

MEDIA TECHNOLOGIES

Part of Multimedia Services,
Within the Department of Communications

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Media Technologies supports the District and its stakeholders by producing high-end communications and impactful multimedia deliverables. We serve the community by broadcasting board of education meetings and promoting transparency. We work directly with students to provide training and real-life media production opportunities, fostering a climate of learning and growth. We support district staff by recording and creating professional development materials.



Video Production

The core of our work focuses on creating high-quality videos to share information with our students, our staff, and our community. Content is shared internally for staff communications and PD, and externally for our families and communities on our website, social media, 3 Youtube channels, and WCBE-TV platform. Our work includes:

District-level, award-winning [promotional videos](#), [ads](#), and [documentaries](#)
Department [promos](#), [animations](#), [PSAs](#), and [recruitment](#)
ENG format [news stories](#)
Professional development [recordings](#)



Photography

In 2022, MT retrofitted a space at Southland Center to accommodate a full-service photo studio, podcast center, teleprompter corner and voiceover booth.



MT services the entire district, scheduling and providing:

[Staff headshots](#)

[Event coverage](#)

Award-winning promotional and stylized images

Board of Education Live Streaming

In 2021, MT engineered and designed a new state-of-the-art meeting space for [board events](#) and PD at Southland Center. The venue includes integrated ceiling speakers, ceiling-mounted displays for audience viewing of live streams and presentations - and board views of remote participants and presentations - along with a separate control room to administer meetings. The team streams simultaneously to Facebook, and YouTube, and maintains a database of all past meetings for public records.

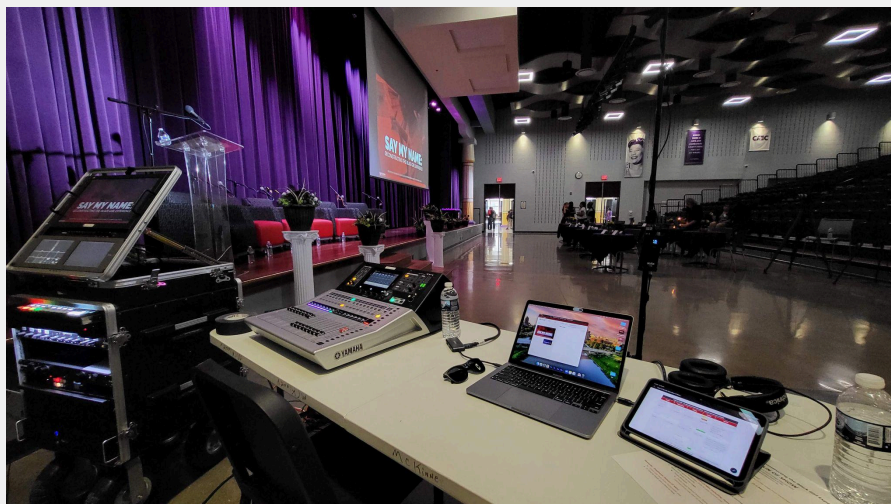


Each event requires a team of 4 to run graphics, audio, and video.

Graphics Director - manages PowerPoint, documents, and Zoom participants

Audio Director - manages 16 microphones, video playback, zoom, and 4 output mixes

Video Director - controls 5 PTZ cameras, zoom, and graphics sources



The team also engineers traveling BOE meeting venues. The process requires intensive location scouts and multi-day equipment setup.

Podcasts for WCBE 90.5 FM

In 2022, MT engineered and designed a communications center in the basement of the Columbus Education Center. This venue allows for mixed media use, including superintendent messaging, podcast production, live streaming, audio production, and photography. Our content includes:



City League Sports - 30-minute award-winning [audio/radio](#) and [video podcast](#)

CCS Student Ambassadors - 30-minute audio podcast conducted by students

Inside CCS - [30 minute superintendent podcast highlighting district initiatives](#)

Other quarterly or one-off department podcasts for academics, ESL, and psychology

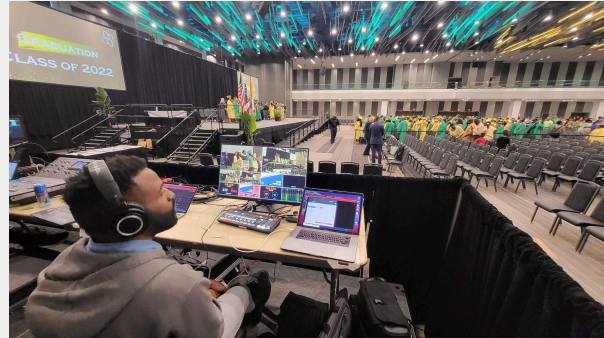


Multiple 6-channel digital podcast kits with microphones are available, permitting podcasts to be recorded in schools and the community.

Upcoming podcasts include an immigrant-services-focused student show funded by Columbus City Council, and a movie and TV review show scripted entirely by students at Whetstone HS.

Live Event A/V

MT manages live streams, video, audio, and A/V logistics for large-scale events, including [graduations](#), [panel discussions](#), [author visits](#), [PD sessions](#), [student performances](#), [VIP engagements](#), [district announcements](#), [news pressers](#) and more. Our team transports, sets up, operates, tears down, and maintains cameras, lights, microphones, podiums, projectors, screens, PA systems, audio and video switchers and more.



We manage hundreds of thousands of dollars of inventory at our storage venues across the district.

Our team also administers and supports three Zoom/Smartboard displays across the district for superintendent cabinet meetings, BOE executive meetings, and academics meetings.



In 2023, MT advocated for upgrading Southland Center's Theater One, which resulted in an on-going project to modernize the venue, accommodating live events, performances, and professional development opportunities for audiences of over 400.

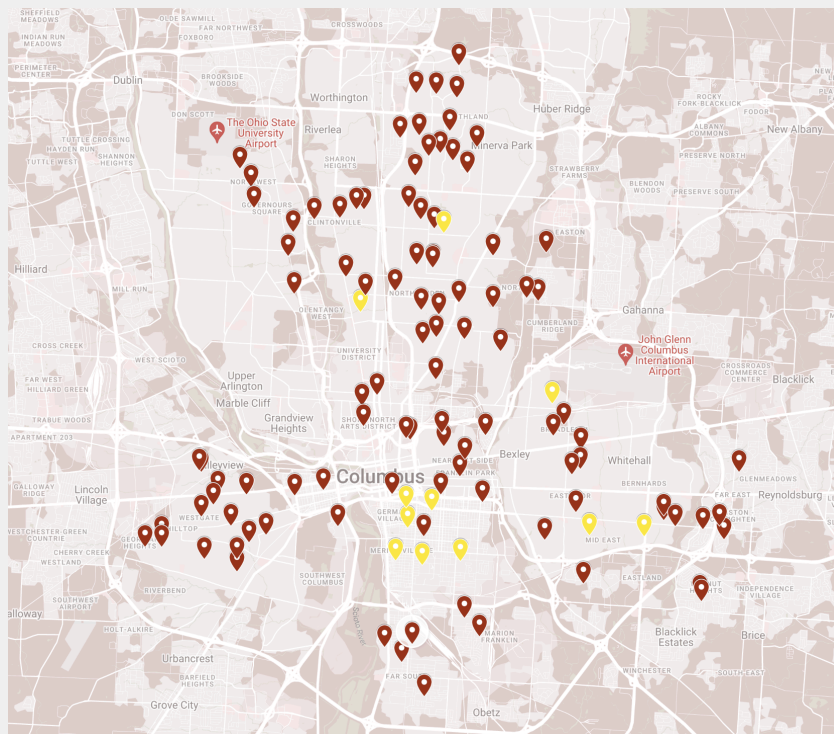
UAS Operations

We manage a fleet of 2 drones and are FAA-licensed and certified.



We provide aerial 4K video and photos for major events including [first day of school recaps](#), [ribbon cutting ceremonies](#), and school fairs.

We maintain a [database of aerial photo/video](#) of all 112 schools and district facilities.



Student Training and Internships

Our team often has the opportunity to work with students, teaching them how to create videos, livestreams, and podcasts. We've also given seminars across the District. Recently, we've:

Created a recording and live-streaming program for the [Dominion MS theater program](#). Students now capture and share school plays and events.



Created a recording and live-streaming program for the Whetstone HS theater program. Arranged for ESSER donation of all video equipment. Students now capture and share school plays and events.

Created a recording and live streaming program for WCBE's Live from Studio A show. Students now capture and stream local and national artists who perform at the district's NPR station.



WCBE 90.5 FM

WCBE is a broadcast service of Columbus City Schools, enriching lives since 1956 by providing the best original, independent, and network programming. The radio station partners with listeners and local organizations to grow and sustain our cultural and educational landscape. The station currently serves the region from Marion in the north, to Chillicothe in the south, east to Zanesville, and west to Springfield. An estimated 120,000 listeners tune in weekly to the signal.

In 1970, WCBE 90.5 FM became one of the first charter member stations of National Public Radio (NPR). The station was originally established as an educational tool of Columbus City Schools, airing local shows one to five-and-a-half hours every weekday. Today, WCBE is an NPR affiliate, broadcasting 24 hours a day, seven days a week.

While WCBE is supported by its listeners, it has in recent years required significant financial investment from Columbus City Schools to remain operational. To align with the District's educational priorities and achieve greater financial independence, a new master plan was developed. WCBE's programming would be modified to replace most national NPR shows with locally produced student- and community-focused radio programs. By replacing NPR programming (savings of \$600,000) with locally created content - partnering with CCS stakeholders and incorporating new multimedia curriculum-produced content - WCBE is on track to become more financially independent while setting a model for student-led and community-driven radio programming.

The MT team works closely with WCBE to support its initiatives:

Recently [rebranded](#) and [re-focused](#) to be [student-focused and community-driven](#)

Technical support for the station, including A/V, software, audio mixer and recording assistance.

[Live from Studio A](#) - livestream operation, photography, and social media management.

WCBE-TV - [24/7 digital educational public access channel](#). Programming is scheduled weekly by our team and consists of district content, student work, and nationally available public domain content.

Recurring Projects

2x month - BOE main meetings
 1x month - Audit & Accountability Meeting
 1x month - Finance & Appropriations meeting
 1x month - NSDP (facilities) meeting
 1x month - Governance Policy Advocacy meeting
 As assigned - special, community, emergency meetings

2x month - superintendent district highlights, [10 minute recap](#)
 2x month - FACES, [30 minute engagement show](#)
 4x month - City League Sports Podcast
 4x month - Live from Studio A

Quarterly - CCS photo sessions for portraits

Annually - x1 Winter Graduation, x20 Spring Graduations, x1 Summer Graduation
 Annually - x30 school choice promo videos for school websites

Recurring Project Monthly Calendar				
M	Tu	W	Th	F
Live from Studio A	BOE Meeting	AA Meeting CLS Podcast	NSDP Meeting	Allocated podcasts
Live from Studio A	FACES Live	CLS Podcast	FACES Recordings	District Highlights
Live from Studio A	BOE Meeting	FAC Meeting CLS Podcast	GPAC Meeting	Allocated podcasts
Live from Studio A	FACES Live	CLS Podcast	FACES Recordings	District Highlights