

MANAGEMENT DIRECTIVE

Commonwealth of Pennsylvania Governor's Office

Subject:

Commonwealth Media Services

Number:

220.1 Amended

Date: January 14, 2008

By Direction of:

James P. Creedon, Secretary of General Services

Contact Agency:

Media Services, DGS, 717/787-9776

The directive establishes policy, responsibilities and procedures for services provided by the Department of General Services, Commonwealth Media Services. Due to many changes, marginal dots will be excluded.

1. PURPOSE. This directive establishes policy, responsibilities and procedures relating to agency use of Commonwealth Media Services (CMS) of the Department of General Services (DGS).

2. SCOPE. This directive applies to Commonwealth agencies.

3. DEFINITIONS:

a. High-quality video and audio production services include producing, script writing and research, single and multi-camera videography, video editing, soundtrack mixing and narration, television graphics and animation, archiving of video program masters, satellite distribution, and duplication of the finished product.

b. Professional video programming includes news events and press conferences, television and radio public service announcements, documentaries, promotional, training and educational programs.

c. **Industrial or consumer-level video cameras** are used to create unedited video documentation for record purposes, such as construction project documentation, legal testimony, security and surveillance, facility inspections, speeches and training seminars, etc., that are not intended to be edited or used in the creation of video programming.

4. POLICY.

a. **CMS Exclusive Provider.** CMS of DGS is the exclusive organization under the Governor's jurisdiction authorized to provide high-quality, professional video and audio production services to all state agencies. No other Commonwealth agencies or commissions under the Governor's jurisdiction are permitted to hire employees, purchase equipment and supplies, or contract for professional video and audio production services or equipment without the prior written approval of the Director of CMS. Agencies under the Governor's jurisdiction shall procure high-quality video and audio production services from CMS, unless an agency requests and receives approval to make a procurement under one of the following exceptions:

(1) **The Pennsylvania Public Television Network Commission (PPTNC).** This directive does not affect the statutory powers and duties of the Pennsylvania Public Television Network Commission (PPTNC). This directive is not applicable to state agencies that are working or that may work with PPTNC to fund, deliver, archive or manage non commercial, educational audio, video or print content. .

(2) **Statewide advertising contract.** Agencies may use contractors supplying services under the DGS statewide advertising services contract. The use of the DGS contract for these services must be approved by the Governor's Director of Communications. Agencies may request CMS to perform video, audio, multimedia and photographic services even if the services could be procured from the DGS statewide advertising contract.

(3) **Special case exemptions.** An agency may make a written request for a special case exemption for contracted audio and video services using a commercial vendor. These special case exemptions must be submitted to the Director of CMS for review and approval prior to engaging in any contracting activity by the requesting agency. If disapproved, the requests will either be serviced directly by CMS or fulfilled through standard contracts available to CMS. If approval is obtained from CMS, CMS' approval of the exemption should be attached to the procurement documents.

(4) **Agency Procurement.** This directive does not apply to agency procurement of:

(a) Standard film cameras, digital still cameras, photographic film, videotape supplies and equipment and consumer-level video cameras to create unedited documentation, legal documentation, conduct surveillance and perform facility inspections/security.

(b) Audio-visual equipment needed for playback or display purposes.

b. **CMS Preferred, but Not Exclusive Provider.** CMS provides additional services such as professional digital photography, web-based graphics, displays and digital signage services. Agencies may take advantage of these services, but are not required to do so.

5. RESPONSIBILITIES. CMS provides video and audio production services, professional digital photography and web-based graphic, video and audio services.

a. CMS Production Section provides:

(1) Complete, full-range, broadcast-quality programs and productions.

- (a) Documentaries, promotional, training and educational programs.
- (b) Television and radio public service announcements.
- (c) Live and taped internet webcasts for training and internal communications.
- (d) Multimedia based interactive CDs and DVDs.

(2) Creative development services.

- (a) Client guidance and creative consultation.
- (b) Research, creative conceptualization and treatment development.
- (c) Scriptwriting.
- (d) Field producing and directing.
- (e) Talent, voice and music selection.
- (f) Guidance in the production of graphics and animation.
- (g) Creative edit decision-making.

(3) Production coordination services.

- (a) Detailed production estimates.
- (b) Production scheduling.
- (c) Budget management.
- (d) Coordination of client input.
- (e) Preparation of and final invoicing.

(4) Communications training.

- (a) Media/interview training.
- (b) Speech/presentation training.

(5) **Coordination and management of services and programs** produced by contracted vendors providing broadcast and multimedia services to Commonwealth agencies.

b. CMS Broadcast Section provides:

(1) **Video productions services** in broadcast-quality digital video formats.

(a) Multi-camera studio and on-location videography.

(b) Lighting.

(c) Sound.

(2) **Audio production services** in broadcast-quality digital audio formats.

(a) Studio and on-location audio recording.

(b) Mixing.

(c) Music.

(d) Sound effects.

(3) **Pennsylvania Satellite News Service, Pennsylvania Radio News Service, Pennsylvania Internet News Service (PINS) and news documentation.**

(a) Daily news feeds to television, radio and internet outlets.

(b) Live broadcast news interviews and events.

(c) Technical setup, staging and coordination for news events.

(4) **Satellite services.**

(a) Uplinking and downlinking of broadcast, digital or analog video and audio signals using either fixed dish or on-location transmissions by means of satellite uplink trucks.

(b) Coordination and monitoring of satellite signals from other approved Commonwealth sites for quality control.

(5) **Capitol Media Center.** A fully equipped press conference, teleconference and multimedia meeting facility. The Capitol Media Center is equipped with voice-activated microphones, remote controlled cameras, video/data projections system, videotape playback, internet connection and fiber optic connections for satellite uplinking, cable distribution and webcasting.

(6) **Commonwealth Cable System.** CMS coordinates and provides programming and content for distribution on the Commonwealth Cable System.

(7) **CMS fiber optic and microwave system.** CMS provides a routing system for video and audio signals and coordinates with other agencies as needed to interconnect

multiple state government offices with the public via satellite transmission, the Commonwealth Cable System or the internet.

c. **CMS Multimedia Section** provides:

(1) Post-production services.

- (a) Linear and non-linear editing.
- (b) Digital video effects, graphics and animation.
- (c) Multiple audio track mixing.
- (d) CD-Video and DVD authoring.
- (e) Open and closed captioning.

(2) Web and interactive video services.

- (a) Web page development.
- (b) Interactive media authoring.
- (c) Video program encoding and streaming for the internet.

(3) Duplication services. Multiple copies of video or audio program masters from most video and audiotape formats, digital video and audio files, and digital still image files.

d. **CMS Still Imaging Section** provides:

(1) Still photography.

- (a) Event coverage/public information.
- (b) Digital photography: scenic, architectural, archival, legal or commercial.

(2) Portrait photography. Official portraits in studio and on-location.

(3) Digital lab.

- (a) Direct digital output to CDs and photographic proofs and duplicates.
- (b) Image manipulation and photo restoration.
- (c) Large format photographic proofs and duplicates.
- (d) Reproduction of photographic work and scanning from film or digital originals.
- (e) Photographic film recording from photographic digital files.
- (f) Electronic graphic and 3-D, 2-D animation design services for displays and exhibits and other image related materials.

(4) Stock photography. Images from CMS files are available as prints up to 30" x 40", mounted and framed, and as digital images for display, web site design, PowerPoint annual reports, posters, *etc.*

(5) Finishing. Framing, mounting and laminating prints up to 44" wide for exhibits.

e. Partnered Services. CMS works with the DGS Bureau of Publications to offer the following marketing-related services:

(1) Graphic design and document layout.

(2) Forms and publications management.

(3) Reprographic and variable data printing.

(4) Bindery services.

(5) Mail inserting, addressing and tabbing.

(6) Sign shop services, including nameplates, building signage, banners, and display reproduction.

(7) Additional services as identified in Management Directive 220.9 *Graphic Design, Typesetting, Reproduction, and Printing Services.*

6. PROCEDURES.

a. Ordering media services. Video, audio, multimedia, web and photographic services can be ordered using Multimedia Services Request Form (STD-526e) available on the Commonwealth Media Services web page. Approval and authorization of the request is indicated by typing the name of the agency coordinator on the Authorization Line of STD-526e and electronically submitting the completed form to CMS. CMS will maintain a current price list and guide client agencies in selecting services. Rush orders may be billed at higher rates.

b. Interagency Billing. The Central Services Comptroller will bill state agencies using SAP. Upon the completion of a program, project or work request, CMS will submit a completed Multimedia Services Request Form (STD-526e) to the Central Service Comptroller Office, Cost Allocation Section. CMS will itemize personnel, equipment and material costs along with any other expenses incurred to complete the job. All services or resources provided by CMS which promote, publicize, assist or otherwise benefit the requesting agency shall be billed to the agency at the rates established by CMS for time, administration and materials, plus all travel and related expenses.

c. Direct Sales. When at all possible, CMS should send billing information to the Central Services Accounts Receivable Section to produce the invoice to state agencies not using SAP as well as individuals or organizations purchasing government-related services. This process allows the accounts receivable to be entered into the SAP system and makes the SAP dunning process available. Checks received for these invoices should be sent to the Central Services Accounts Receivable Section for deposit and release of the accounts receivable.

d. Related Services. Agencies may contact CMS at (717) 787-9766 or through our [website](#) to request guidance or request assistance with developing media solutions.

This version amends *Management Directive 220.1*, as amended on December 11, 2006.