Best Practices for Digital Media Management & Archiving

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NSEMC 2017, San Antonio
Why should you care?
Student Frustration
Production Efficiency
Storage Limitations
Quality Control
Protecting Assets
Content Solution
Future Employment
Historical Archive
Goals

• Unify systems
• Establish best practices
• Clear organization
• Easy accessibility
Workflow

What is the technical execution?
• Camera → Origination Format
• Storage System
• Editor Organization
• Delivery → Delivery Format
• Archive System
Acquisitions

Production Assets
  footage, music, graphics
Live Production
  studio & remote
Interstitial Content
  promos, PSAs, digital signage
Syndicated Content
Camera Acquisitions

Use consistent camera systems with consistent camera settings

Keep distribution needs in mind
Camera Acquisitions

Footage Labeling system
Same Day: CBI_00A, CBI_00B
Multi Day: CBI_DATE_00A
Multi-Episode CBI_001__A, CBI_001_B
Multi-Camera CBI_C1_00A

Make Two Backups before Deleting One
Post Production

• Use campus/station resources
• Consistent editing system with consistent project settings
• Utilize a shared media management server
Post Production

• Link to Media (edit native files)
• Import Files (create new files)
• Transcode Files (great when unifying multiple formats or editing with proxy)

Save origination and edit files in separate locations.
Central Storage

• Establish structure and permissions for managing productions
• Create drives or folders by production and limit permissions to only those who need access
Media & Asset Project Management

Drive/Folder with Project Name
  → Editing Project Folder (editing system)
  → Footage
  → Graphics
  → Sound (Effects, Music, VO)
  → Animations
Delivery

Prioritize and establish deadlines and schedules for producers

Determine delivery method and location
  • Broadcast
  • Video on Demand
  • Social
Delivery

Create presets (editing system, encoder)
Utilize programs like deep freeze to maintain integrity of systems
Delivery

Establish file naming conventions and be consistent.

SHOWCODE_SEMESTER_EPISODE
TO_F17_001
SHOWCODE_SEMESTER_DATE
NEWS_F17_1016
Delivery

Create variations for associated media assets.

PROMO_SHOWCODE_SEMESTER_EPISODE
P_TO_F17_001
PROMO_SHOWCODE_SEMESTER_DATE
P_NEWS_F17_1016
Delivery

METADATA

Show Name
Episode/Promo #
Episode/Promo Title
Show Code
Run Time
Air Date
Kill Date
Cast
Crew
Brief Summary/Log Line
Archiving

• Don’t rely solely on content or playout drives to protect media.

• Make second (or third) backup of materials.

• Organize, organize, organize.
Archiving

Cold Storage/Off Line Storage
Optical Tape/Optical Archive
NAS
Blu-Ray Discs
Google Drive
Asset Management System
CATDV