

**MEDIA SERVICES**  
**Unit Annual Report**  
**2002-2003**

**Personnel**

Roger Boleman - Director of Broadcast Engineering  
Michael Cihak - Senior Media Resource Producer 10 mo.  
Ron Kubik – Senior Communication Technician  
Timothy Ray - Electronics Technician, 1/2 time, 10 mo  
Ron Rosen - Senior Electronics Technician  
Susan Gooch, Prairie Yard and Garden host  
Jennifer Dean, Academic Challenge judge  
Rusty Kath, MAI Prairie Yard and Garden & Academic Challenge  
Krista Leanord – Student production assistant  
1.5 FTE Student Workers

**Purpose**

Media Services' main purpose is to provide media support to the campus in the areas of teaching, research, and outreach.

**Function**

- A. To obtain, schedule, and maintain media equipment and systems in support of teaching, research, and outreach.
- B. To provide the campus community instruction and assistance in the use of multi-media technologies.
- C. To provide the following production services:
  - 1. Multimedia project production and consultation.
  - 2. Computer graphics and animation.
  - 3. Video tape production, recording and editing.
  - 4. 35mm slide transparency production.
  - 5. Audio tape recording and duplication (within copyright).
- D. To operate and maintain UMM's Interactive Television Network.
- E. To provide advice, on request, on types and models of media equipment budget administrators may wish to purchase for their own areas.

**Narrative**

The 2003 year was one of continued growth in the area of instructional technology for the campus. Media Services met all the goals listed in last year's annual report. We added to the pool of instructional equipment available for use by the campus community. Digital media production capabilities were increased and older systems upgraded. We replaced, where needed,

older traditional media equipment that is used on a regular basis. From our general operating budget and from the campus technology fee were purchased the following equipment and services:

1. 2 digital video cameras.
2. 1 data projector.
3. DVD recorder.
4. Upgraded public video editing system.
5. Upgraded broadcast video editing system.
6. 2 laptop computers.
7. Dell computer for roll around cart in HFA.
8. Added a student video editing work station.
9. 4 overhead projectors.
10. Shared the SCOLA subscription cost with the Language Teaching Center .

Media production continued to increase. More of our staff time was devoted to developing computer graphics, presentations, web graphics and video editing than in past years. There was a large increase in the number of students producing video programs requiring more staff time to provide workshops and training on the new digital desktop editing system. Mike Cihak moved to a larger space, which provides an improved work environment for multi-media production and for meeting with clients.

As part of the outreach mission of the University, we continued the production of two program series that are broadcast over Public Television. The first series we produced was Academic Challenge, a 16-team scholarly-based competition for high school knowledge bowl teams in western and southwestern Minnesota. This provided a good opportunity to get over 100 academically gifted students on camps. Other Departments involved with the series were Humanities Speech Discipline, Admissions, and University Relations. Students in Speech Communications earned extra credit by helping with the productions. Barbara Burke, Assistant Professor, Speech Communications hosted the programs and the judge for the series was Jennifer Dean. The programs were broadcast over Pioneer Public Television in Appleton, Minnesota.

The second series produced was the longstanding horticultural series, Prairie Yard and Garden. This year marked a significant change in its 16 year history with the distribution to a broader audience. In past seasons Prairie Yard and Garden was broadcast only over Pioneer Public Television with a coverage area of about 400,000 households. This past season the programs were offered to all Public TV stations. Stations in Illinois, California, Florida, Michigan, North Dakota, Minnesota, and Oklahoma broadcast the programs during the winter and spring.

In addition to the two series mentioned Media Services produced a hour long program of the Ralph Nader Convocation held In September. In April we produced a one hour program of the Minnesota Supreme Court hearing held at the Morris Area High School. Both Programs were broadcast over Pioneer Public Television.

To keep up with the skills necessary to provide instructional support and customer satisfaction to the campus community, various members of the AV Services staff participated in professional

development activities during FY2001.

- Mike Cihak attended workshops on Dreamweaver, communications Networks, and Media Content Delivery.
- Ron Rosen attended a seminar ITV web based operating systems and Data Multiplexing.

Media Services offered a number of workshops to the campus community on the use of various media software programs during the year. In cooperation with Computing Services, Briggs Library, Minnesota Instruct, and Media Services, training was provided to area teachers and campus personnel as part of the Instructional Technology Institute (ITI) held in August and the IT Fair held in November.

## **Workshops**

### **PowerPoint** 122 participants

- 5 basic PowerPoint sessions
- 1 Advanced session
- 2 IT Fair sessions

### **Photoshop** 28 participants

- ITI sessions
- 1 campus session

### **Desktop Video Editing** 86 participants

- 12 campus sessions
- 2 ITI sessions
- 1 NT Fair

### **Digital Imaging for the Web** 60 participants

- 4 campus session
- 1 ITI session

### **Page Maker** 12 participants

- 1 campus session

## **Instructional-related Media Production**

### **Video/audio Production**

- 14 student projects
- 19 Faculty/staff programs
- 29 Public Television programs

**Slide production**

- 2 Student programs
- 6 Faculty/staff

**Multi-media/web**

- Graphics/print
  - 3 student projects
  - 11 Faculty/staff projects
- Presentations
  - 3 Faculty/staff programs
  - 2 Student group programs

**Statistics**

<b>Equipment and Hours Of Use</b>		<b>2000/2001</b>	<b>2001/2002</b>	<b>2002/2003</b>
16mm movie projector		2	1	2
Filmstrip projector		15	9	0
Opaque projector		12	12	14
Overhead projector		12,988	13,522	13,797
Slide projector		350	138	177
Portable screen		689	521	450
Audio tape recorder		275	298	226
Microphone		776	1,039	709
Record player		11	3	0
Sound system		360	858	541
CD player		362	313	385
Television monitor		1485	1,525	1,220
Computer projector		915	1,649	2,091
Camcorder		722	1,535	1,581
Video cassette recorder		1424	1,445	1,278
Laptop computer		815	985	1,021
Digital camera		391	619	657
<b>Total Hours Used</b>		<b>21,592</b>	<b>24,472</b>	<b>24,149</b>
<b>Number of Request</b>		<b>2379</b>	<b>3,182</b>	<b>3,520</b>

**Production Requests**

		<b>2000/2001</b>	<b>2001/2002</b>	<b>2002/2003</b>
Video Duplication		123	132	138
Video Production		43	88	71
Audio Duplication		12	11	14
Slide Production Requests		23	7	10
# of slides produced		341	151	736
Multimedia		76	68	74

**Campus Workshops**

## Number of Attendees

		<b>2000/2001</b>	<b>2002/2003</b>
PowerPoint		72	122
Digital Imaging for the Web		22	60
Digital video editing		37	86
Photo Shop		28	28

**2000/2001 2001/2002 2002/2003**

<b>Satellite teleconferences</b>		9	7	7
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**2000/2001 2001/2002 2002/2003**

<b>Interactive (compressed video)</b>				
no. of courses		3	4	9
hours of courses		38	53	222
number of meetings		117	136	136
hours of meetings		212	246	271

## **Evaluation**

Instructional equipment use was down about 1.4% in total hours with a 10.6% increase in total number of equipment requests. Traditional instructional media equipment such as projectors, audio recorders, and so on was down about 3 percent over last year. There was an increase in the use of instructional equipment that supports digital media such as computers (4%), digital cameras (6%), and computer projectors (27%). Two years ago there was a large increase in the hours of use for digital media equipment (50% to over 100%). This large increase may be attributed to the general trend nationally to digital media in conjunction to the additional equipment added to our campus pool available to faculty and students. The increase this past year in equipment use may be more in line with future trends. The figures in the use columns do not reflect permanently mounted classroom equipment such as television monitors and data projectors.

The total number of production requests for all media formats remained the same. There was a slight increase in video duplicating and multimedia but this was offset by a slight decrease in video production. There was a seven fold increase in the number of 35mm slides produced. Of the 720 slides produced 538 were from two student art projects. Digital cameras, PowerPoint software, and data projectors are replacing 35 mm slides and audiotape presentations. Even though we have supported video production for a number of years it has only been in the last two years that larger numbers of students have shown an interest in this area. Overall there was an 8% increase in multimedia production, which follows the national trend in the use of instructional media. There was a 36 percent increase in the number participants that attended the various workshops provided by Media Services.

After two years of decreased interactive television (ITV) classes there was a substantial increase in both the number of courses offered over ITV and the number of class session hours. The total number of interactive ITV classes as well as the class hours taught increased by over 100 percent. A significant point to make about this increase is that for the first time UMM has been an exporter of courses. With the move to internet based ITV technology in 2003 the future of courses delivered using video is much more positive. The use of the system for meetings and workshops has remained relatively unchanged over the past three years.

With the increase in digital media production requests, Media Services will increasingly invest in these newer technologies. At the same time it is important to support traditional formats that the campus community relies on for their instructional needs.

## **Plans for 2003-04**

### **Equipment and Facilities**

With Technology Fees and internal funds Media Services will complete the installation of a 12 station digital media classroom/lab in HFA26. This facility will be open to the campus as well as

providing a teaching space for disciplines that require visual media based instruction. Primary classroom users will be Theatre Arts, Speech Communication, Studio Art, and Music. With various sources of funds Media Services will purchase the following equipment and systems: 1) digital camcorder for students to use for their class projects. 2) Purchase two laptop computers for classroom use. 3) Add an XGA resolution data projector to our check out inventory. 4) Convert TV studio A for student use.

We will work with building architects and contractors for the Social Science renovation and other future building projects to provide state of the art instructional technology in the classrooms.

## **Workshops**

Media Services will continue to offer workshops to the campus community in designing and producing multi-media materials for the WWW and instructional use. Basic and advanced “Power Point” and “Digital Imaging For the WWW” workshops will be offered during both semesters. Customized workshops on using “Power Point” will be available to faculty who request special sessions tailored for their class needs. An “Adobe Photoshop” workshop will be offered to the campus if there is sufficient registration numbers. Workshops on desktop video editing will be provided to individuals, groups, and classes that plan to utilize this new technology.

## **Campus Support**

We will continue to publish “Media Notes”, an electronic newsletter that provides information on services, new trends in media technology, and software updates. Media Services staff will provide technical assistance as needed in planning activities. Specifically, staff will work with faculty, students, and staff to provide technical and production assistance in designing web pages and multimedia presentations.

## **Outreach**

As part of our outreach mission, Media Services staff will continue to produce Prairie Yard and Garden and Academic Challenge to be broadcast over Public Television. We will continue to partnership with WCES by assisting with technical support of the ITV digital network and provide training for new ITV operators. Media Services will continue to provide technical and production advice and services to the area. We continue to provide technical input to SHOT.

## **Major Changes Recommended**

1. Office Reception Area - The present reception office area is at the end of a long basement hallway that is very uninviting to the public. This small office of about 140 square feet presently accommodates our office manager and two student workers in addition to serving as a reception

area. A plan needs to be developed to not only make the most efficient use of our present space but also to create a more pleasant work environment.

2. Department Staffing – Because of the high demand for media production campus wide the Principle Media Resources Producer position needs to be increased from the current 10 month appointment to 12 months. The staff position that was cut a few years ago needs to be replaced in order to accommodate the increased demand for our services.

3. Training – As instructional equipment becomes more computer based and with the increased demand for multi-media production it is imperative that department staff receive adequate training in these areas. At present Media Services does not have adequate funding to allow staff to attend training workshops.

4. Increased SE&E Funds – Our SE&E budget is less then 6 percent of our total budget allocation, which is highly inadequate for maintenance, equipment replacement, and training. Funding needs to be secured that better provides the campus with current instructional equipment and services.