

PLANNING AN EVENT WITH CTS

The Media Division serves the college through the Center for Technology Services (CTS) in assisting various campus groups with the technology needs for events. The services the Media Division provide generally incorporate the following elements:

- Audio
- Projection
- Lighting
- Video/Audio Recording
- Classroom Technology

Events in a community like Gordon can be varied and can include (but, certainly are not limited to):

- Student-led presentations
- Lectures
- Movie showings ^A
- Concerts/Coffeehouses
- Chapels/Convocations/Worship services
- High-profile events or conferences.

The intent of this document is to bring you, the event organizer, to a point where you know exactly what you need for your event and the process with which to request it. The following pages will lay out how to submit a request for Media assistance, the proper terminology to use to avoid miscommunication and a listing of our current equipment inventory and the costs for using each item.

DISCLAIMER: Please note that the Media Division and the WebCheckout system utilized at the CTS Helpdesk in Jenks 317 are separate entities. And while they do overlap occasionally, it should be noted that all items available through the Helpdesk and WebCheckout are free of charge and considered "self-service." With a few, minor exceptions, WebCheckout will not be discussed here. The Helpdesk can be reached by walk-in or by contacting CTS directly at CTS@gordon.edu or calling ext. 4500 from any campus phone.

^A – Proper viewing rights for ALL public movie showings MUST be secured through the distributor or copyright holder of the movie.

FIRST STEPS

The first thing you want to do when you decide to organize an event is to submit your event (with date, time, description, applicable needs. etc.) to the Master Calendar approval process via <https://go.gordon.edu/news/events.cfm> > “Add Event.” All events must be submitted through this process.

NOTE: Please know that, for the time being, filling out the “CTS Setup” portion of the Master Calendar request DOES NOT necessarily notify CTS or the Media Division of the needs for your event.

Once your event has been approved through the Master Calendar, you may submit a request to CTS for support. Please send an email to CTS@gordon.edu with your event title in the subject line. This will log a ticket with CTS and it will be assigned to the Media Division. At that point, the Media staff can begin to have the conversation with you about the details specific to your event.

For the sake of staffing and securing equipment availability, the Media Division requires **at least two (2) weeks’ notice** prior to any event. Though, you are welcome and encouraged to submit a request as early as possible.

Please be sure to include the proper 13-digit Gordon account number that will be charged for the cost of the event after its completion.

WHAT TO ASK FOR

Utilizing the proper terminology can go a long way toward avoiding any confusion during the planning process.

For instance:

Microphones - CTS has multiple types of microphones available, including several versions of wireless mics. Requesting “a microphone” could mean anything from a fixed podium mic to a wireless handheld or a wireless lavalier mic pack (Headseat or Lapel). Please be as specific as you are able in your initial request. If you have questions about which mic is right for your event, you can always ask.

Laptops – Laptops are available to be checked out through the Helpdesk WebCheckout system and are generally free of charge when used for an academic purpose. If your event will be using a laptop (either personal or rented) please specify in your request whether it is a Mac or a PC. As this allows CTS to arrange the proper adapters, etc., if needed.

Recording – Video or Audio recording of an event can range from quite simple to very complex and the associated costs will reflect that. Costs will vary depending upon equipment used and the profile of the final product. For current costs and options for video recording your event, please include a question about it in your initial request.

Please see the attached sheet for a list of terms and items that will help the Media Division assist you in the best way possible.

COST

There are a number of elements that add to the overall cost of supporting an event. The two main ones are staffing and equipment rental.

Staffing – CTS employs a crew of trained student technicians that are available to assist with event set up and operation. The cost of hiring student Media techs is based on an hourly charge (currently \$15/hour) per tech hired. This charge covers the tech's time spent setting up, running and taking down the event. Depending on the location or complexity of your particular event, more than one tech may need to be hired.

Equipment – Please see the attached equipment fee schedule. This lays out the current cost and availability of renting from our portable equipment inventory. The list is subject to change due to damage/retirement or new equipment purchase, but can be used as a guide to know what is available.

Reminder, this list is separate from the WebCheckout inventory available at the CTS Helpdesk. The Media Division maintains an inventory of professional-grade equipment and much of the equipment that is available will require the hiring of Media techs to set up and operate. This inventory is generally superior in quality to items found in WebCheckout and, as such, requires a charge for use and for staffing.

NOTE: When organizing an event in the AJ Gordon Memorial Chapel, Ken Olsen Science Center or Gregory Auditorium, items from the portable inventory are typically not used. In these instances, a flat "Event Fee" will be assessed to cover all of the equipment used for the event. The Event Fee rarely exceeds \$50, but could be more if specific equipment needs to be arranged to meet the needs of the event. Occasionally, new equipment can be purchased to aid an event. This type of purchase will only occur after discussions between the organizers and the Media Division and is not common.

Lost or damaged equipment will incur additional charges beyond the rental cost.

At the close of the pay period in which your event occurs, Media staff will reach out to you with the final costs for the event. At this time, the account you provided will be charged.

PUBLIC MOVIE SHOWINGS

All movies that are deemed “Public Performance” MUST follow campus and federal copyright guidelines. Anyone that has questions about needing to secure public performance rights for a movie showing should contact CTS for assistance. The College’s licensing agreements for its videos and DVDs permit their use only in face-to-face classroom instruction. Any other uses, such as showing at conferences or campus-wide events, will necessitate obtaining public performance rights from the distributor or copyright holder. **ANY PUBLIC MOVIE SHOWING THAT IS SUBMITTED WITHOUT PROPER PERFORMANCE RIGHTS WILL BE DECLINED.**

A copy of the public performance license must be emailed to CTS **one week prior** to the event date or the event is subject to cancelation. Use of campus technology without permission or in breach of copyright law is subject to discipline from GCSA and Campus Facilities and will result in loss of future use of CTS equipment/staffing.

Note: The process for securing viewing rights from a distributor or copyright holder can take up to several weeks, so please plan accordingly. For general movies, SWANK is a good place to start. For documentaries, licenses can often be found through the film’s website. If you have questions, please contact CTS.

MISCELLANEOUS

Standard Classroom Technology

Most classrooms on Gordon’s campus are equipped with a standard technology package. This includes the ability to project from a laptop, document camera, DVD/Blu-Ray player as well as all the accompanying audio sources. Training is available for these rooms at <https://go.gordon.edu/departments/cts/classroom/>

If you are holding a small event in a standard classroom and your needs are met by the basic technology in the room, it is possible for you to have your event without having to involve the Media Division directly. Of course, they are available to answer questions or offer more specific training if needed, but most classrooms are considered self-sufficient as long as they are reserved through the proper channels (ie. Master Calendar approval).

There are, however, a number of classrooms whose systems are either password protected or might otherwise require additional training/staffing. These include:

- Gregory Auditorium (Jenks 237)
- MacDonald Auditorium (Olsen 104)
- Chairman’s Room (Olsen)
- Fowler Lecture Hall (Olsen 109)
- Barrington Cinema Room (BCA 138)

If you have an event in one of the above spaces, please make sure to reach out to CTS regarding the use of the technology present.

Digital Signage

It is possible that you may want to submit graphics to be displayed on the digital signage screens around campus. To do so, simply submit a separate request to CTS@gordon.edu requesting it. Guidelines and parameters can be discussed and shared once the ticket is created.

Physical Plant

Please note that any furniture (chairs, podiums/lecterns, etc.) or electrical needs (generators, outdoor power, etc.) should be requested through Physical Plant as CTS does not provide these services.

The Media staff want your event to be a success. Please do not hesitate to contact us at any point in your planning. If you have any questions regarding this document, please contact Eric Cade at eric.cade@gordon.edu

WHAT TO ASK FOR (APPENDIX)

A list of terms and items that will help clarify communication to ensure you, as the event organizer, are getting what you are asking for.

- Aspect Ratio** – The relative size of a projection screen. It's safe to assume that every projector on campus will be 16x9 unless specifically noted.
- Direct Box (DI)** – A device that converts Line level audio signal to Mic Level. Used for plugging guitars and keyboards into a sound system.
- Handheld** – A microphone you hold in your hand to use. In our inventory, this refers to a wireless mic.
- HDMI** – (High-Definition Multimedia Interface) A cable/connection that allows HD video and audio to be passed to a projector or LCD screen. Most classrooms have HDMI connections.
- Headset Microphone** – A head-worn microphone used with a wireless microphone belt pack.
- Lavalier** – A lapel-worn microphone used with a wireless microphone belt pack.
- LCD** – (Liquid Crystal Display) Common parlance for any flat screen television/monitor.
- LED** – (Light-Emitting Diode) – Can also be a flat-screen television, but is used in CTS to refer to lighting instruments that utilize the LED technology instead of light bulbs.
- Microphone Stand** – A stand to hold a wired or wireless, handheld microphone.
- Music Stand** – A stand to hold notes or sheet music. *CTS does not supply music stands.*
- Overhead Projector** – A self-contained transparency projector used to project live-written notes or other transparent sheets. An Overhead Projector is NOT the ceiling-mounted projector found in most classrooms.
- Pipe and Drape** – A system of temporary draping, usually black. CTS owns pipe and drape but it is generally not available to groups who are not already authorized to use it.
- Podium Microphone** – A wired microphone permanently attached to a podium or lectern.
- VGA** – (Video Graphics Array) A standard-definition cable connection that allows analog video to be passed to a projector or LCD screen. All classrooms have VGA connections.
- Video Recording** – Again, these services will vary depending on needs and desired outcome. Please contact CTS for details.
- Wired Microphone** – A microphone that connects to a sound system by using a cable or wire.
- Wireless Microphone** – A microphone that connects to a sound system using wireless radio frequency technology. Can be a handheld or belt pack.