

## **Motion Imagery Strategies in Broadcast – Collection, Analysis, Reporting, Production, and Dissemination of Complex News and Sports Events**

*A one-day training workshop featuring lessons learned from the broadcasting community*

December 1, 2011 – 8:00-5:00  
National Association of Broadcasters  
1771 N Street, NW  
Washington, DC

The workshop offers a unique opportunity to understand from the broadcasters' perspective the challenges of managing large or extremely complex news and sports events. Intelligence Community (IC), Military, DHS, and Government professionals will immediately recognize analogies with their need to analyze and distribute accurate mission-critical news on a timely and professional basis to their customers in a variety of push and pull formats.

The public is accustomed to seeing breaking news as it happens. The challenge for the broadcast industry is strategic planning and managing complex "Pooled" events, ingesting content from multiple sources, producing, managing and distributing multimedia content and full motion video (FMV) in a matter of minutes to viewers around the world. Our team of broadcast industry professionals (editorial and technical) will join government experts to discuss strategies, workflow, user generated content, hardware needs, staff training and more.

Case studies will demonstrate the strategic planning, coordination requirements, tradecraft skill mixes and infrastructure needed to make it happen. Benefit from lessons learned by the broadcast industry and apply them to your needs.

8:00-8:30     *Continental Breakfast and Introductions*

8:45-9:15     *Governments Need to Understand Best Practices in Broadcast News*

A government/military speaker will address the need for developing best practices in newsgathering and dissemination.

Keynote Speaker: Major General James O. Poss, Assistant Deputy Chief of Staff for Intelligence, Surveillance and Reconnaissance, Headquarters, US Air Force

9:30-10:00     *Broadcaster's Case Study #1: Covering the Big Stories*

This is an explanation of how a large news organization covers major events – the infrastructure and workflow necessary to produce a professional product in real time.

Presenter: Peter Doherty, Senior Operations Producer, ABC News Washington Bureau

10:00-10:30 *Broadcaster's Case Study #2: Bringing Sports to Consumers*  
A broadcaster will explain how major sporting events are covered including the operations and engineering functions needed and the staff training necessary to make it happen.

Presenter: Paul DiPietro, Coordinating Director, ESPN Event Operations

10:45-12:00 *Panel Session: Identifying Common Challenges*  
A panel of government and broadcast professionals will discuss common challenges and explore ways to leverage the broadcast industry's experience with government projects.

Panel Moderator: Joseph Smith, Technical Lead, Online On-Demand Services Group Vision Implementation Team, National Geospatial-Intelligence Agency

12:00-1:00 *Lunch Break*

1:15-1:45 *Broadcaster's Case Study #3: The Technical Infrastructure*  
An explanation of the technologies used for broadcast newsgathering operations – including HD – local and worldwide.

Presenter: Mel Olinsky, Director, Bureau Operations, CBS News

2:00-2:30 *Broadcaster's Case Study #4: Efficient News Production Workflow*  
A broadcaster will explain ways that have been developed to master news workflow challenges in a rapidly changing environment. How to handle battlefield and user generated content will be addressed.

Presenter: Frank Governale, Vice President, Operations, CBS News

2:30-3:00 *Refreshment Break*

3:15-4:30 *Panel Session: Workflow Solutions for Government Agencies*

A panel of government and broadcast professionals will discuss synergies whereby government may leverage the broadcast industry's vast and cutting-edge capabilities.

Panel Moderator: Joseph Smith, Technical Lead, Online On-Demand Services Group Vision Implementation Team, National Geospatial-Intelligence Agency

Closing Speaker: Donnie Self, Chief, Sensor Assimilation Division, Acquisition Directorate, National Geospatial-Intelligence Agency

4:30-5:00     *Networking*

Participants:

Frank Governale, Vice President, Operations, CBS News

Peter Doherty, Senior Operations Producer, ABC News Washington Bureau

Paul DiPietro, Coordinating Director, ESPN Event Operations

Mel Olinsky, Director, Bureau Operations, CBS News

Gary Nadler, General Manager, Telecommunications & Affiliate Services, ABC

Donnie Self, Chief, Sensor Assimilation Division, Acquisition Directorate, NGA