

# Welcome to the Annenberg Media Center, home to the Annenberg Media newsroom!

## Important technical guidelines and policies

The Media Center (MC) is a cutting edge hub for Annenberg 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](mailto:cboyles@usc.edu).

First name

Last name

Nickname (if used)

Pronouns

Student number

USC email

Phone number

Address

**Are you an Annenberg School of Communication and Journalism major, minor or in a graduate program with Annenberg?**

Yes

No

Within the Media Center, each Annenberg Media 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 check out 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 starting at 9 a.m. and until 10 p.m. 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.

## **Media Center rules**

1. Food and drinks are NEVER allowed in the studio production spaces (control rooms, studios, and editing suites). The Media Center front door will be left unlocked during working hours. Once you are registered with the MC, you will be able to use the second floor and rear doors using your USC ID card. Never prop open the locked doors. This is an important safety issue for everyone in the building.
  2. 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 anyone requests a lower volume, please respect their wishes and take your conversation to a different part of the MC.
  3. 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.
  4. 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.
  5. 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.
  6. All unclaimed paper left on the printers will be recycled nightly.
  7. Do not attempt to install any software on the MC computers.
  8. Studio production spaces require approval and training from an MC Technical Production supervisor.
  9. Do not share, post or publicly display any Annenberg Media 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://uscscschedule.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, Zoom conversations, podcasts, shows, etc.
- 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, Zoom 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](mailto: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**

**One of the edit bays, K, is designated for any students who require a quiet working environment. For more information, talk with Media Center Director Christina Bellantoni at [bellanto@usc.edu](mailto:bellanto@usc.edu).**

- 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 EVER 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.
- You can contact the Equipment Room with questions or reservation requests in person, at (213) 740-5739 or by email [ascequip@usc.edu](mailto:ascequip@usc.edu).
- 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.*

## **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.

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.

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

## **Audio editing**

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

## **Video editing**

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

*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.*

# USC Media Center Intellectual Property Policy

The following policy applies to media materials, including stories, produced for, by, in or on behalf of the Media Center (MC) or Annenberg Media, which is housed in the Media Center, at the USC Annenberg School for Communication and Journalism.

In general, under the USC Intellectual Property policy, intellectual property rights in any work produced at USC that uses substantial USC resources is owned by USC. Please note the USC policy at the following link:

[https://policy.usc.edu/wp-content/uploads/2021/04/intellectual\\_property.pdf](https://policy.usc.edu/wp-content/uploads/2021/04/intellectual_property.pdf)

The USC Annenberg Media Center provides students with substantial resources well beyond those typically used for classroom use or required for typical courses. Accordingly, intellectual property rights to materials created by students in connection with Media Center projects are owned by USC.

By signing below, you understand and agree that under the USC Intellectual Property Policy, USC owns and you hereby assign intellectual property rights to USC in any such materials.

Materials you produce that are subject to USC's ownership may be used by you for personal use only as part of your portfolio, but the material cannot be sold or otherwise commercially exploited without prior written permission and may not be distributed or published outside of the Annenberg Media programs, verticals, desks and affiliates without our prior consent.

## Requests for distribution by outside entities

It is our goal to have our students create professional quality, publishable work. As USC students working on Media Center projects, our students routinely obtain access and permission to shoot video, audio, still photos and interviews. This permission, however, is typically not granted to students for commercial use or any other use outside of USC-affiliated distribution channels.

Given the legal, commercial, ethical and other complexities of multi-media production, we require that our students consult and obtain prior written approval from the director of the Media Center before sharing any raw or finished materials with entities outside of USC-affiliated distribution channels.

This consultation, however, is not needed for homework material that a course instructor requires students to post on non-USC and non-commercial distribution channels and that is not otherwise used in connection with USC distribution channels.



## Sports coverage

USC Annenberg students are often granted special access to USC sports activities. Whenever USC grants you permission as a Media Center student to record USC sporting activities (for example, athletic events, practices or team meetings), any material you obtain, film or record in covering such activities can be used only for USC Annenberg student media publications and cannot be used by you or shared with or distributed to any outside entities unless prior written permission is given by the director of the Media Center.

## Representing Annenberg Media

When obtaining audio, video, images and interviews, you must let organizations and individuals know you are representing the USC Annenberg Media Center. You must let them know the information and materials you are obtaining from and about them may be distributed by the USC Annenberg Media Center (across all platforms). For long-form stories, such as news magazine and documentary, you may be required to obtain written permission from interviewees.

## Requests for dubs

The USC Annenberg Media Center does not provide dubs of stories or raw materials. Please provide organizations and individuals with links to your stories on USC Annenberg Media Center and USC Annenberg School websites and social media only.

## Personal use of materials

You may add links (only) to USC Annenberg Media Center materials and stories that you have produced to your personal websites, portfolios, resume reels, and exhibition or awards entries.

I acknowledge and understand the policy described above.

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

**Media Center Production Supervisors**

**Find them in Slack!**

The staff can also meet you in Zoom for help

[usc.zoom.us/my/mcvideohelp](https://usc.zoom.us/my/mcvideohelp)

<b>Chuck Boyles</b>	<b>714-900-2269</b>	<b>cboyles@usc.edu</b>
<b>Tom Norris</b>	<b>213-821-2332</b>	<b>tjnorris@usc.edu</b>
<b>Bobby Prom</b>	<b>213-821-2337</b>	<b>kprom@usc.edu</b>
<b>Victor Figueroa</b>	<b>213-821-1135</b>	<b>vfiguero@usc.edu</b>
<b>Sebastian Grubaugh</b>	<b>213-740-4270</b>	<b>sgrubaug@usc.edu</b>
<b>Austin Auger</b>	<b>760-585-6934</b>	<b>aaa_039@usc.edu</b>
<b>Tim Yuge (Equipment Room)</b>	<b>213-740-5739</b>	<b>ascequip@usc.edu</b>
<b>Graham Clark Stecklein</b>	<b>651-491-2052</b>	<b>stecklei@usc.edu</b>

<b>Media Center newsroom</b>	<b>213-740-3847</b>	<b>Or 213-740-1079</b>
<b>Media Center newsroom</b>	<b>213-740-8008</b>	
<b>Impact</b>	<b>213-740-3927</b>	<b>impact@usc.edu</b>
<b>DPS Emergency</b>	<b>213-740-4321</b>	<b>(Dial 04321 on campus)</b>

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

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