

08:03:03:00 DSCC Media Policy

Purpose:

The following policies and guidelines have been developed to provide quality and efficient service to the users of audiovisual and other forms of media.

Scope:

This policy applies to all faculty, staff, and students.

Policy:

Media Services is responsible for producing media for Dyersburg State Community College. Media Services provides audio and video resources for presentations and for distribution of that media via DVD, online, or other electronic means. Videos posted online will be available as soon as the media has been edited and finalized. If a DVD is required, an additional 72 hours may be required to publish and deliver the media in a DVD format.

All requests for production must be submitted through the Audio or Video Production Request form. Upon receiving the request form, the Multimedia Specialist and requester will:

- (1) Collaborate on writing and editing scripts including the creation of story boards if applicable
- (2) Arrange to record at a location that meets the needs of the request
- (3) Coordinate talent and obtain applicable release forms
- (4) Set-up props
- (5) Coordinate a recording schedule
- (6) Obtain applicable copyright authorizations
- (7) Attend all pre-production meetings
- (8) Record all scenes
- (9) Collaborate on all audio and sound effects
- (10) Collaborate on any special effects or graphics
- (11) Edit and Produce material into final format
- (12) Display or deliver media in specified media format

The media specialist must have creative input into any production. The priorities for productions are based upon pending projects and available resources.

Media Services will provide recording services for special events at DSCC when requested in advance.

Dyersburg State Community College operates a cable television channel with the Dyersburg City School System on CableOne, Channel 4 and on AT&T U-Verse, Channel 99. Programming for this channel includes college and community-related announcements, college programming, and public service programming.

Media Services operates and maintains Digital Signage on all 3 college locations displaying DSCC announcements, calendar of events, videos, local weather, and news updates. Only DSCC-related announcements will displayed on digital signage unless approved by the College President.

Compliance:

All faculty, staff, and students must comply with this policy.

Definitions:

N/A

Revision History:

Policy approved by Administrative Council on 09/19/2014. Older policy reference #: 08:04:06. Last revision was: November 1, 1993.