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Welcome to the Media Center

Good Sir,

This is a real job.

Not exactly the best way to extend an invitation within the first few days of work, nor is it likely to excite or enthrall. It’s also quite possible to deter you from wanting to continue on here – there’re plenty of other positions around campus where the default task is “classwork”.

On the other hand, I wouldn’t expect you to read a letter from your new director, unless I felt it provided you with some actual benefit: the benefit of honest expectations. Expectations like coming to work on time for scheduled shifts, maintaining open communication with myself and the group, remaining open to learn and thinking creatively throughout the entire semester.

This is sounding pretty rough already. If you’re gonna bail, better bail now.

Of course, that would ignore the fact that you applied for this job for good reason. What the Media Center provides you in return for your diligence pays off for decades: real-world, on-the-job experience in technical and creative fields, ranging from published graphic design to live sports broadcasting. The hours spent working in our Adobe Creative Cloud software, powered by Apple hardware, expand your technical knowledge and creative wisdom to depths you won’t reach elsewhere on campus. When you work here, you take on more than one marketable role for your resume *each semester*; greater than that, you develop a digital portfolio of projects in which you have a direct hand, shaping a product into something better than it would have been without you.

And that’s just the “on-paper” value. The titles and portfolios don’t reflect the professional, inter-personal experience gained as a member of our team. The camaraderie amongst our crew is authentic – never forced – forming lasting bonds and laying the groundwork for interactions with future peers. The leadership roles you take, whether managing our college podcasts or directing our live broadcasts, will challenge you to adapt and adjust, just as in those same real-world positions.

So sure, the expectations are high – but the return on time and effort invested is so much higher. I’ll allow myself this one cliché: you get out of it what you put into it. The difference here is that a few days spent “all-in” returns a quality project for future employers; a couple years invested returns many years of valued qualification. Are you ready? Because I can’t wait to get you started.

*Sincerely,*

*Adam Phipps ‘11*

*Media Services Specialist*

Media Center Content Programs

**Wabash College Media Center**

The Media Center acts as the base of operations from which we create, develop, and distribute so much of the excellent content for our esteemed college. This program serves as the entry-level “core curriculum” for Operators in their first year or two – by supporting our faculty, student and staff projects, they assume the responsibilities of maintaining the Center’s hardware and software, learn their way around our cameras and microphones, and practice the basics of video editing and graphic design. Third- and fourth-year operators will also act as software trainers for class tutorials, becoming subject-matter experts in new products and earning valuable business skills as a result.

*Office Supervisor*

*Campus Videographer*

*Digital Video Editor*

*Graphic Designer*

*Software Trainer*

*Senior Videographer*

*Senior Video Editor*

*Print Editor/Publisher*

**Wabash Live Broadcast Crew**

Media Center Operators also serve as the crew of our live broadcasts to the college website. Though our main focus is on the three major sports of football, basketball and baseball, there are also opportunities to broadcast other important campus events, such as Commencement. First- and second-year operators test their camera control and technical aptitude, while third- and fourth-year operators direct the broadcast themselves, gaining specialized knowledge in the marketable trade of broadcast entertainment.

*Camera Operator*

*Graphics Operator*

*Audio Mixer*

*Camera Utility*

*Senior Camera Operator*

*Replay Operator*

*Audio Technician*

*Technical Director*

Media Center Content Programs

***Wabash On My Mind* Podcast**

Former Media Services Specialist Adam Bowen conceived of and first began publishing the *Wabash On My Mind* podcast in 2014. Over a year later, this weekly podcast has featured over 70 episodes as Host Richard Paige entreats alumni, students, and administrators to recollect on their Wabash experience and how it has shaped their lives since. Second-year operators maintain our production booth and publishing schedule, while third- and fourth-year operators act as Associate Producer in coordinating the interviews and shaping the overall program.

*Audio Mixer*

*Audio Technician*

*Managing Editor*

*Associate Producer*

**Wabash Online Presence Team**

With so much potential to showcase the various facets of the College, the Media Center has to adapt constantly to new formats and outlets to reach our alumni base and prospective students. The Wabash Online Presence Team seeks to connect the ideas of current student operators with the Communications and Marketing side of the business, leveraging data-driven analysis to shape our distribution strategies for the future. Second- and third-year operators develop quarterly reports, while third- and fourth-year operators focus on developing new content for social media and beyond.

*Web Content Analyst*

*Web Content Developer*

**Role Descriptions**

Years One and Two

**Office Supervisor**

As the foremost role of the Media Center, Operators are expected to manage the office at all levels and independently gain working knowledge of our hardware and software. The most basic aspects of this role include restocking paper supplies, replacing ink cartridges, reloading laminate rolls, and maintaining clean and orderly workspaces. Office Supervisors should also make themselves available to engage with students and staff members in their current projects, troubleshooting any potential issues. There is no prerequisite for this role, and the time commitment for these tasks will vary and will fill in every Operator’s time as the need arises.

**Campus Videographer**

Operators in this role are expected to video record talks, lectures and other events around campus. Campus Videographers will familiarize themselves with our cameras (Canon, JVC) and mounting hardware, proactively volunteer for events requiring video coverage, and study the basics of visual composition and technique. Campus Videographers also work with Adam in choosing the appropriate aspect ratio and file formats for recording each event. There is no prerequisite for this role, and Operators can expect campus events to last anywhere from one to four hours.

**Graphic Designer**

In this role, Operators are expected to design flyers, posters, and other print-and web-based visual elements for the college. Graphics Designers will familiarize themselves with our Adobe design software (Photoshop, InDesign, Illustrator), take ownership of faculty and department design requests, and study the aspects of raster and vector graphics. Graphic Designers send drafts to the Print Editor/Publisher or Web Content Developer for timely approval, and handles distribution of printed products using our Media Center resources. There is no prerequisite for this role, and Operators can expect to spend at least two or three hours on each draft.

**Digital Video Editor**

Operators serving as a Digital Video Editor are expected to import, edit, and export digital video and audio content into a professional-grade final product. Digital Video Editors will familiarize themselves with our Adobe post-production software (Premiere, Media Encoder, Audition), take ownership of finishing pre-recorded campus events, and study the basics of non-linear editing and motion effects. There is no prerequisite for this role, and Operators can expect to spend one hour for every one minute of raw video requiring attention.

**Role Descriptions**

Years One and Two

**Camera Operator (Wabash Live)**

As a Camera Operator on our Live Broadcast Crew, students are expected to control one of the camera angles during an event streamed live to the college website. Operators in this role will familiarize themselves with our Canon cameras and mounting hardware, set-up and break down all equipment on-site, and refine their camera control and technique. Camera Operators communicate directly with the Technical Director during the event, and send availability to Adam to facilitate the scheduling of events. There is no prerequisite for this role, and Operators can expect live events to last anywhere from three to six hours.

**Camera Utility (Wabash Live)**

Students serving as a Camera Utility on our Live Broadcast Crew are expected to facilitate the video signals connected to the trailer, our main hub of operations during a live event. Operators in this role will unspool and arrange cable reels before the event, patch signals from the spools to the trailer, and provide auxiliary support to Camera Operators, managing their connections in the field. Camera Utilities gain a unique understanding of video broadcast hardware, which serves as a springboard for future A/V positions. There is no prerequisite for this role, and Operators can expect live events to last anywhere from three to six hours.

**Graphics Operator (Wabash Live)**

As a Graphics Operator on our Live Broadcast Crew, students are expected to control the graphics streamed live to the college website during an event. Operators in this role will familiarize themselves with the CG editor (LiveText), take ownership of designing the graphics queue before each event, and refine the visual composition of our overall program. Graphics Operators communicate directly with the Technical Director during the event, and send availability to Adam to facilitate the scheduling of events. There is no prerequisite for this role, and Operators can expect live events to last anywhere from three to six hours.

**Audio Mixer (Wabash Live, *Wabash On My Mind*)**

Students serving as an Audio Mixer are expected to prepare and manage audio levels on our Live Broadcast Crew as well as for our *Wabash On My Mind* podcasts. Operators in this role will pre-test microphone levels before a recording, perform basic operation of our soundboards, and take ownership of all downstream audio signals. Audio Mixers will also work with an Audio Technician to learn how to configure professional audio equipment for proper recording, which serves as a springboard for future A/V positions. There is no prerequisite for this role, and Operators can expect live or podcast events to last anywhere from one to six hours.

**Role Descriptions**

Years Two and Three

**Senior Videographer**

A Senior Videographer is expected to take lead in recording the higher-profile moments around campus, such as our annual campus-wide events and lectures. An Operator in this role must be well practiced with each of our cameras and mounting equipment, understand and employ excellent visual composition and technique, and proactively mentor peer Campus Videographers. A Senior Videographer also attends bi-weekly meetings with Adam to secure coverage and staffing at upcoming events. The prerequisite for this role is serving at least one year as a Campus Videographer for the Media Center.

**Software Trainer**

Operators in this role are expected to lead classroom presentations and tutorials for faculty and students wishing to use software and applications in the Media Center. Software Trainers will familiarize themselves with all of our creative software (Adobe, Apple, etc.), lead demonstrations for new or existing programs, and assist new learners in application of the software to their specific projects. Software Trainers gain valuable business experience, and work with Adam in developing the training materials for each session. The prerequisite for this role is serving at least one year as an Office Supervisor in the Media Center.

**Senior Video Editor**

A Senior Video Editor is expected to take lead in shaping digital content for the higher-profile moments around campus into a professional-grade final product. An Operator in this role must be well practiced with all post-production software available, understand and employ excellent non-linear editing techniques, and proactively mentor peer Digital Video Editors. A Senior Video Editor also attends bi-weekly meetings with Adam to ensure timely release of all campus content. The prerequisite for this role is serving at least one year as a Digital Video Editor for the Media Center.

**Web Content Analyst (Online Presence Team)**

In this role, Operators are expected to review our College’s presence and content across all social and professional platforms online. Web Content Analysts will run YouTube analytics reports at regular monthly intervals, analyze the data to spot emerging trends and markets, and format the data into a presentable Power Point slideshow. Operators in this role will communicate the results to the Web Content Developer and Adam monthly, using these insights to brainstorm new approaches to our marketing strategy as a college. There is no prerequisite for this role, and Operators can expect to spend a few hours each month developing and communicating their reports.

**Role Descriptions**

Years Two and Three

**Senior Camera Operator (Wabash Live)**

A Senior Camera Operator on our Live Broadcast Crew is expected to take lead among peer Camera Operators on-site setting up, manning, and breaking down camera positions during events streamed live to the college website. An Operator in this role must be well practiced with our Canon cameras and mounting hardware, must exhibit refined camera control and technique, and must be familiar with our layout for each venue. A Senior Camera Operator will also attend bi-weekly meetings with Adam to secure coverage and suggest improvements to the broadcasts. The prerequisite for this role is serving at least one year as a Camera Operator for the Live Broadcast Crew.

**Replay Operator (Wabash Live)**

Students serving as a Replay Operator are expected to control the slow-motion replay system during an event streamed live to the college website. Operators in this role will familiarize themselves with our 3Play trailer unit, capture and compile post-game highlight packages, and manage the storage and media content saved on the unit. The Replay Operator communicates directly with the Technical Director during the event, and will also attend bi-weekly meetings with Adam to secure coverage and suggest improvements to the broadcasts. The prerequisite for this role is serving at least one year on the Live Broadcast Crew.

**Audio Technician (Wabash Live, *Wabash On My Mind*)**

Operators in this role are expected to take ownership of all audio interface equipment used for our live broadcasts as well as for our *Wabash On My Mind* podcasts. An Audio Technician must exhibit the basics of preparing and maintaining clean sound levels during an event, must grasp the connections and framework of our audio layout, and must troubleshoot audio issues as they arise. Audio Technicians will pass this understanding on to Audio Mixers informally, teaching them how to configure professional audio equipment for proper recording. The prerequisite for this role is serving at least one year as an Audio Mixer.

**Managing Editor (*Wabash On My Mind*)**

As a Managing Editor for our *Wabash On My Mind* podcast, students are expected to edit digital audio and publish our weekly episodes. Operators in this role will familiarize themselves with Adobe post-production software (Audition, Media Encoder), take ownership of refining and finishing pre-recorded sessions, and study the basics of podcast composition. Managing Editors will also work closely with the Associate Producer to determine the publishing schedule of each episode. There is no prerequisite for this role, and Operators can expect to spend one hour for every 30 minutes of raw audio requiring attention.

**Role Descriptions**

Years Three and Four

**Print Editor/Publisher**

The Print Editor/Publisher is expected to take lead in overseeing all the print-based products designed through the Media Center. The Operator in this role must exhibit proficiency with Adobe design software (Photoshop, InDesign, Illustrator), must understand key aspects of both raster and vector graphics, and must coordinate product timelines with the requestor. The Print Editor/Publisher will refine and finish drafts completed by peer Graphic Designers – communicating suggested or applied changes to ensure timely distribution is met – and will meet bi-weekly with Adam to confirm project completions and offer personal design of high-profile campus events. The prerequisite for the role is serving at least two years as a Graphic Designer.

**Technical Director (Wabash Live)**

The Technical Director is expected to take lead directing the Live Broadcast Crew during events streamed live to the college website. The Operator in this role will familiarize himself with our TriCaster trailer unit, switch between available camera positions in real-time, and manage the storage and media content saved on the unit. The Technical Director communicates directly with the Replay and Camera Operators during the event, and will also attend bi-weekly meetings with Adam to confirm coverage and suggest improvements to the broadcasts. The prerequisite for this role is serving at least one year on the Live Broadcast Crew as Replay Operator.

**Associate Producer (*Wabash On My Mind*)**

The Associate Producer is expected to take lead in publishing and producing the *Wabash On My Mind* podcast. The Operator in this role must exhibit proficiency with Adobe post-production software (Audition, Media Encoder), must grasp key aspects of podcast composition, and must brainstorm and develop additional content to improve the podcast. The Associate Producer will review episodes published by peer Managing Editors – communicating suggested or applied changes to ensure timely publication is met – and will meet bi-weekly with Adam and the show’s host to confirm the publication timeline and schedule recordings. The prerequisite for this role is serving at least one year as a Managing Editor.

**Web Content Developer (Online Presence Team)**

The Web Content Developer is expected to take lead in creating and shaping our College’s online presence and content online across all social and professional platforms. The Operator in this role will analyze reports and ideas presented by peer Web Content Analysts in monthly meetings, leveraging the data to select and propose new ideas for content and design to the Communications and Marketing Department. The Web Content Developer will meet with Adam and work alongside staff in the Communications and Marketing Department to produce the content, meeting bi-weekly and participating in off- and on-campus content collection. The prerequisite for this role is serving at least one year as a Web Content Analyst.