

Snowflakes, Tear Gas, and Drinking the Kool-Aid

Lesson learns from public media, dark edit suites and SaaS cubicles

Some Context...

grip
post-production manager
producer
location sound writer
live events
documentaries
marketing editor case studies
director of photography colorist/online
sports **director**
director of post-production
demos television
corporate video
commercials



Mystery Science Theater
1993

Media Loft
1994 – 1995

Hammond Communication Group
1995 – 2001

Freelance
2001 – 2002

Egypt
2013

Freelance
1993 – 1994

1st Film Commercial
1996

1st Film
2000

FRONTLINE
2002 – 2014

WGBH
2014 – 2019

Signiant
2019 – 2023

1995

2000

2005

2010

2015

2020

The Snowflake Lessons



FRONTLINE



PBS



The Snowflake Lessons



The Snowflake Lesson

- ▶ Mission is powerful



The Snowflake Lesson

- ▶ Mission is powerful
- ▶ Expect Excellence



The Snowflake Lesson

- ▶ Mission is powerful
- ▶ Expect Excellence
- ▶ Team Matters



The Snowflake Lesson

- ▶ Mission is powerful
- ▶ Expect Excellence
- ▶ Team Matters
- ▶ Snowflakes can be good



What You Learn from Tear Gas









RISC 



1:23:23
 1:37:15
 09:29:06
 1:19:29
 07:51:26
 2:22:25
 46:37:18
 1:45:11
 44:22:12
 52:28

Transcoding/Converting 22 of 42
 simultaneously

00:17:43 of 00:18:00 Est.

14:30:11:02
 14:29:24:24
 14:27:47:00
 1:01:17

	3	4	5	6
	ules			
	erpts			
	ent, Frontline Slates & whatever else I feel like giving you			
	Online Support			
		1 more...	2 more...	2 more...
9	10	11	12	13
ic 2 second hold				
nd America Online Support				
old				
	Edit 2: JF/ Digital Nation Excerpts			Edit 2: JF/Heat Modules
				Edit 6: ??/Trillion Digi...
				• Edit 4/TT & CF Sic... 9 AM
16	17	18	19	20
Ten Trillion Online Support				
/ Digital Natio... Edit 2: JF/ Trillion Dollar Online				
MA/ Design Squad Hold				
: ??/Trillion Digi... Edit 3: MA/ Design Squad Hold				
6: MD/Sick Yellow				
			Edit 4: TT/Sick Digitize	Edit 6: ??/Poisoned Digitizing
23	24	25	26	27
Edit 2: JF/ Poisoned Waters Online				
Edit 2: JF/ Poisoned Waters Online (Hedrick)?				
Edit 3: MA/Sick Around America Online				
Edit 4: TT/Poisoned Waters Online Support				
Edit 6: MD/Sick Support				
Edit 6: MD/Trillion Yellow				
		1 more...	4 more...	
29	30	31	Apr 1	2
Edit 2: JF/Black Money Online				
Edit 2: JF/Bribe Online				
Edit 3: MA/ Design Squad Hold				
Edit 4: MD/Black Money Support				
Edit 4: TT/Black Money Online				
	3 more...	3 more...	3 more...	5 more...
5	6	7	8	9
: CE/Kirk - Superbank				
Edit 2: JF/ World 802 Online				
Edit 4: TT/World Online Support				
Edit 6: MD/Black Money Yellow				
				• Edit 4/TT World H... 9 AM
	Edit 6: MD/2 Poison W...	Edit 6: MD/2 Poison W...		

• Edit 4/TT Sick H

Edit 5: CE/Kirk -
 • Edit 4/TT Bribe H
 • Edit 4/TT Poison
 • Edit 4/TT Sick H



What You Learn from Tear Gas

- ▶ Technical hubris shouldn't inhibit creative purpose



What You Learn from Tear Gas

- ▶ Technical hubris shouldn't inhibit creative purpose
- ▶ It's not all about you



What You Learn from Tear Gas

- ▶ Technical hubris shouldn't inhibit creative purpose
- ▶ It's not all about you
- ▶ Content is still king



What You Learn from Tear Gas

- ▶ Technical hubris shouldn't inhibit creative purpose
- ▶ It's not all about you
- ▶ Content is still king
- ▶ Experience the other side



Bespoke to
Enterprise



Problems

Captions

- Missing Characters in 8.5
- Repackage in Central
- Repackage w/ mixed Encodings
- Roll-on Repo
- Edit in up-out load phase

PHM/PBS XDCAM 25mb
Add Media Decoder

Avid QT issues w/ 7500

✓ Adobe Premiere 608/708

Izotope Crash Issue

MC Cloud Admin
Interplay Relink / UNC Issue

✓ Julie Kahn Pro Res Export 8.4.5

Tape Floor Avid I/O

Transfer Manager Issue

FS7 Compression / Gamma Shift

Maintenance

- 1 PC Rebuild / Monitors / Avid
- 5 Install / 8.5
- Install
- 6PC Rebuild

Projects

Vantage

- Storage
- To Isis
- Watch Folders
- Upgrade
- Isis Movement

Airspeed

- ✓ - Ingest to Isis
- Payout to Control Rm

Brio - Does Not Work

- Ingest
- Payout

File-Based Analysis

- Baton
- Isis connect
- PBS Profile
- Workflows

* Resolve Prep Doc update
Aspera-like Transport

Project / Outpost Back-ups

MAN

- UI
- Avid Relink

Drastic Buy

Boris Buy

Outpost

KVM

Machine Room Clean
Machine Room Wire Clean

Relabel / Repatch

Rate Card Redo

Media Pize Timesheet

Computer / Avid Managed Computers

Mikerooms

- Trisync
- Dolby 23.98

Testing

MC 8.5

Central MP4 Download

✓ Airspeed / Brio

Avid → Premiere

Edit 12 Training Room

Dark

- POC

RCN

Central Issues over Guest

Satellite Records workflow + Rate

Tim

Eoy Report

✓ Capital 2016

Assignments

Spencer - Test Tapes (59.94, 50, 23.98)

- Tape Floor documentation

Eric - Resolve Prep Doc

Tom - Baton Profiles / Manual

John Jenkins - Test Tapes

Boutique to Enterprise

- ▶ Special hard to do at
scale



Boutique to Enterprise

- ▶ Special hard to do at scale
- ▶ Think bigger



Boutique to Enterprise

- ▶ Special hard to do at scale
- ▶ Think bigger
- ▶ Responsibility changed my process but not the values



Boutique to Enterprise

- ▶ Special hard to do at scale
- ▶ Think bigger
- ▶ Responsibility changed my process but not the values
- ▶ Content is still king



Drinking the
Kool-Aid



SIGNIANT®

Media Shuttle Manage Portal: Remote Production Portal

Dashboard

- General
- Site Design
- CloudSpeX
- File History
- Members
- Groups
- Events
- Signiant Console **NEW**

Status Transfers/Month April

Summary 109 members 2179 transfers

Active Transfers

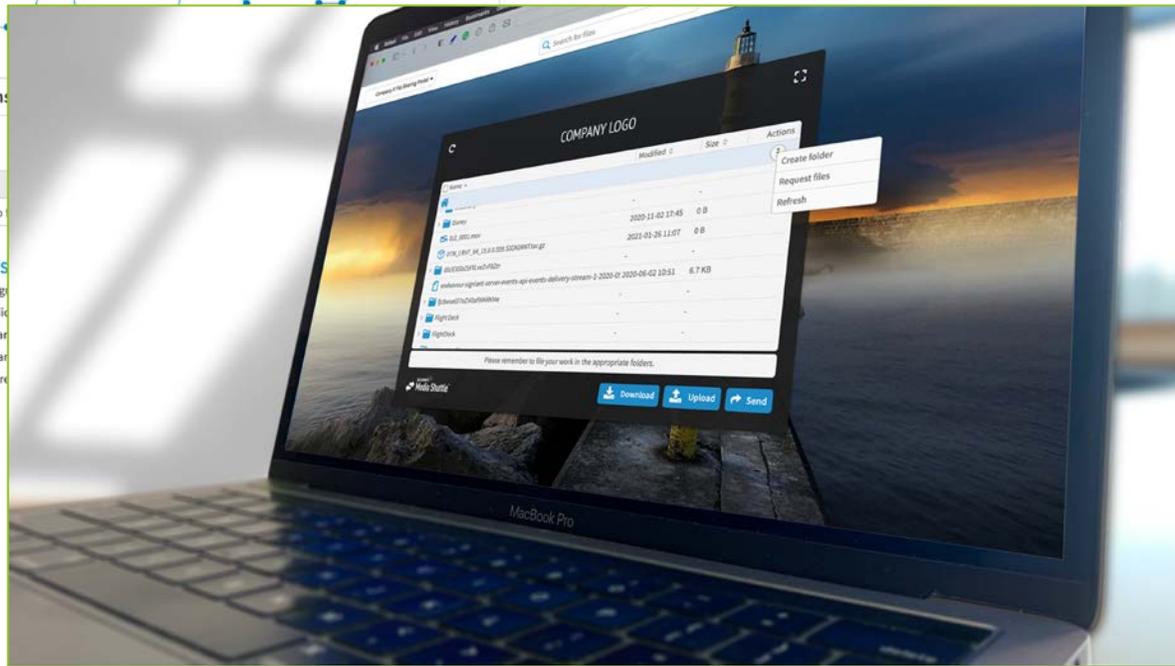
Type	Sender/Recipient	File
		No

Recent Members

- editor@xyzcompany.com
- prOpportunity@publication.org
- vfxartist@vfxcompany.com
- assteditor@xyzcompany.com
- producer@partnerbusiness.com

Recent Files

- TEST-DTVE_Sig
- 2023 DFT_A Car
- 2023 DFT_A Car
- 2023 DFT_B Car
- Adobe Premier





Bay 1
Henry

Bay 2
Thomas/Dominic

Bay 3
Dylan/Mason

Bay 4
Scott/Markley

Bay 5
Taylor/Anita/Cat/Alex

Bay 10
Jacob

Bay 14
Lakan/Sreeter

Bay 15
Jeremy/Rachel

Bay 16
Will/Chris/Tech/Jay

Digital Film Tree

Public Media Mission

Creative Services Facility Management

Technology Business

Creative Services



Media Engine

Search media across storage locations

Any time ▾ All media ▾

Relevance ▾

← Exit search 140 items found

- 

04:11

MOV

1972 Porsche 911T.MOV

March 9, 2021
- 

00:26

MOV

A005C031_160120_R51F.mov

September 6, 2019
- 

00:20

MOV

A005C021_150831_R0D0.mov

September 6, 2019
- 

00:09

MOV

Cineform_422_10bit.mov

February 21, 2022

Drinking the Kool-Aid

- ▶ Mission is not just the company made



Drinking the Kool-Aid

- ▶ Mission is not just the company made
- ▶ Values for the team



Drinking the Kool-Aid

- ▶ Mission is not just the company made
- ▶ Values for the team
- ▶ Use what you bring with you



Drinking the Kool-Aid

- ▶ Mission is not just the company made
- ▶ Values for the team
- ▶ Use what you bring with you
- ▶ This is who I am



Drinking the Kool-Aid

- ▶ Mission is not just the company made
- ▶ Values for the team
- ▶ Use what you bring with you
- ▶ This is who I am
- ▶ Still trying to make content king 😊





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