

Staff

Selecting the right people for the right job is crucial to the success of any project. When it comes to video production, web streaming and conference support services--high quality personnel and equipment are critical! By choosing Media Production Services, other state agencies and not-for-profit organizations can rest assured their media production needs will be handled by seasoned professionals.

In addition to producing video projects in their entirety, our staff members and equipment are also available to assist clients seeking specific services. Videography, editing, graphics, computer generated special effects, script writing, voice-over and on-camera talent are only a few of the areas in which we can be of service.

The members of our staff offer years of professional video experience in virtually all facets of production. This award-winning staff is experienced and adept at every skill a production may require.

History

Since 1978, DESE's office of Media Production Services has provided broadcast quality video production to meet the needs of education. In 1992, we expanded to provide these services to other state agencies, educational institutions and not-for-profit organizations.

Facility Capabilities

Media Production Services utilizes the following professional-grade equipment:

- 21' x 29' Studio equipped with a full array of multicolored backgrounds; colortran tungsten-halogen and VIDESSENCE fluorescent lighting and dimmer board;
- Three (3) Sony CCD studio cameras, each equipped with Sachtler fluid head tripods and Digital teleprompters;
- Two (2) Avid digital non-linear post-production suites;
- Two (2) complete HD field Production cameras (2 Panasonic AG-HPX370P, 1 digital camcorder)
- Online Betacam-SP, A/B roll, effects editing suite;
- Computer Graphics: VMP/Inscriber, Adobe Photoshop;
- Betacam-SP, DVCPPro, DVD & Umatic-SP inter-format duplication;
- DVD & CD Duplication with full-color labeling;
- Five (5) VHS duplication machines.

Videos & Web Streaming

Videotaping your presentation and disseminating it via web streaming, or sending DVDs, allows one workshop to provide training for the entire state. These options are a way of communicating the same information as a state-wide conference, while offsetting some of the costs.

Workshops done in this way can be accessed by your audience after the workday or on weekends, allowing staff to stay on the job, avoiding substitution costs, and reducing or eliminating travel costs.

Generally, a video can be produced at a low, medium or high cost level. By comparing the effective communications value to budget availability, the correct cost level can be established for your program. Options for your video training include:

- Using close-ups of charts or photos inserted as the presenter speaks;
- Complex visual aids such as slides, overheads, electronically generated computer graphics or Microsoft PowerPoint slides;
- Previously-produced video segments.

Captioning

The Americans with Disabilities Act guidelines require that closed captioning be made available on all programs for public viewing within a reasonable amount of time after a specific request is made. Please contact us for a quote for closed--or open captioning--your video.

Conference/Meeting Support

Media Production Services can provide projectors, screens, PowerPoint displays, cameras, and sound equipment for your next small committee meeting or statewide conference – and can turn your one-time training session or meeting into a 24/7 statewide or national presentation by videotaping the event and streaming it to the internet or distributing it on DVD. Then, via a link on your website, your message will be available to interested parties in Missouri and around the world – all with substantial cost savings and increased audience reach.

For many years our staff has supplied the telecommunication needs for state conferences such as FFA, DECA, FCCLA and the Governor's Conference on Agriculture; as well as events like the Zonta Women of Achievement Luncheon, meetings of the Missouri Housing Commission, and monthly presentations at the State Archives.

Filling out and submitting the Conference Support Request Form is the first step in assuring that your next meeting or conference is handled professionally and that will you have the equipment you need.

Documentaries

Today's video viewers are very sophisticated, and video programs must look like "real TV." Digital video effects and computer imaging will help hold the viewer's attention. An educational/instructional video program must inform in an entertaining manner. But keep in mind that a viewer's attention span to absorb general information from TV is limited.

There are several types of documentaries:

A "hard news" documentary uses hard-cut editing (no visual or audio special effects).

A more elaborate documentary style, the "news magazine" approach, uses visual effects and/or computer graphics to provide entertainment value in covering smooth transitions to topics.

The most costly approach to a documentary program, the "Entertainment Tonight" or "MTV" style, requires combining digital video effects and computer generated images to enhance program information transitions.

An effective video program can be produced to meet its objectives using simple to elaborate media support. Accordingly, the cost of a program can range from frugal to expensive.

DVD Authoring

Media Production Services can not only produce and edit your video - we can also author various DVD menus and submenus, including multiple titles and chapters - and have the finished DVD professionally packaged so that it is ready to be distributed to your customers. Our media professionals can add English or foreign language subtitles and closed captioning, incorporate secondary audio channels (such as foreign language narration), and include data files (such as documents, images or slide shows) - all on one professional-quality DVD.

- Packaging Artwork and DVD label
- Subtitling/Closed Captioning
- Main Menu and sub-menu with title and chapter selection

Teleprompter

A teleprompter is a device that allows a presenter's script to be displayed in front of a camera lens, allowing the presenter to maintain eye contact with the viewers while delivering prepared comments.

Teleprompting has an advantage over extemporaneous speaking because it helps presenters be more concise and articulate. This is an important consideration when program length is a constraining factor.

The disadvantage of teleprompting is a tendency to make presenters appear less relaxed. It is often said a teleprompter makes presenters look like they are reading.

Teleprompting without practice makes it difficult for some persons to deliver their lines in a pleasant style that holds the viewers' attention. It is recommended that a presenter try using a teleprompter before deciding which delivery method works best.

Video News Releases (VNR)

Media Production Services has produced Video News Releases (VNRs) for clients including the Missouri Governor's Office, Missouri Lottery, the Secretary of State's Office, the Department of Health and Senior Services, the State Auditor's Office, and Legislative Video Information Services -- and we can produce one for your not-for-profit organization or government agency as well. These news-style packages help organizations to maximize television coverage of newsworthy events ... especially those events occurring in areas far from the nearest television station. We can provide a full story package with a voice-over, or b-roll (footage) and sound bites. Many organizations have used press releases for years to communicate news about their agency.

Professional Talent

Using professional talent is often essential to provide a polished program "look." If real-life dramatization is a critical element in presenting program information, then professional talent should be used. Unprofessional acting will distract from the program message and may provide an element of humor where none is intended. Cost to use professional talent will range from \$50 to \$100 an hour based on mid-Missouri market rates, and can easily run up to ten times higher in larger urban areas.

Generally, local talent is very professional and can accommodate all production requirements from dramatic scenes to program spokesperson. However, a program may require on-camera talent and audience recognition capability that will require the use of talent from the major metropolitan areas.

Most not-for-profit organizations can make use of sports personalities and civic leaders as a public service, free of charge, on a per-request basis.

Public Service Announcements (PSA)

The adage "A picture is worth a thousand words" is the key to making a successful PSA.

A Public Service Announcement (PSA) requires almost as much time to edit as a documentary because of the fast pace needed for computer graphics and visual-effect transitions. The actual execution of a PSA takes little time. Preparation is the driving factor in production cost.

PSAs are usually aired on "run of schedule" time slots that stations have available for free -- usually when the largest percent of TV viewers are not watching. So, we urge clients to spend some money to reach their target audiences during prime viewing times.

Most commercial television stations prefer 30-second PSAs. They will give this length much more air-time than a 60-second version.

Media Production Services

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Video Program Description Worksheet

Please consider the following when contacting our office regarding a video production:

Program Title

Requesting Section or Agency

(Must be state agency or not-for-profit organization)

Program Audience

Program Purpose

Program Objectives

Program Format

Program Evaluation Plan

Budgeted Program Cost Range

Program Deadline

For additional information on our facility, staff or a videotape containing examples of production formats, please contact our office at:



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