

Best Practices for Digital Media Management & Archiving

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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

AQUISITIONS

CAMERA

STUDIO

REMOTE

SATELLITE

INTERNET



INGESTION



CENTRAL STORAGE
MEDIA ASSET &
PROJECT MANAGEMENT

ARCHIVE



POST PRODUCTION

EDITING

SOUND

GRAPHICS
VFX

ENCODING



VOD



BROADCAST



SOCIAL

QUALITY CONTROL

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

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