

Media Services Policies & Guidelines for Requests for Media Services

Purpose

The purpose of this policy is to provide a clear explanation of the guidelines for media duplication, media conversion, audio recording, video production, video editing, DVD authoring, document and photo scanning, photo editing, and lamination services offered by Media Services to USC Upstate students, faculty, and staff. Any questions regarding this policy should be directed to the Director of Media Services at 503-5565.

This policy establishes regulations for the media services offered by the department of Media Services to USC Upstate students, faculty, and staff in accord with the University's missions, goals, and policies.

Media services are provided solely to fulfill the educational mission of the University. Media Services does not accept personal requests for media duplication, media conversion, audio recording, video production, video editing, DVD authoring, document and photo scanning, photo editing, and lamination services from USC Upstate students, faculty, and staff.

Requests for Media Services

Media Services offers audiovisual duplication, media conversion, audio recording, video production, video editing, DVD authoring, document and photo scanning, photo editing, and lamination services for the academic support of USC Upstate students, faculty, and staff. Where applicable, requests for media services will require a consultation during which copyright information will be clarified. See “**Copyright Restrictions**,” below.

There are no charges to students, faculty, or staff for use of Media Services equipment or services for university-related activities. There *are* "materials" charges for production supplies, and media (audio and video tapes, CD's, and DVD's). Students will be required to pay materials charges and faculty and staff should provide departmental account numbers for charge-back of these media supplies.

Requests for media services are *normally* completed in three days or less, but since services are rendered on a first-come, first-served basis, please allow sufficient time for us to complete requests. **Note:** Requests for these services *may* take longer to complete during peak times of the semester, during staffing shortages, and for lengthy or detailed projects.

Video Production Requests

Academic requests for video production services are provided at no cost to USC Upstate students, faculty, and staff. Prior to providing video production services, requestors will discuss the details of their event/project with Media Services staff, which may include a consultation meeting and a “memo of understanding,” wherein the expectations and deadlines for the project are established.

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Personal requests for video production will be denied, however video production services for "community partners" of the University are provided when directed by the Chancellor, USC Upstate. These requests are handled on a case-by-case basis following consultation between the Director of Media Services and the Vice Chancellor, Information Technology & Services. There *may* be charges (actual or in-kind) for these video production services.

Video Editing Requests

Media Services offers video editing assistance to students, faculty, and staff. Video editing generally includes capturing video shot by the requestor, editing video clips based on requestor input, adding titles and transitions, creating DVD menus and chapters, if requested, and exporting the edited master copy to DVD or digital file. Supported video formats are limited to VHS (NTSC), Hi8, Digital 8mm, Mini-DV, Mini-DVD, DVD, and SD cards.

Photo Editing Requests

Media Services offers photo editing assistance to students, faculty, and staff for academic projects. Photo editing generally includes importing digital images shot by the requestor, editing the digital images based on requestor input, and exporting the edited digital images to CD or external storage device.

Copyright Restrictions

The staff of Media Services must comply with the guidelines outlined in the copyright laws for both academic institutions and individuals. Media Services will not knowingly violate copyright standards. Below are the guidelines we follow when considering requests for media duplication, media conversion, video editing, or scanning:

- Media that have a copyright symbol on the media, the label, the box, or in the credits cannot be copied.
- Duplication is permitted for any copyright protected media that is accompanied by written permission from the copyright holder(s).
- Duplication of media that *you* have produced is permitted. This includes personal videotapes, DVD's, cassette tapes, or any media for which you are effectively the copyright holder.
- It is illegal for us to duplicate only a part of a copyright protected production, or to edit or manipulate it.
- It is illegal for us to duplicate any film, video, TV show, or off-air or off-satellite recording whether recorded at home, purchased, rented, or held in a library collection without written permission.
- It is illegal for us to duplicate non-commercial video for which the requestor is not the producer or copyright holder. These may be demonstration tapes, corporate videos, music videos, etc.

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- It is illegal for us to duplicate, scan, or edit any professional photograph without written permission from the photographer or studio. This includes professional personal photographs that have been purchased by the requestor.

Video Production	Staff Time (Hourly)	Media/Materials Cost
Camera Operator	\$35.00/Hr.	\$5.00 per tape (if used)
Sound Technician	\$30.00/Hr.	N/A
Production Assistant	\$20.00/Hr.	N/A
Video Editing		
Video Editing	Staff Time (Hourly)	Media/Materials Cost
Edit & Master to DVD or Output to Digital File	\$40.00/Hr.	\$2.00 ¹ \$3.00 ²
Scanning (Slides/Photos/Documents)		
Scanning (Slides/Photos/Documents)	Staff Time (Hourly)	Media/Materials Cost
Master to Data DVD	\$15.00/Hr.	\$2.00 ¹
Master to Data CD	\$15.00/Hr.	50 Cents ¹
¹ includes paper sleeve, but no label ² includes plastic clam shell and label		
Photo Editing		
Photo Editing	Staff Time (Hourly)	Media/Materials Cost
Editing of Digital Image Files	\$25.00/Hr.	N/A
Lamination		
Lamination	Staff Time	Cost
Pouch Laminator (Badges)	N/C	\$1.00/Badge
Pouch Laminator (8.5 x 11)	N/C	50 Cents/Pouch
Roll Laminator	N/C	50 Cents/Ft.
Please Note The Following:		
<ul style="list-style-type: none"> Academic requests will be charged for materials only (account number required). Media services rendered for “community partners” may be charged for time and materials. Staff Time charges are a half-hour minimum. 		