



## **Introduction to Media (MED/101)**

Location: The Broadcast Group Complex  
8400 Regent Pkwy (formerly 1400 Convention Dr.)  
Fort Mill, SC 29715 :: 704.522.4466

**CLASS DATE:** September 18, 2010

**REGISTRATION DEADLINE:** September 13, 2010

Register Online at [www.ibti.tv](http://www.ibti.tv)

### Overview

This course provides a basic overview of various aspects of media from lighting and audio to cameras and engineering and how they should work together. Industry terminology is explained and students gain an understanding of the requirements of the main positions in a well-working media team. Instructors for this one-day course are industry professionals who offer hands-on training and explanations of the basic necessary workings of each department.

Registration is required and must be completed with payment no later than Monday, September 13. There are no prerequisites for this course. Breakout sessions are scheduled at the time of registration; classes with little or no interest will be cancelled. Students who wish to submit a sample video from their organization may do so by following the pre-workshop assignment directions below.

Lunch is available by pre-order only and may be included with your registration payment. Students are welcome to bring their lunches but the one-hour break may not be enough time to leave to eat lunch. Please read and understand the ground rules prior to committing to this class.

### Schedule

8:00am – Check-In - Doors Open, Pick up registration packets at the front desk  
9:00am – First Session - Media Basics - The purpose and goal of any media team  
10:00am – Second Session - Positions & Roles - Explaining the requirements of members of each department  
11:00am – Breakout Session #1 (see breakout schedule)  
12:00pm - 1:00pm – Lunch Break (optional box lunch served in Café)  
1:00pm – Breakout Session #2 (see breakout schedule)  
2:00pm – Third Session - Putting it all together - Learning how to work with other departments  
3:00pm – Fourth Session - Q&A  
4:00pm – Session Ends

## Breakout Session Schedule

Following are the breakout sessions you may participate in during the Media 101 class. All classes are lead by professionals in each specific area. These classes provide the basis for further training offered at IBTI. Please indicate your first and second choice. Seats will be filled according to availability during registration. Last minute choices on the day of the class will be limited.

**Basic Engineering** - Gain understanding of the tools and techniques used to capture quality video and audio. Learn how to record on multiple types of media and organize media to be most effective in the future. Understand basic video and audio concepts of monitoring, metering, balancing, and matching. Learn the importance of engineering by gaining a basic understanding of scopes and meters, impedance matching, gen-lock, and record levels.

**Camera Operator** - Learn skills to capture what your director needs. Learn the importance of care when handling equipment, being attentive to the needs of the other team members, and following instructions. Practice common camera movements, setting up the equipment, and troubleshooting. Understand terminology and phrases commonly used for camera operation.

**Critique** – Receive valuable, professional advice for your organization’s media team. Bring a DVD with 5-10 minutes of your organization’s footage for review by highly experienced and respected professionals. You will receive feedback and basic advice on how to improve the quality of your production. (This class is only available during the second breakout session. Due to time restrictions, this class size will be limited. First come, first served. Individuals who do not bring a DVD sample will be assigned to an alternate class.)

**Editing** – Learn tips and tricks for editing with Final Cut Pro. From basic settings to rendering your files, an experienced editor will teach you the basics you need to know to produce a high quality work. Learn which settings to use, file size restrictions, troubleshooting, and much more. A laptop with Final Cut Pro 6 or higher is recommended for optimum participation. This class size will be limited.

**I.T./Streaming** – Learn how to effectively stream your organization’s content, live & virtually unlimited, on your website and archive the footage for future uses. Understand the importance of developing an effective, efficient Internet presence to reach your audience. Learn how to setup a basic streaming website or add streaming to an existing website.

**Lighting** - Learn techniques and tips for even, effective lighting. Practice setting up for stand-ups as well as stage and set lighting. Understand basic principles such as aim, focus, color, and intensity. Understand proper care of lighting equipment and accessories. (This class is only available during the first breakout session.)

## Ground Rules

- 1. Class begins promptly.** Arrive in time to get settled and handle any personal matters before the official start times.
- 2. Respect the health and safety of yourself and others.** Smoking is only permitted in designated areas. Food and drinks should be kept in the serving areas. Please cleanup after yourself no matter where you are on campus. Please do not enter any restricted area or operate any piece of equipment without permission.
- 3. Respect the time and contributions of others.** Only have one conversation at a time in the class. Please do not interrupt fellow students or instructors. Please wait for the instructor to release you before moving around or leaving the room. Switch mobile phones to OFF, not just silent.
- 4. Follow instructions in the event of an emergency.**

## Pre-Workshop Assignment (Optional)

1. Create a sample video no more than 10 minutes long that shows examples of a typical production for your organization. Post the video to a web-based media (such as YouTube or YouSendIt).
2. Create a word processing document that includes:
  - a. a brief description of a typical production from your organization
  - b. a link to your video
  - c. any questions you may have about MediaSave the document as your first and last name, underscore, "MED101". (For example, "JohnSmith\_MED101.doc")
3. Submit the document at the top of the Agenda page of the registration form. Your questions will be compiled and used anonymously during the Q&A session. The video samples will be reviewed and an instructor will contact you to offer feedback.

## Registration Instructions

1. Read all information included in this Course Description as well as the Policies and Code of Conduct before registering.
2. Visit [www.ibti.tv](http://www.ibti.tv) or the email invitation and click the register button.
3. Enter your main email address. Be sure it is one you check often. We promise not to bombard you with junk mail.
4. Enter your personal information. Setup a password to use each time you attend IBTI.
5. Select your preferred breakout sessions & lunch option.
6. Select a payment option:
  - a. Credit Card (on the secured registration site)
  - b. Personal or Company Check (Please include a copy of the invoice provided at confirmation with your payment.)
  - c. PayPal (Choose the "check" option and contact us to pay with PayPal. Email us a copy of the invoice provided at confirmation.)
7. Print your confirmation and present it at check in.

**\*\*Please Note:** Payment by check or PayPal must be received by Friday, September 10, 2010. After that date only credit cards will be accepted. *All* payments must be received by Monday, September 13, 2010 to ensure complete registration.

**Need a hotel?** IBTI recommends the Four Points in Pineville or the Candlewood Suites on Westpark Dr. in Charlotte. Please ask for the IBTI group rate when you call one of these hotels.

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