

# LEADING THE WAY IN MEDIA MONITORING

## New Equipment at the Oak Ridge Reservation Joint Information Center

Presented by Debra Dyer, Oak Ridge Office  
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# Oak Ridge Reservation (ORR) Joint Information Center (JIC)

- Oak Ridge Reservation consists of 3 DOE sites:
  - East Tennessee Technology Park (ETTP)
  - Oak Ridge National Laboratory (ORNL)
  - Y-12 National Security Complex (Y-12)
- JIC is centrally managed by Oak Ridge Office and funded and staffed by the ORR organizations



# JIC Facility Overview

Lobby Registration



Staff Name Tags



Media Workroom



# JIC Facility Overview (cont.)



Briefing Room



PIO Workroom



# JIC Facility Overview (cont.)

Phone Team Room



Break Room



Admin Support Room

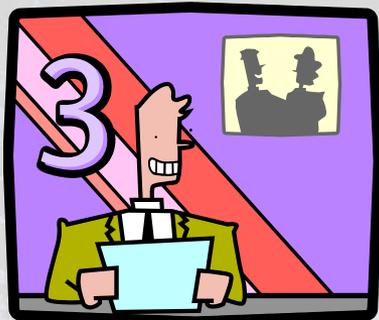


Staff Lounge



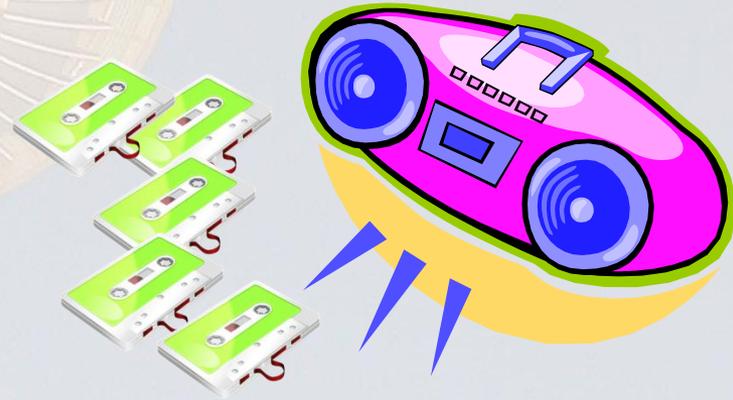
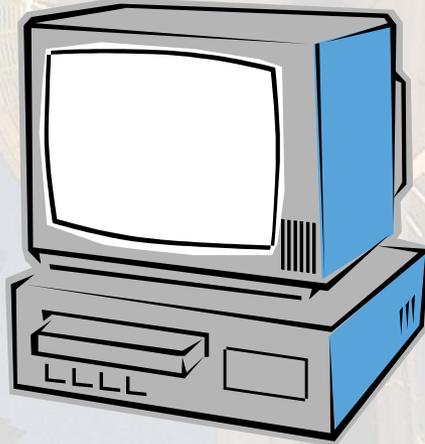
# Media Monitoring Challenges

How can you efficiently capture and store what is being said about your site's emergency?



# Consistent Platform/Technology

- Trade in these

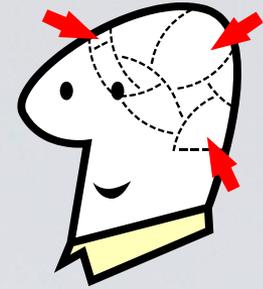


- For these





# Dollars and Sense



- A few dollars:
  - \$7,000 (6 computers for TV monitoring)
  - \$600 (four 24-inch wide screen monitors for Internet monitoring)
  - \$0 for software (came with equipment or freeware)
- And some computer sense (IT brainpower)
  - Used existing computers for radio and Internet monitoring
  - Set up one keyboard and mouse to operate 3 computers
  - Obtained alerting software to notify PIOs when recordings are available for their review



MEDIA MONITORING TRANSFORMATION

**PRESENTED BY JACK HUCKABEE  
AWD MANAGEMENT SERVICES, INC.**

# Designing a Media Monitoring Room

What do we need to accomplish?

- Monitor and record 3 local and 3 national TV networks
- Monitor and record 3 local radio stations
- Monitor local and national internet news sites

# Designing a Media Monitoring Room

How do we accomplish this?

- The most obvious equipment available:
  - Cable TV DVRs
  - DVD recorders
- DVRs can record up to four channels at a time; however, it is time consuming to record from DVR to DVD

# There's Got To Be A Better Way

Research – Research – Research

It Can All Be Accomplished with **Computers**

- Equipment needed
  - Computers for TV and radio
  - TV tuner cards
  - Cable TV distribution blocks – TV coax
  - Cable TV boxes (cable TV going all digital)
  - Multi monitor extenders (one computer with several monitors )
  - Mini keyboards
  - Ethernet switches – Ethernet cables

# Designing a Media Monitoring Room

Software is needed to:

- Capture TV video/audio (came with card)
- Capture Radio Live Streaming (freeware)
- Control several computers and monitors using just one keyboard and mouse (freeware)
- Alert PIOs when a new video, audio file, or news article is placed in shared desktop folder (Folder Alert software-freeware)

# Designing a Media Monitoring Room

## What to Watch Out For...

### Equipment Usability and Compatibility

- Are you using older or newer computers?
- What are the minimum computer and operating system requirements?
- Do the computers have expansion slots for the TV capture cards?

# Designing a Media Monitoring Room

## What to Watch Out For (cont.)...

- TV capture card and software must work with the operating system (Windows or Mac...)
- Hard drive must be large enough for video/audio capture (we bought 1TB)
- Determine if it can be installed and maintained by in-house staff or outsourced
- Must be user friendly for JIC staff to use

# Old Media Monitoring

## TV / VCR Combo units



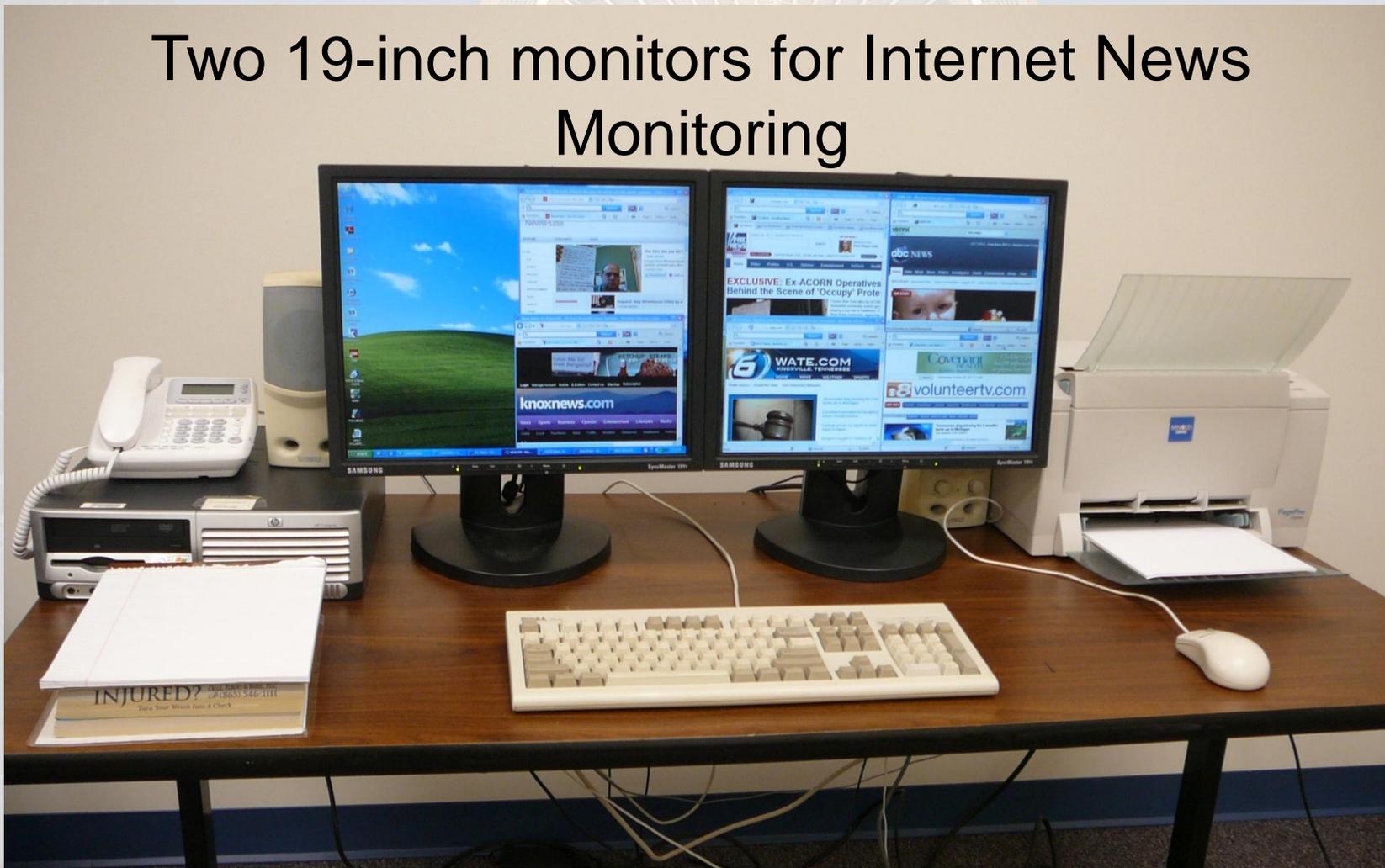
# Old Media Monitoring

Boom Boxes with Cassette Tapes for  
Radio News Monitoring



# Old Media Monitoring

Two 19-inch monitors for Internet News Monitoring



# Out with the Old...



# In With The New...



# Media Monitoring

## Local and National TV News



# Media Monitoring

## Internet Radio Live Streaming



# Media Monitoring Internet News Websites



# Desktop Clutter - Full Size Keyboards



# No Desktop Clutter – Mini Keyboards



# Media Monitoring

## 1 Keyboard and Mouse for 3 computers



# One Last Look at Old Equipment



# Questions

