

## AV Support Guidelines for Campus Events – SRJC Media Services

<https://media.santarosa.edu/events-production>

**BASIC EVENT SERVICES:** Media Services supports a wide array of audiovisual needs for district events, including sound, projections, and much more. Complimentary services include basic lectern & mic setup, assistance with displaying visual aids and related technical help before an event—when these occur during scheduled support hours and with sufficient notice.

**TIMELY REQUESTS:** For basic event support, please share your media needs promptly, since a traditional AV setup in one space may be complex in another (not all venues are equipped with large projection screens, PA systems, mics or cameras). If you are unsure about your technology needs in a specific venue, contact Theo Chatneuf (707-524-1882, [tchatneuf@santarosa.edu](mailto:tchatneuf@santarosa.edu)) as early as possible. We require a minimum of 2 weeks to guarantee availability of most AV services.

**RECORDING OPTIONS:** Want to capture audio or video of your event? Once permissions have been secured, a range of options exist for free (DIY) recordings, Zoom cloud recordings, and professional videography and editing services by Media production staff. More information about the levels and costs of capture services may be found [here](#). Most videos are posted to 3CMedia, the Zoom Cloud, or YouTube, after being edited, produced and closed-captioned. Livestreaming to YouTube is a specialized add-on service for high-profile events including PDA Days and Graduation. Professional live-captioning is another specialized third-party service typically utilized for Board Meetings. For questions about SRJC's social media and/or talent release forms, please contact our colleagues in [Marketing & Communications](#).

**FEE STRUCTURE:** Many events need only a simple, routine setup at no cost. More involved events will incur charges, most commonly when an operator (staff technician or STNC/Professional Expert) is needed, or overtime is incurred to setup/strike the event. Media Services' chief mandate is classroom technology support; as such, events support is a secondary service offered when resources permit. Given staffing limitations, STNC/PE technical help is hired to backfill personnel gaps so instructional support remains uninterrupted. Media invoices the organizing department or program for applicable services, including support beyond weekday [technical service hours](#).

### What types of services incur fees from media services?

- Technical operators during events, whether for general AV support, mixing sound, running slide projections, audio/video recording, livestreaming, and other production services.
- AV requests (including setup/teardown) outside of regular tech hours of operation.
- Short-notice requests without sufficient time to arrange tech schedules for appropriate support (2 weeks required for any operated events.)
- Select venues that require a trained tech to operate, such as the Burbank Aud theatres.
- Specialty AV needs – contact Media in advance for budgetary estimates or custom quotes.

**GETTING HELP DURING AN EVENT:** In many cases it's unnecessary to hire a technician for the duration of your event, when Media can setup the AV, conduct an orientation (pre-meet) in advance with a member of your group to review equipment operations, then return to tear down afterwards. Typically once the event is underway, technical staff are available by phone (x4771) for quick support during posted hours if there are questions or issues. If you prefer to hire dedicated technical staff to be present for the duration of your event, we will arrange the appropriate resources, and invoice the hosting department/program afterwards for the services rendered.

**EVENT RESOURCE PLANNING:** When requesting media resources for your event, please add as much detail to your [event application](#) as possible, so we understand the potential requirements. Even if you need only a lectern and mic, include that detail when you first submit the request. You may contact Theo Chatneuf (707-524-1882, [tchatneuf@santarosa.edu](mailto:tchatneuf@santarosa.edu)) to ask about technology, discuss your specific AV needs and ensure accuracy of any information submitted online.

**START/END TIME PRECISION:** Please make sure Media Services knows the exact event start time, as will be advertised to the public. Our team will assess the appropriate window for a complete AV setup per venue, so please do not pad your timeline when requesting resources. If your event starts at 12:15pm, please say so. If you need everything ready/tested by a specific time, please indicate that along with the published event time, so we can meet those needs. Any additional, specific notes on the accurate timing of your program are well-served; more detail always helps!

*(Example: we'd like to reserve the SAC at 8am for setup; doors open to the public at 9am for registration, and the event begins promptly at 9:30am. We'll conclude by 11:30am, and begin tear-down at 12pm after the last guests have left for lunch. We appreciate if a technician meets us at 9am to test the sound & projection.)*

**SAVE THIS NUMBER:** When you're scheduled to connect with media staff for an event pre-meet, please call the technical services hotline at x4771 (or 707-527-4771 from your mobile phone) so we know you are on your way. This is helpful for coordination, as our team is often setting up multiple events between service calls and projects, generally under tight timelines.

**ZOOM SUPPORT:** For online meetings and hybrid events, Zoom Workplace is a free web-based videoconferencing service for all district employees that supports up to 300 live attendees with your account and cloud recording. If you need to upgrade to a Zoom Webinar, Media Services can procure a webinar license. Please see the webinar request form on our [Zoom page](#) for costs and more info about this service. For hybrid events, specific venues are equipped with the technology to support this; reach out to Theo Chatneuf to discuss AV options for a successful outcome.

**DIGITAL SIGNAGE:** When creating electronic posters to promote an event, consider making them in both vertical *and* horizontal layouts so they can be displayed on the greatest number of signage monitors districtwide, which are managed remotely via the Samsung MagicInfo platform by content schedulers. For technical questions on image aspect ratios, supported file formats, or other help with digital signage, contact Jo Ann Gaglione at 778-4167 or [jgaglione@santarosa.edu](mailto:jgaglione@santarosa.edu).

**RECAP:** When in doubt about media needs for an upcoming event, contact Theo Chatneuf early in your planning process can at 707-524-1882 to begin the planning conversation. A quick discussion of requirements and goals can usually confirm the equipped venues, confirm AV resources, schedule technical personnel and arrange production services. We look forward to supporting you for your next campus event!