can be used freely.
- Remove all scripts and rundowns, they will get recycled nightly.

STUDIO C (big studio ANN 102E and 103)

Large live video studio and television control room

- The studio and control room may be used to record interviews, Skype sessions, read from the Teleprompter and record in front of the green screen.
- Reserve Studio C in 30-minute blocks during Open Lab times by emailing tjnorris@usc.edu. The hours are posted on the door.
- 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.
- Remove all scripts and rundowns, they will get recycled nightly.
- Always ask an MC Technical Production supervisor to help you with set positioning, audio and lighting.

NOTE: Pre-taped Annenberg Media segments or interviews must be approved by the faculty advisor overseeing the assignment and scheduled in advance through a Technical Production Supervisor.

Multiedit room and editing suites

ANN 102L: Suite of 10 video editing stations

ANN 206 A-K: 10 private video editing bays on the second floor

- Reservations are not required. The bays are first come, first serve. If you need to briefly step away, leave a note that you are returning.
- No food or drinks. Only sealed water bottles will be allowed,.
- Do not save any personal projects or files on MC computers. Locally saved files will be deleted each night.
- Do not plug/unplug any wires into the computers towers.
- Pick up after yourself and do not leave a mess.
- If the multiedit room is locked, use the upstairs editing suites.

General studio rules

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.
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 its proper place 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. Don't be late. Your reservation could be given away after a brief grace period.

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 a.m. - 6 p.m.

Friday: 10 a.m. - 4:30 p.m.

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

MC equipment includes:

- Canon Vixia HD camcorder (AVCHD) **(kit value \$680)**
- Canon Power Shot Digital Still/Video Camera **(kit value \$150)**
- Canon Rebel DSLR camera **(kit value \$700)**
- Tascam Digital Audio Recorder **(kit value \$900)**
- Zoom Digital Audio Recorder **(kit value \$120)**
- iPhone Audio kit **(kit value \$100)**
- GoPro Hero 3 Camera kit* **(kit value \$500)**
- Video Camera Light* **(kit value \$250)**
- DSLR Telephoto Lens* **(kit value \$450)**
- Atomos SDI Video Recorder (Pool Feed recorder)* **(kit value \$1900)**
- iOgrapher Mobile Media Kit* **(kit value \$480)**
- JobyGorilla Pod Tripod * **(kit value \$40)**

*By assignment only

All equipment must 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.

It is recommended that you return your equipment the same day. If you do not return your equipment by 6 p.m., it will be due by 10 a.m. the following day.

Note: If you are working with IMPACT, those productions require specific camera equipment, training and authorization.

Media Center equipment assignment form

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

Ask an Executive Producer or faculty member to fill out and submit an online equipment assignment form for you. This form is sent automatically to the Equipment Room.

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

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).

General Equipment Room Policies are posted at the counter

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, you will not be able to check out equipment until matters are 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.
- 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 (F:) shared drive:

- Find and open the folder for the show you're working on.
- Create a new folder with the name of your story. (Be specific and use the date.)
- Copy the files into it.
- It is then your responsibility to return your memory card to one of the wall drop boxes located throughout the Media Center.

- Do not edit video with the memory card still in the card reader.
- Do not return memory cards to the equipment room.
- Do not leave memory cards in your equipment kit.
- Do not leave memory cards lying around or trust someone else to turn them in for you.

You are financially responsible for memory cards that are not returned. (\$20 each)

Media storage

Annenberg has a Media Asset Management system (MAM) for storing all video and audio files. These media files are stored in our FORK Production Server.

You are responsible for managing your own storage. We strongly suggest you backup all raw files and finished work onto a personal external hard drive.

- **FORK (F:) drive** is where you transfer all of your raw video or audio files from memory cards before you begin editing. These files are then accessible by all the editing station in the Media Center. All raw footage is deleted weekly on Friday. Only special assignment stories with Executive Producer authorization will be kept for longer periods of time. Only an MC staff member may delete footage from FORK.
- **FORK Production** connects to our studio control room playback system and records the final shows produced in Studio C.
- **Xchange** is how you access recorded video in FORK via the cloud from your personal laptop or from an off-site location.

Media Center media is organized in three folders:

- **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 VOs sent to studio playback to be used in a broadcast production.
- **Broadcasted** - Final shows from Studio B and C, which will include intros and graphical elements. These files can be subclipped and downloaded to your personal external hard drive for your resume.

Note: If you are working with IMPACT, it has a unique media storage workflow. Please refer to those policies.

Audio editing procedures

You need to attend Adobe Audition Editing, Field and Studio production workshops or be enrolled in a Radio class.

When editing an audio piece:

- Raw audio files should be stored in the FORK (F:) drive. Copy all files in a folder with your story name, inside of the show folder. (Be specific and use the date.) For more detail, see previous memory card section.
- The finished story for playout in the newscast, must be placed in the “NewsBoss” folder located on the desktop of the MC computers.
- Log into Newsboss, locate your finished audio file in FORK and attach it to your script.

Video editing procedures

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

Before you start editing:

- Raw video files should be stored in the FORK (F:) drive. Copy all files in a folder with your story name, inside of the show folder. (Be specific and use the date.) For more detail, see previous memory card section.
- Import all footage into Adobe Premiere
- Executive Producer AND a Faculty advisor must approve all ATVN package scripts before you begin to edit.
- Export the finished video sequence to the proper placeholder using the Primestream Adobe Panel.

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.

Keep this page handy. These folks will help you while you work in the Media Center!

Media Center	213-740-1079	mediacenterann@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
Tom Norris	213-821-2332	tjnorris@usc.edu
Bobby Prom	619-940-4093	kprom@usc.edu
Sebastian Grubaugh	213-740-4270	sgrubaug@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 check out or use.

I understand and agree

Don't forget: You must also register for Slack and Trello accounts at <http://bit.ly/ANNregistration>

[Download these guidelines for future reference or bookmark them at http://annenbergprograms.com/tech_pdf](http://annenbergprograms.com/tech_pdf)