

# *MediaMaster™ Video On Demand*



## *Encoding Station User Guide - 2008*

*ETR... EDUCATIONAL TECHNOLOGY RESOURCES, INC.*

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## Configuring Input Sources

- 1) Select the Encoder + Media Selector from your desktop.

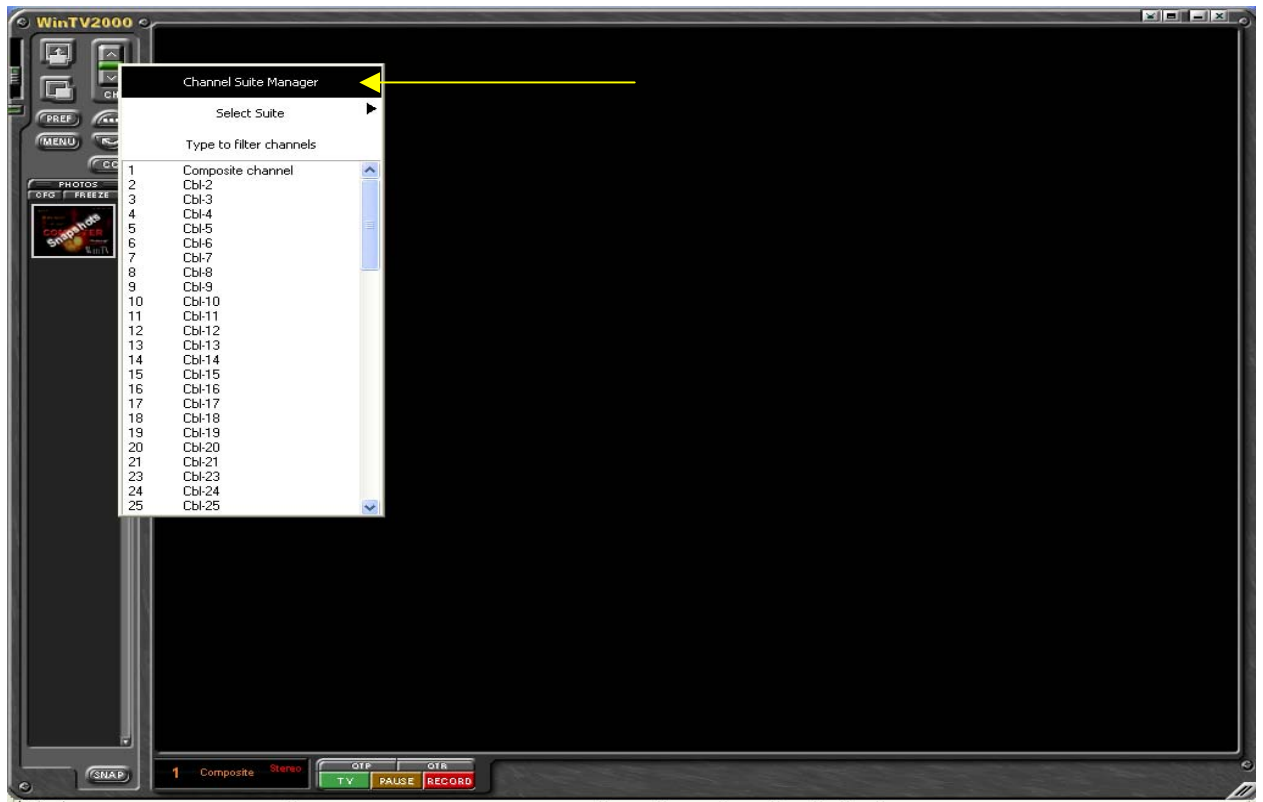


- 2) Once the TV Screen Opens, Right Click on the Small Space Bar between the Channel Selector Buttons

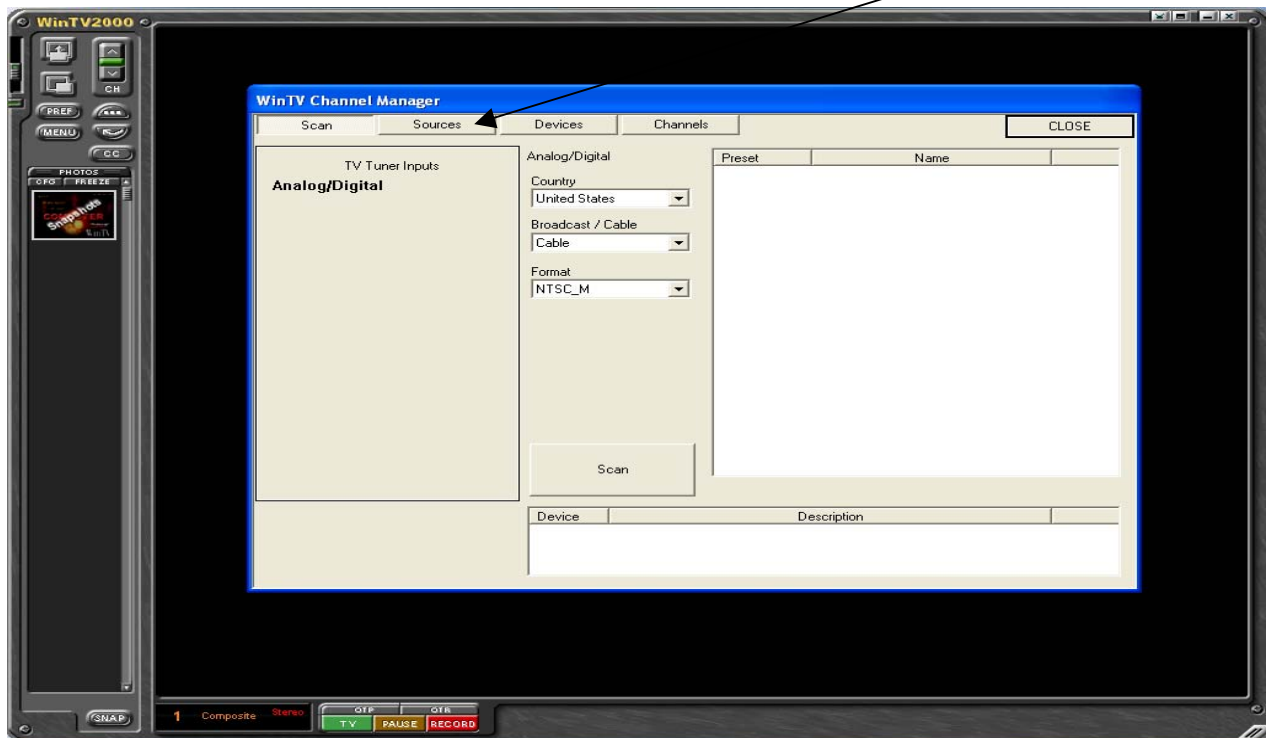


## Configuring Input Sources

3) Select the Channel Suite Manager.

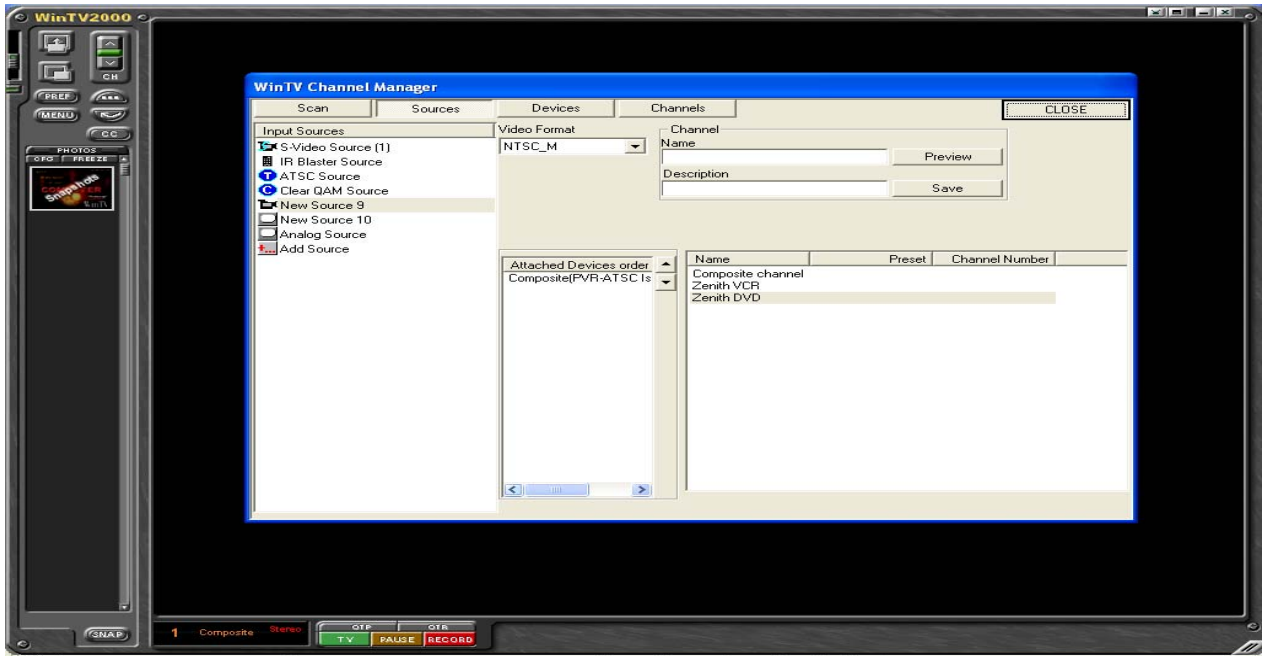


4) Once the Channel Suite Manager opens, select the Sources tab.

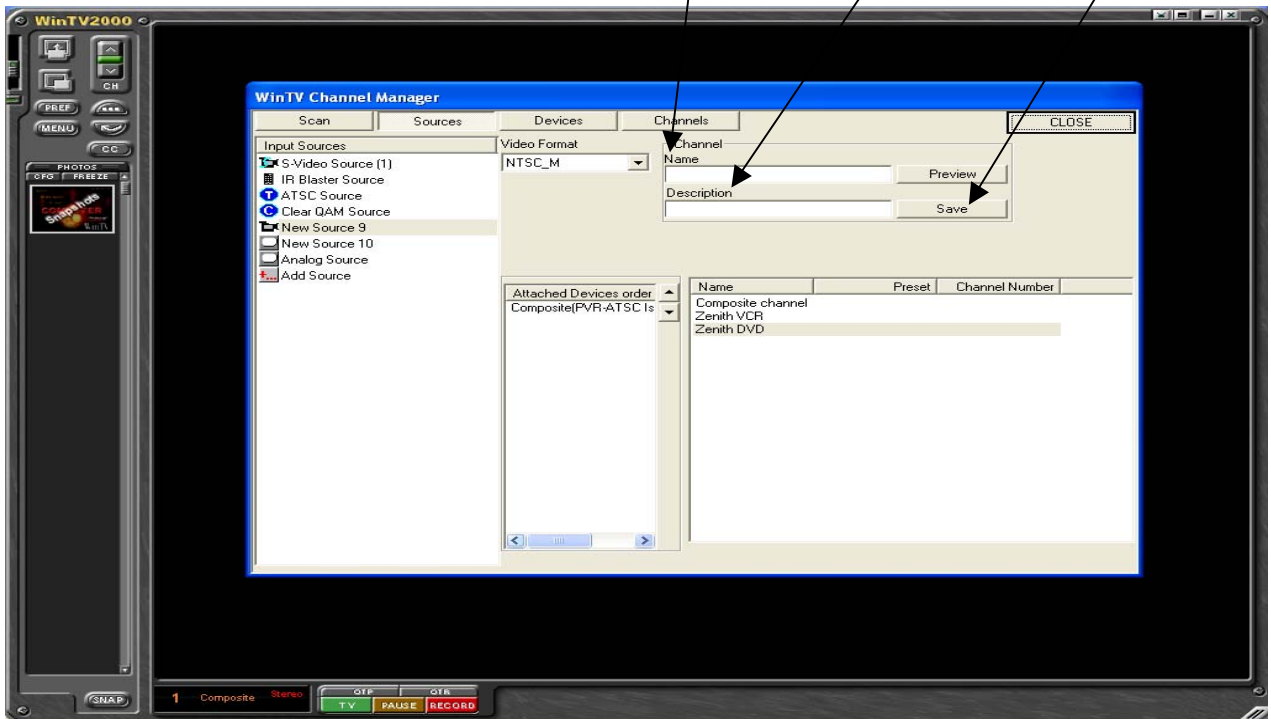


## Configuring Input Sources

- 5) Once the Source screen opens, select the appropriate input on the encoding card (Select Composite for VHS, and S Video for DVD).

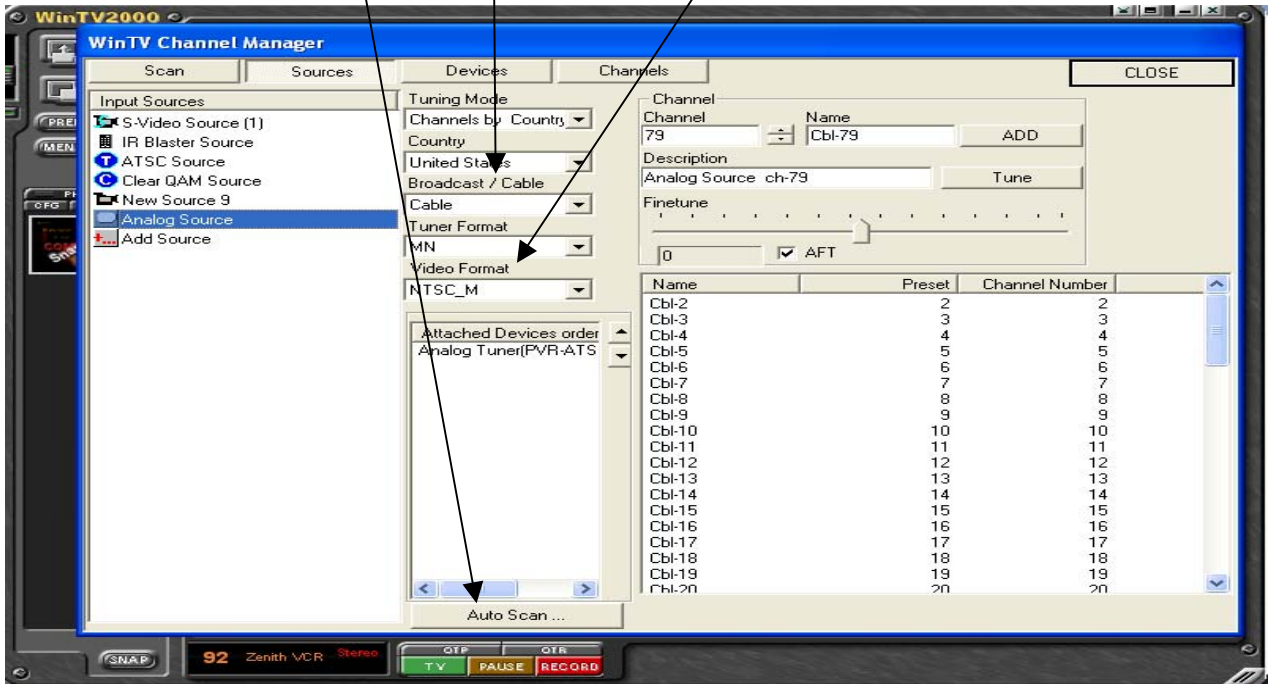


- 6) Select your media source, assign it a Name and Description. Then Save. (Ex: Name = VCR , Description = Zenith VBV713).

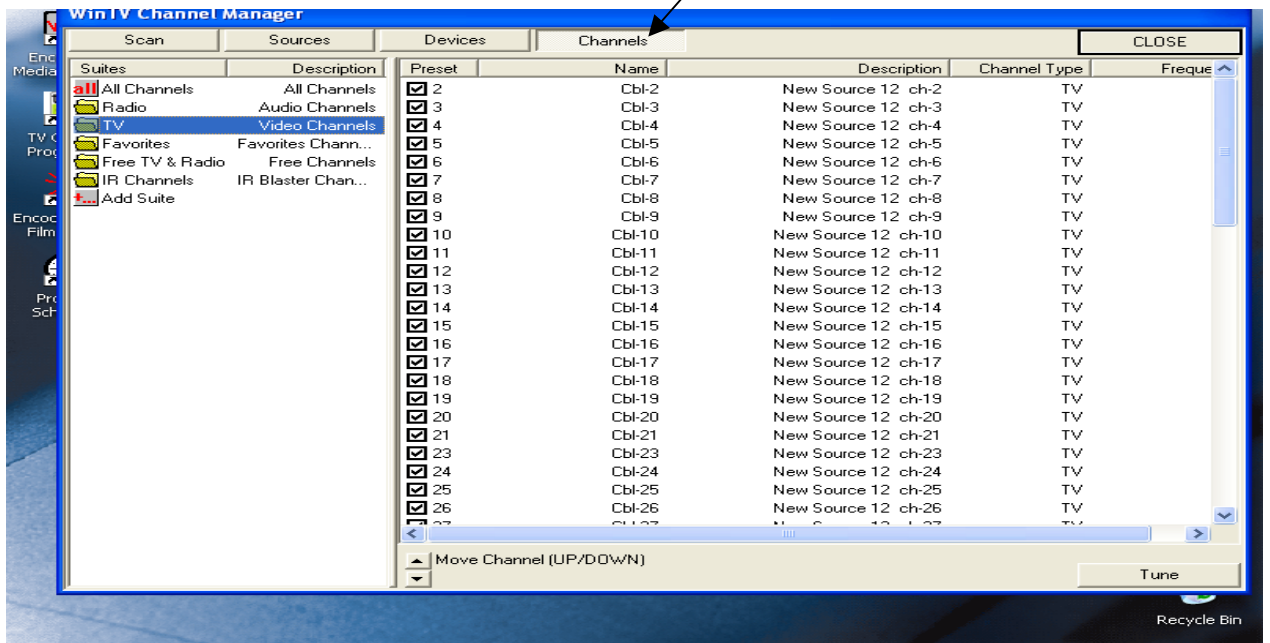


## Configuring Input Sources

- 7) To set up your Local Channel Listing select Analog Source. Make sure the Broadcast/Cable and Video Format are set correctly. Then select Auto Scan.



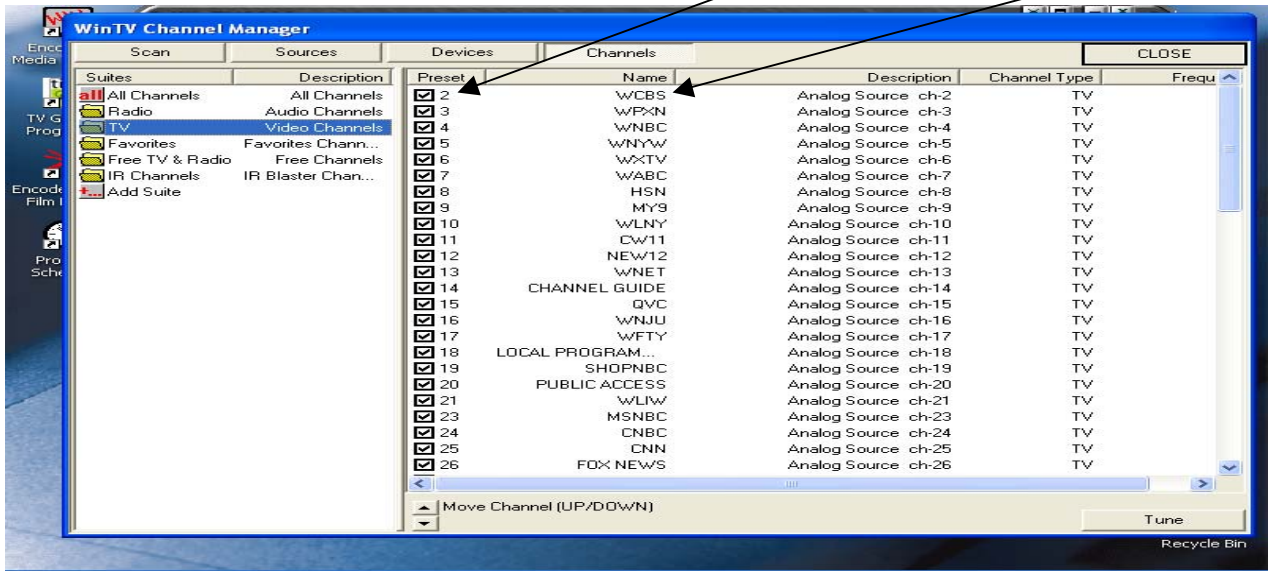
- 8) Once Auto Scan is complete, select the Channels icon. You will see your numerical Channel Lineup. Highlight each channel, Right Click and rename by Broadcaster.



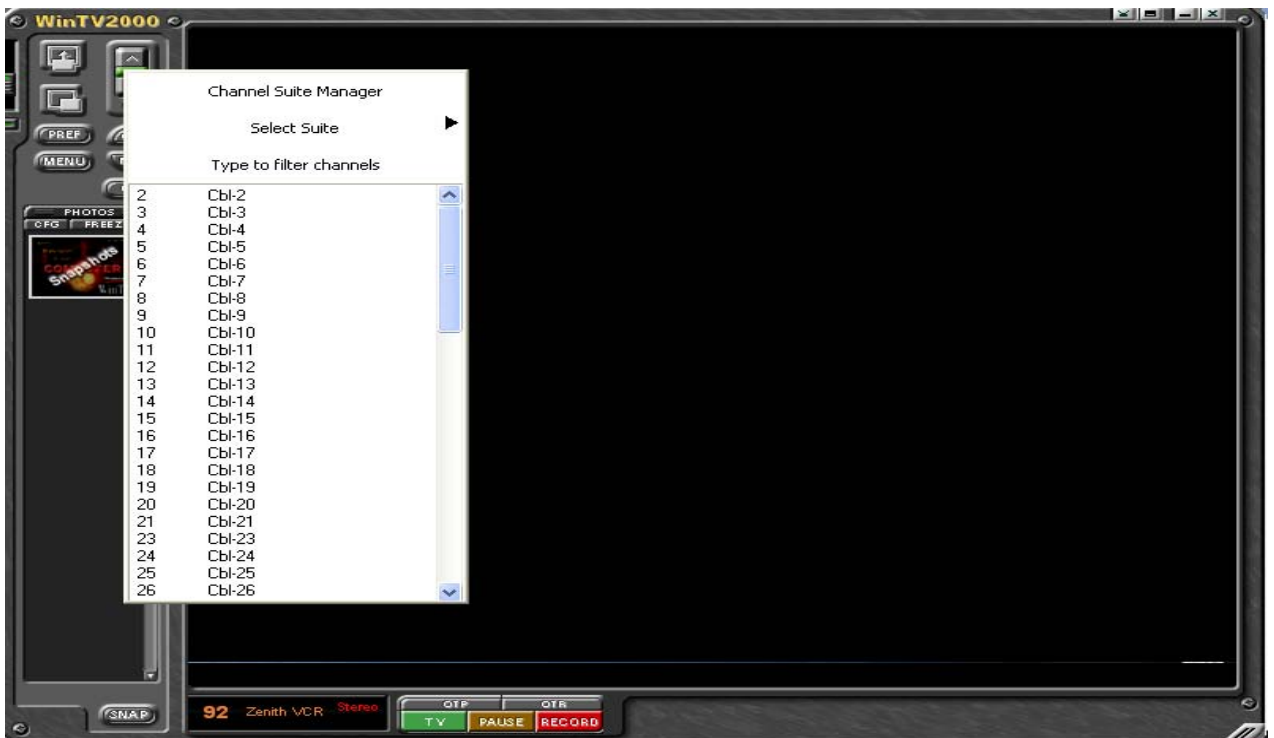


## Configuring Input Sources

9) Your channels will now be listed by the Channel Number and Broadcaster.



10) Once Auto Scan is complete, close out the Channel Suite Manager. Then, Left Click on the Small Space Bar (between the channel selector buttons) to view your available TV Channel Lineup.



## Encoding CATV Broadcasts (Cable TV)

1) To begin encoding from your CATV Channel Lineup, select the TV Guide.



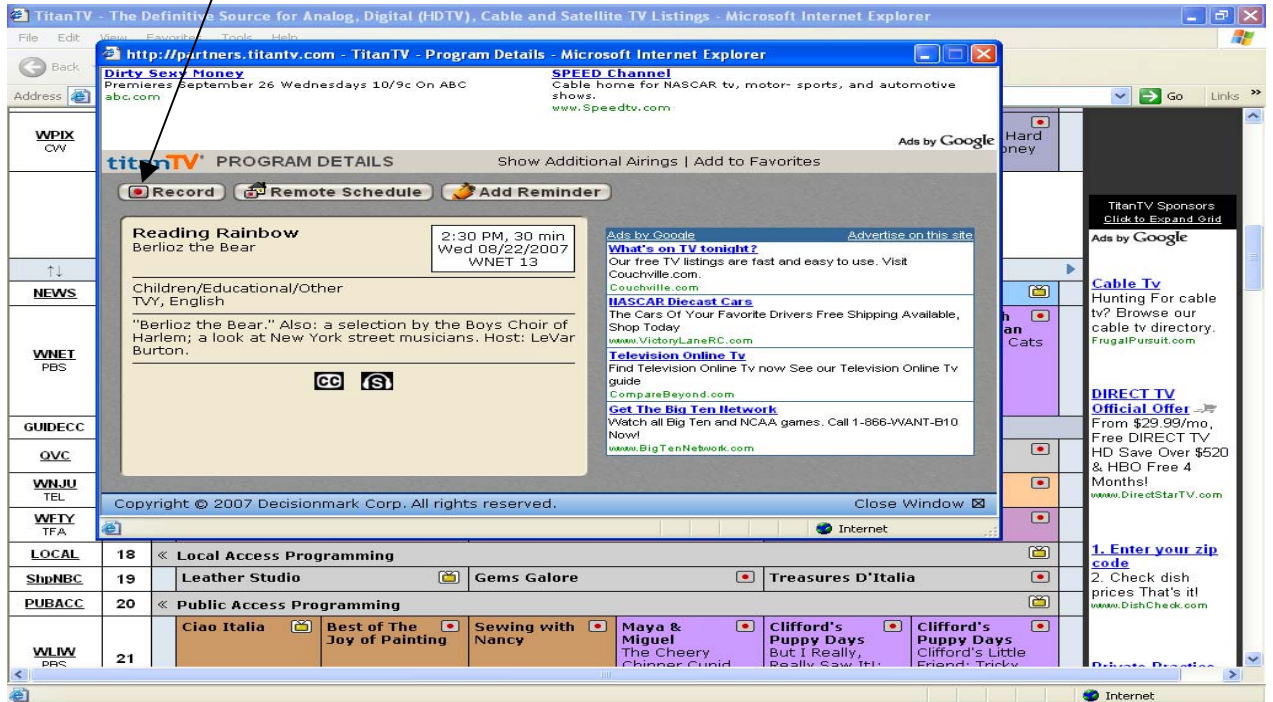
2) Once your TV Guide opens, select the program you would like to encode and Left Click.

A screenshot of a Microsoft Internet Explorer browser window displaying the TitanTV website. The address bar shows 'http://partners.titantv.com/tv/Grid/grid.aspx'. The page features the TitanTV logo, navigation tabs for 'MY FAVORITES', 'CABLE', and 'DIGITAL CABLE', and a search bar. The main content is a TV guide for Wednesday, 08/22, showing a grid of programs. The grid has columns for time slots (2 PM, 2:30 PM, 3 PM, 3:30 PM, 4 PM, 4:30 PM) and rows for channels (WCBS, WPXN, WNBC). Programs listed include 'As the World Turns', 'Dr. Phil', 'Judge Judy', 'Paid Programming', 'Passions', 'Judge Joe Brown', 'Judge Alex', 'Judge Hatchett', and 'People's Court'. There are also advertisements on the right side of the page.

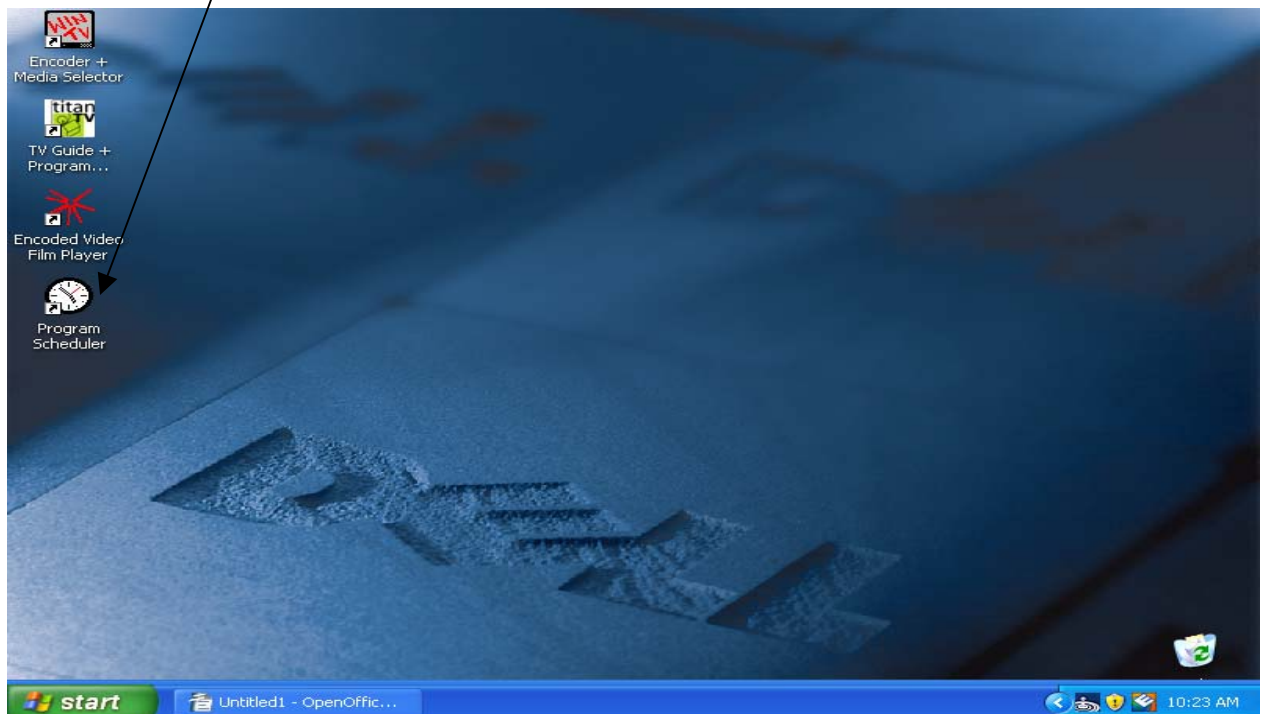
Channel	2 PM	2:30 PM	3 PM	3:30 PM	4 PM	4:30 PM
WCBS CBS	As the World Turns (New)		Dr. Phil Child Stars (Repeat)	Judge Judy (Repeat)	Judge Judy (Repeat)	
WPXN ION	Paid Programming	Paid Programming	Paid Programming	Paid Programming	Paid Programming	Paid Programming
WNBC NBC	Passions (New)		Judge Joe Brown (Repeat)	Judge Joe Brown (Repeat)	Ellen DeGeneres (Repeat)	
	Judge Alex Coover vs. Guice; Softball Hall of Fame	Judge Alex The Jailbird & the Gentleman (Repeat)	Judge Hatchett Sex Toy Harassment	Judge Hatchett The African-American Artist	People's Court	

## Encoding CATV Broadcasts (Cable TV)

- 3) A Program Detail Screen will pop up with details of the broadcast. Select Record to automatically add your encode request to the Program Scheduler. These details will be copied later (see page 17).



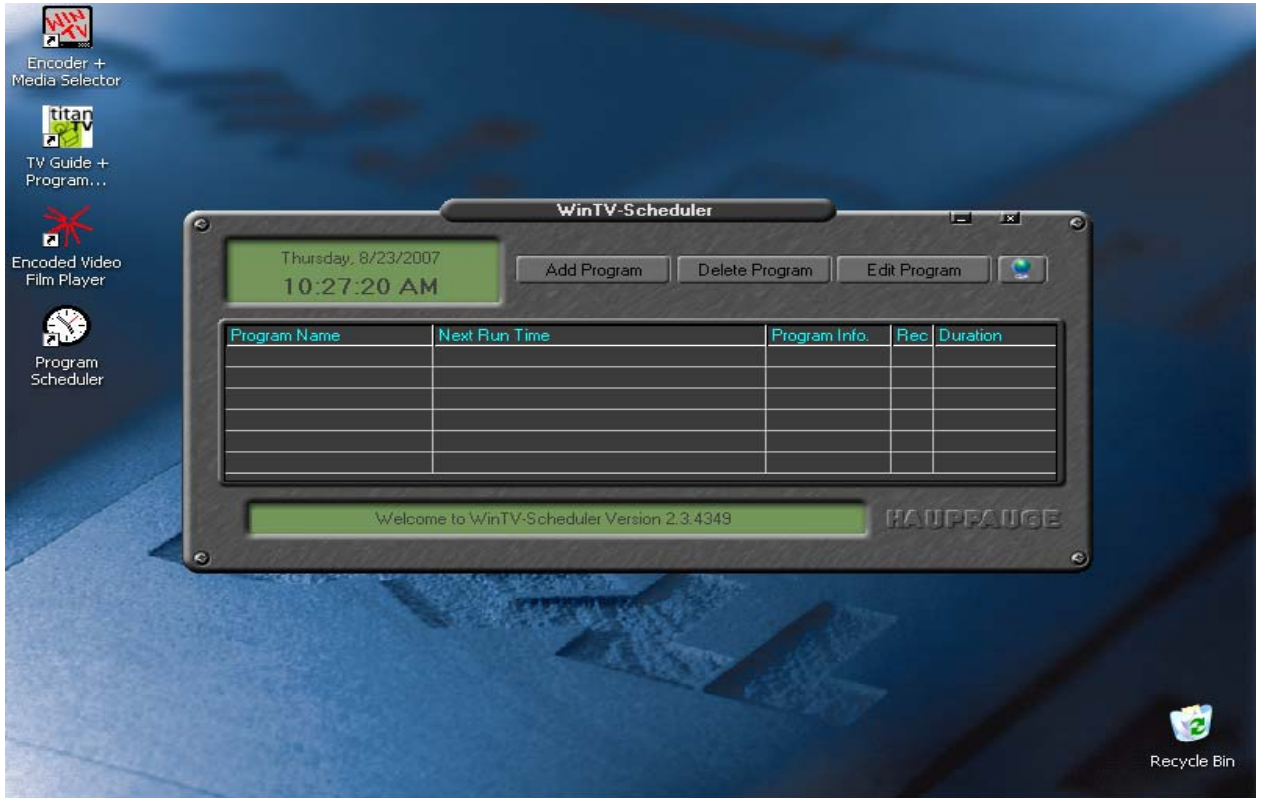
- 4) To View Programs Scheduled for Encoding from CATV, open the Program Scheduler on your Desktop.



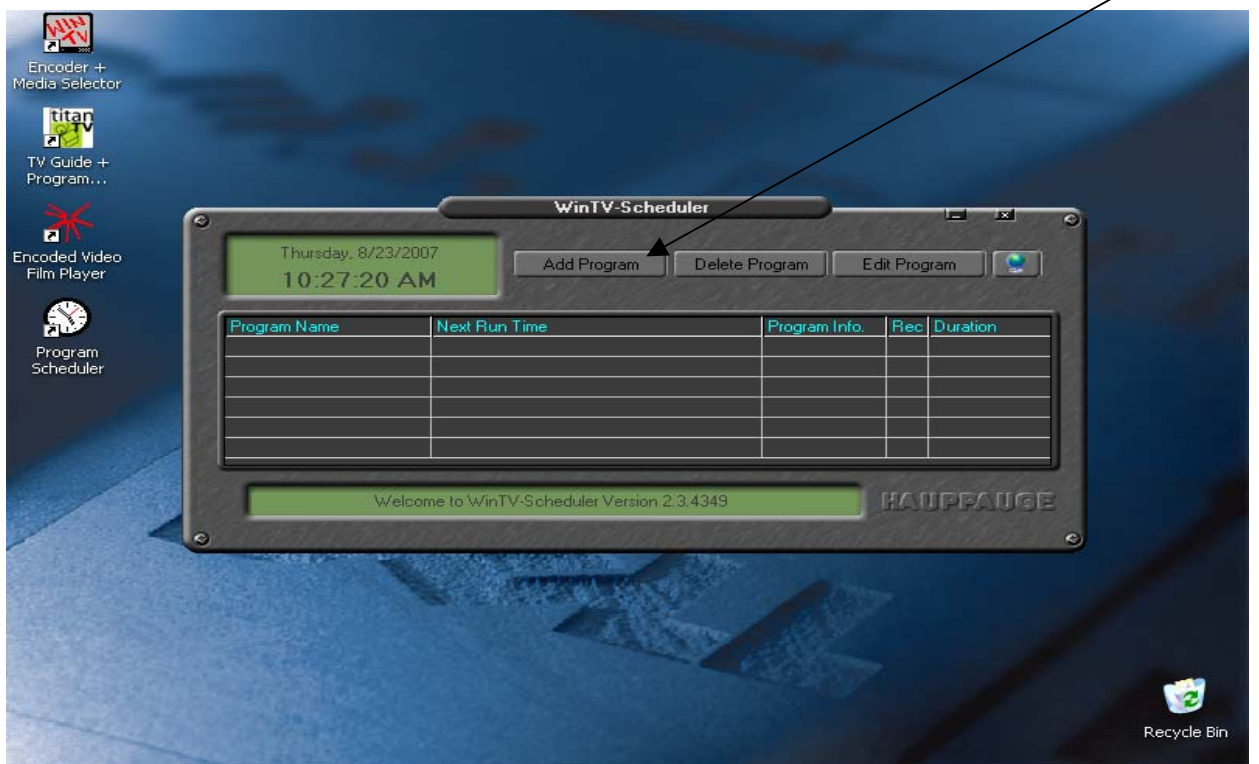


## Encoding CATV Broadcasts (Cable TV)

5) Once open, you will see the Program Name, Run Time, Channel and Duration.



6) To manually schedule a specific Broadcast for encoding, select Add Program

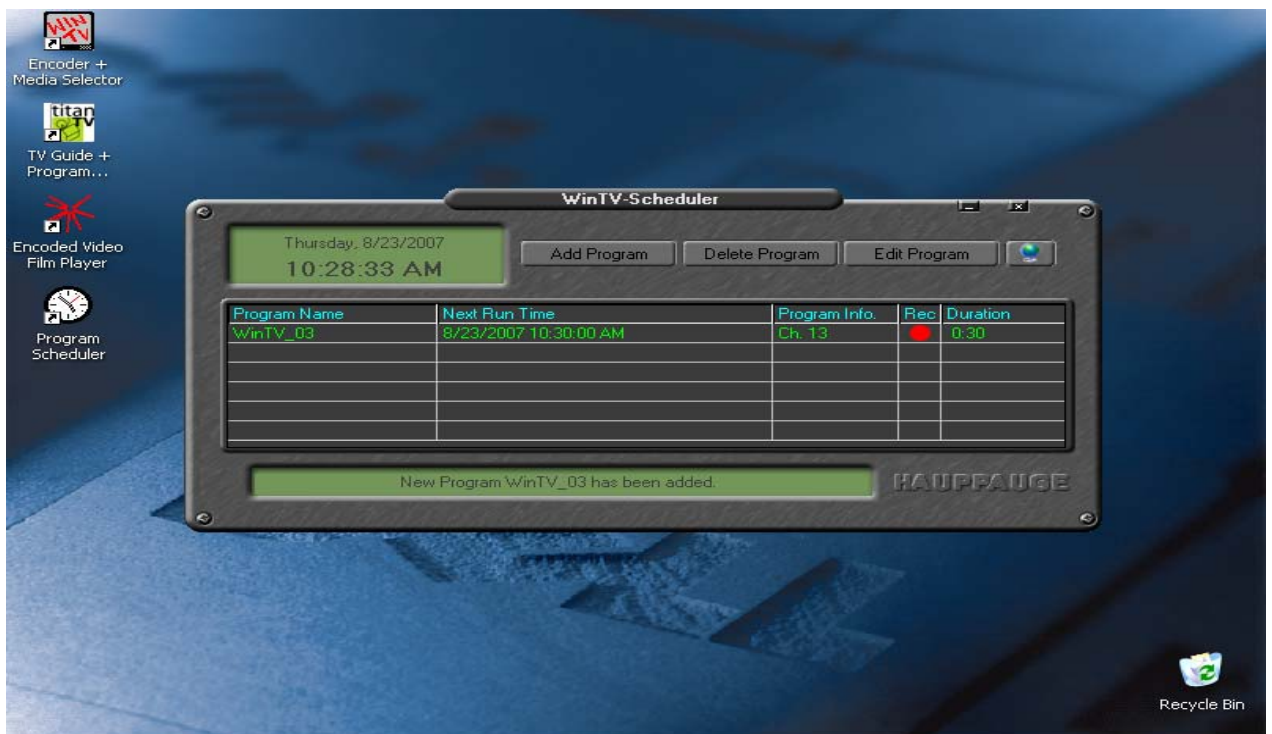


## Encoding CATV Broadcasts (Cable TV)

- 7) The Add Program window will open. There, you will select the channel, Time To Begin, Program Duration and Date To Begin. You can schedule it for One Time Only, Everyday, and Weekly. Once all information is entered, select Set Program.

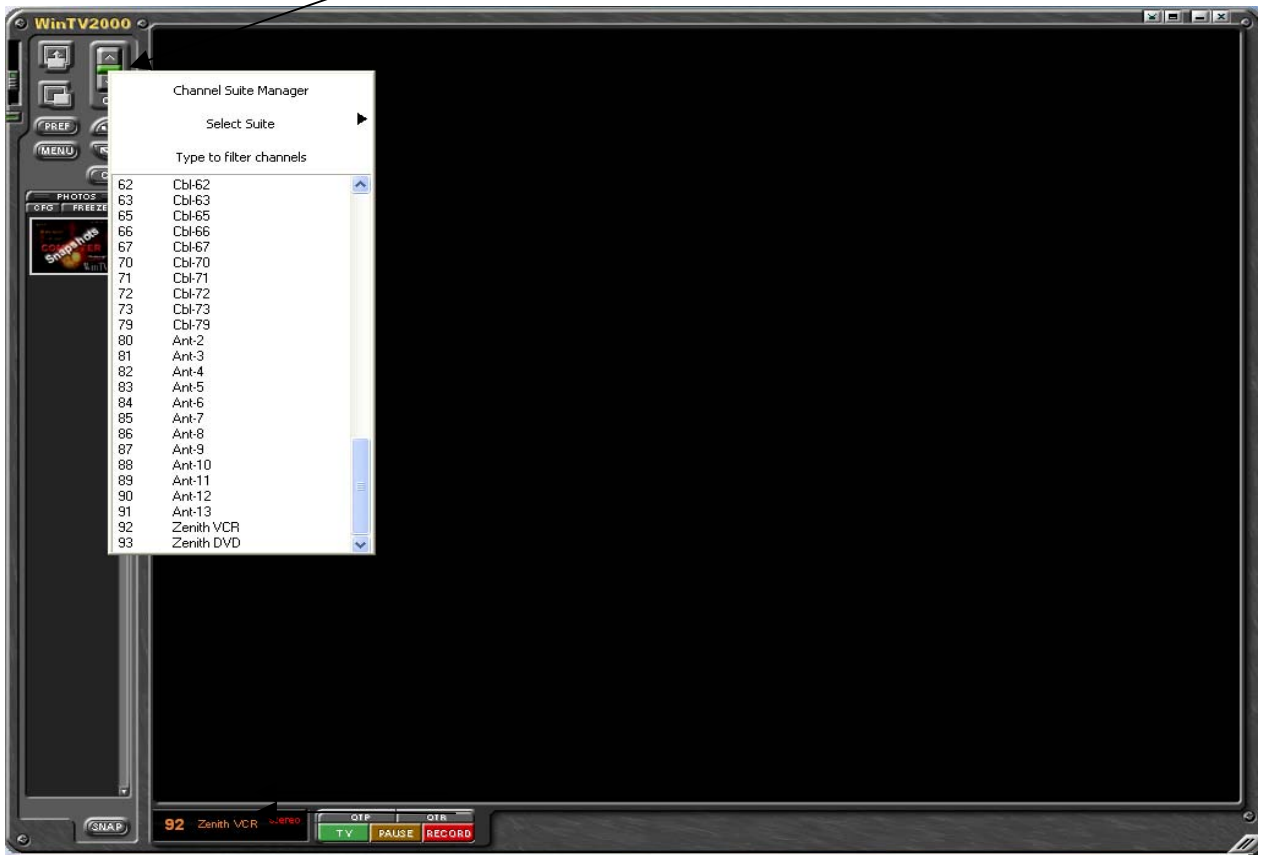


- 8) Your Program Scheduler will list all scheduled encoding events.

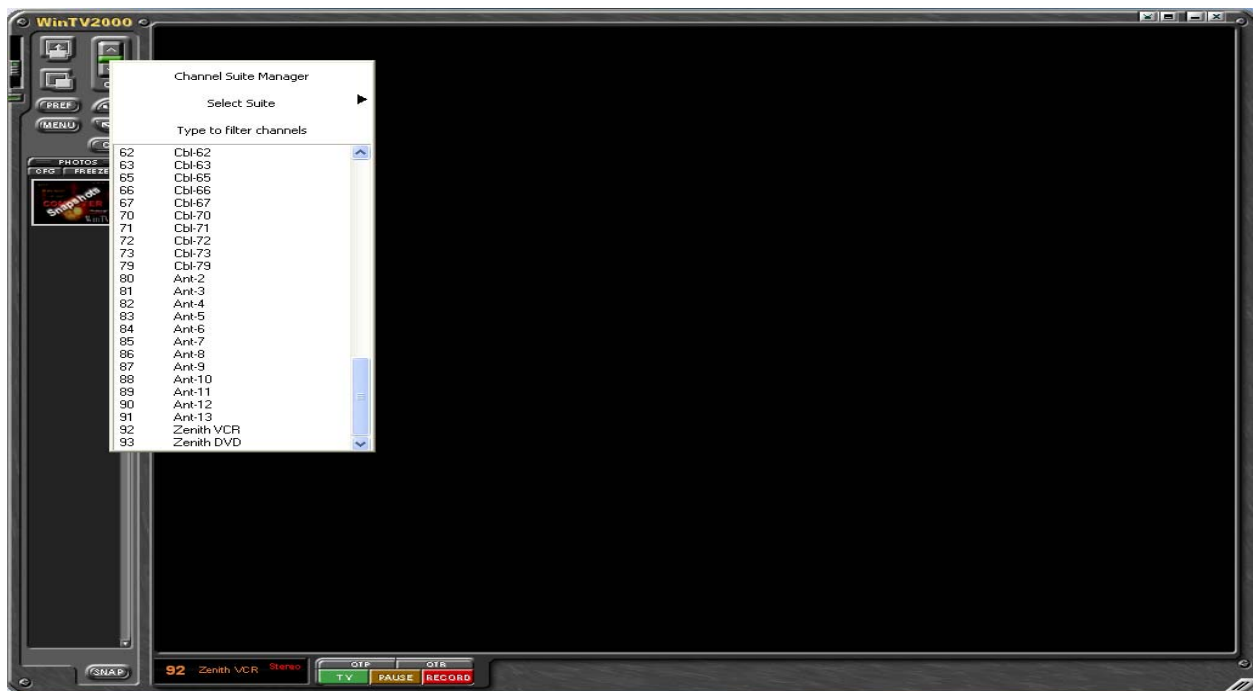


## Encoding VHS Tapes & DVDs

- 1) Right Click the Small Space Bar. Your Channel Manager will appear.



- 2) Choose Zenith VCR or DVD as your media input source.





## Encoding VHS Tapes & DVDs

3) Manually press the Play Button on your VCR/DVD player.

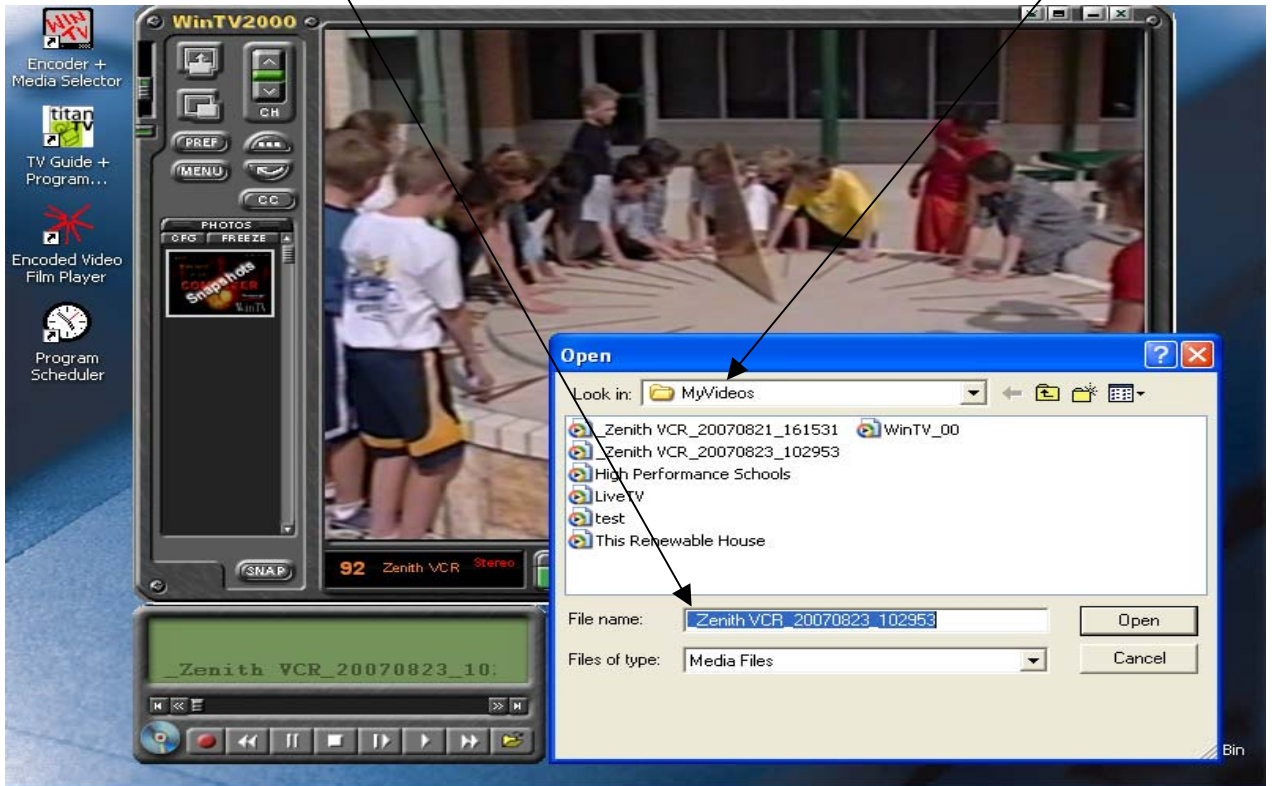


4) To Start Encoding, select the Red Dot.



## Encoding VHS Tapes & DVDs

- 5) Once the selection is finished encoding, it saves the file to C://My Videos Folder. Files indicate Media Source, Date, Random ID Number. (ie: \_Zenith VCR\_20070821\_161531)



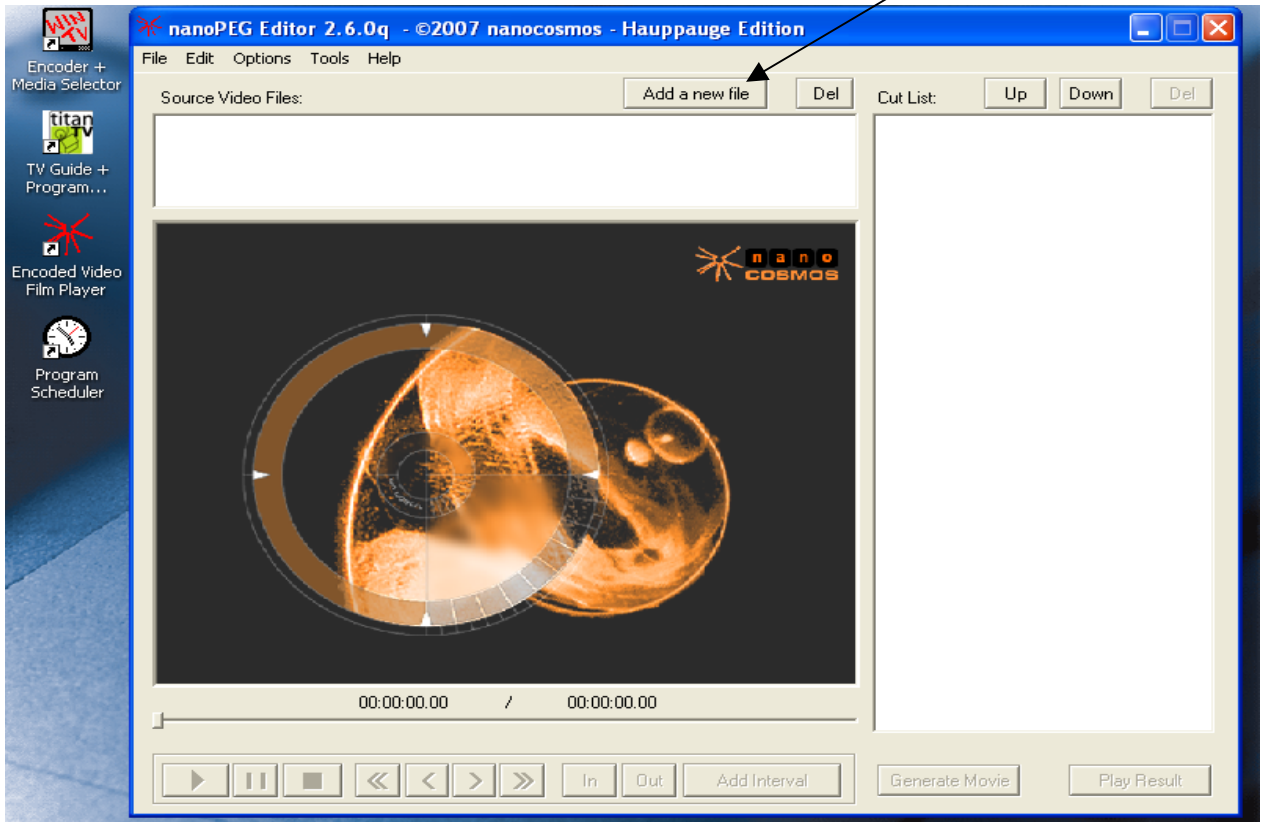
- 6) To View your selection close the Encoder + Source Selector. Then select Encoded Video File Player.



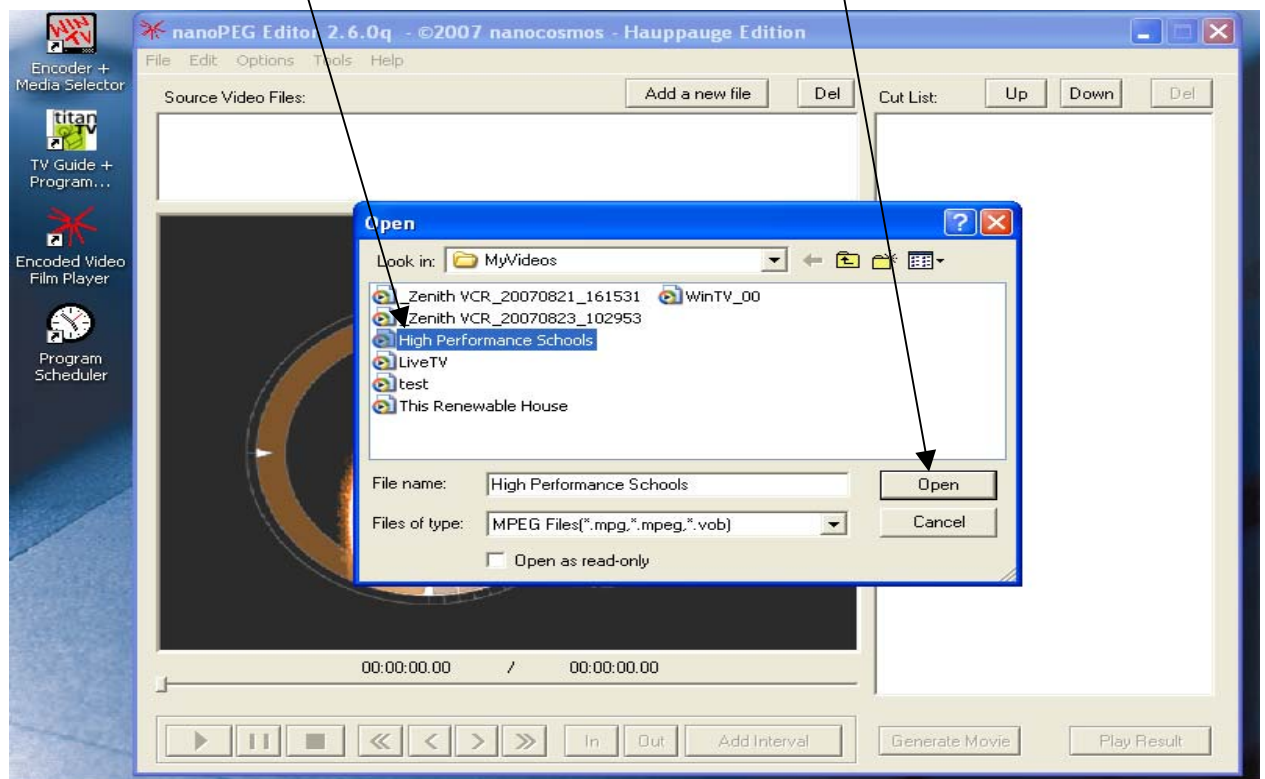


## Encoding VHS Tapes & DVDs

7) Once the Encoded Video File Player opens, select Add a New File.

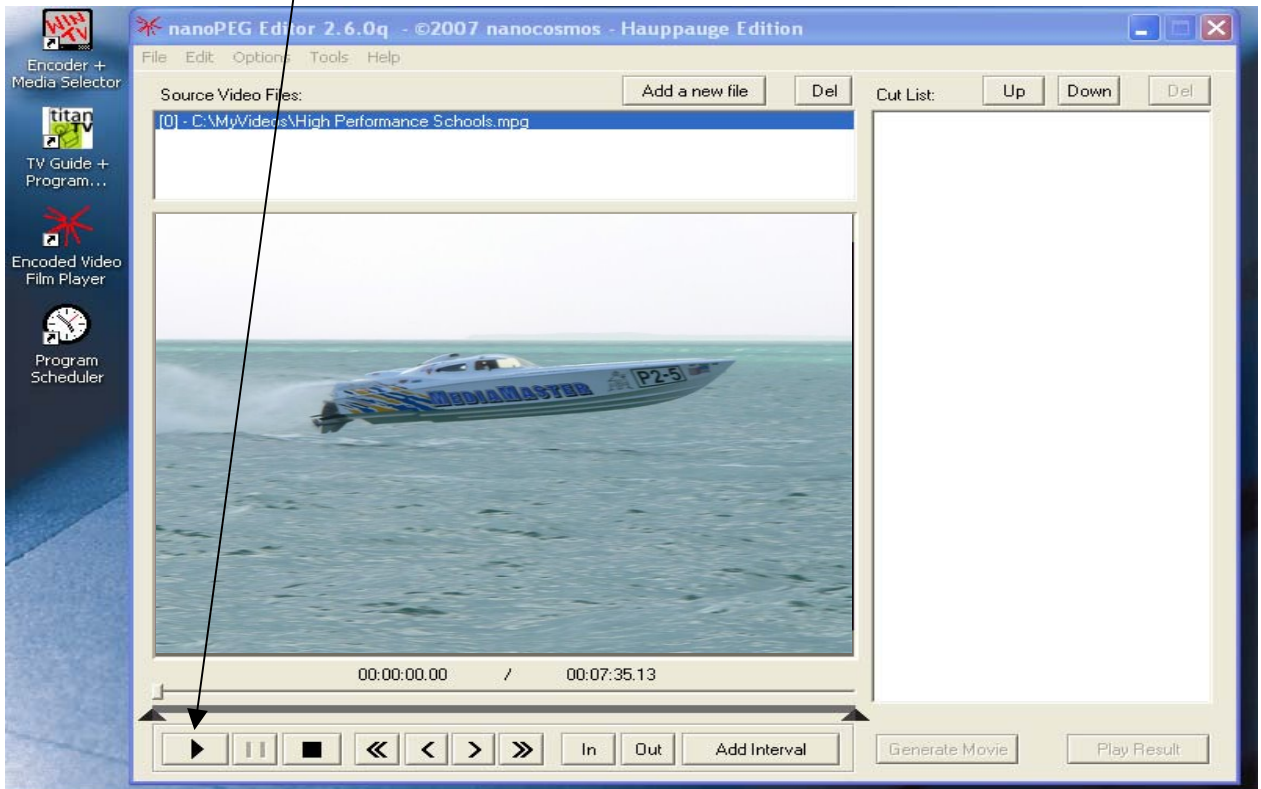


8) Select the Video you would like to play, then Open.



## Encoding VHS Tapes & DVDs

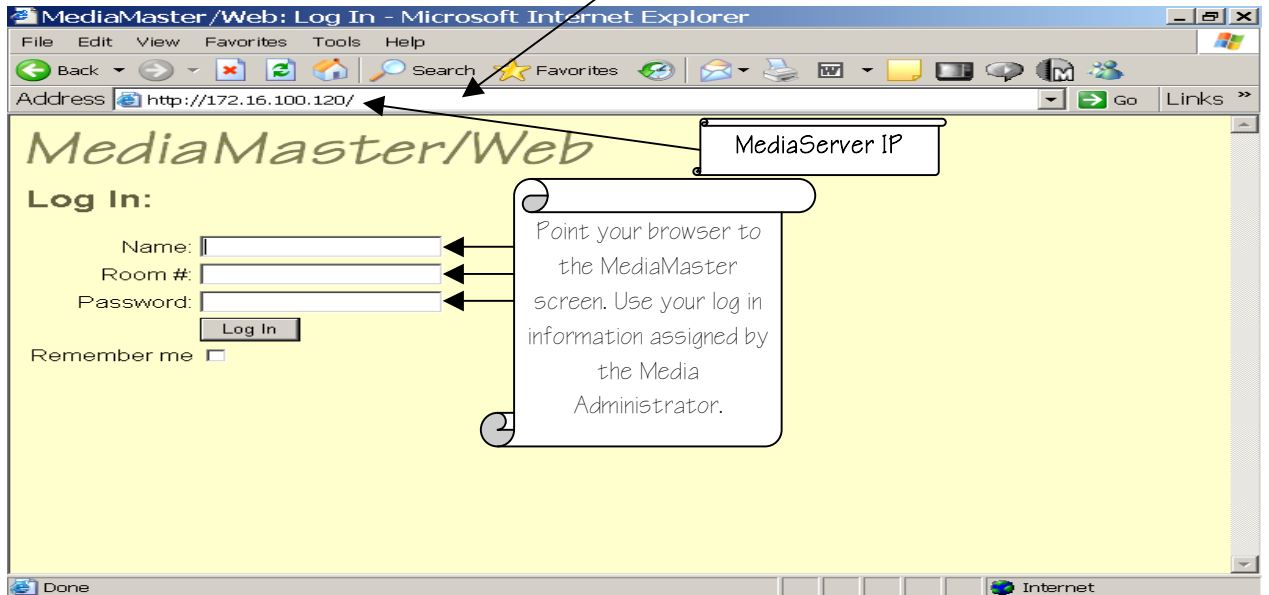
9) Select the Play button located at the bottom of the screen.



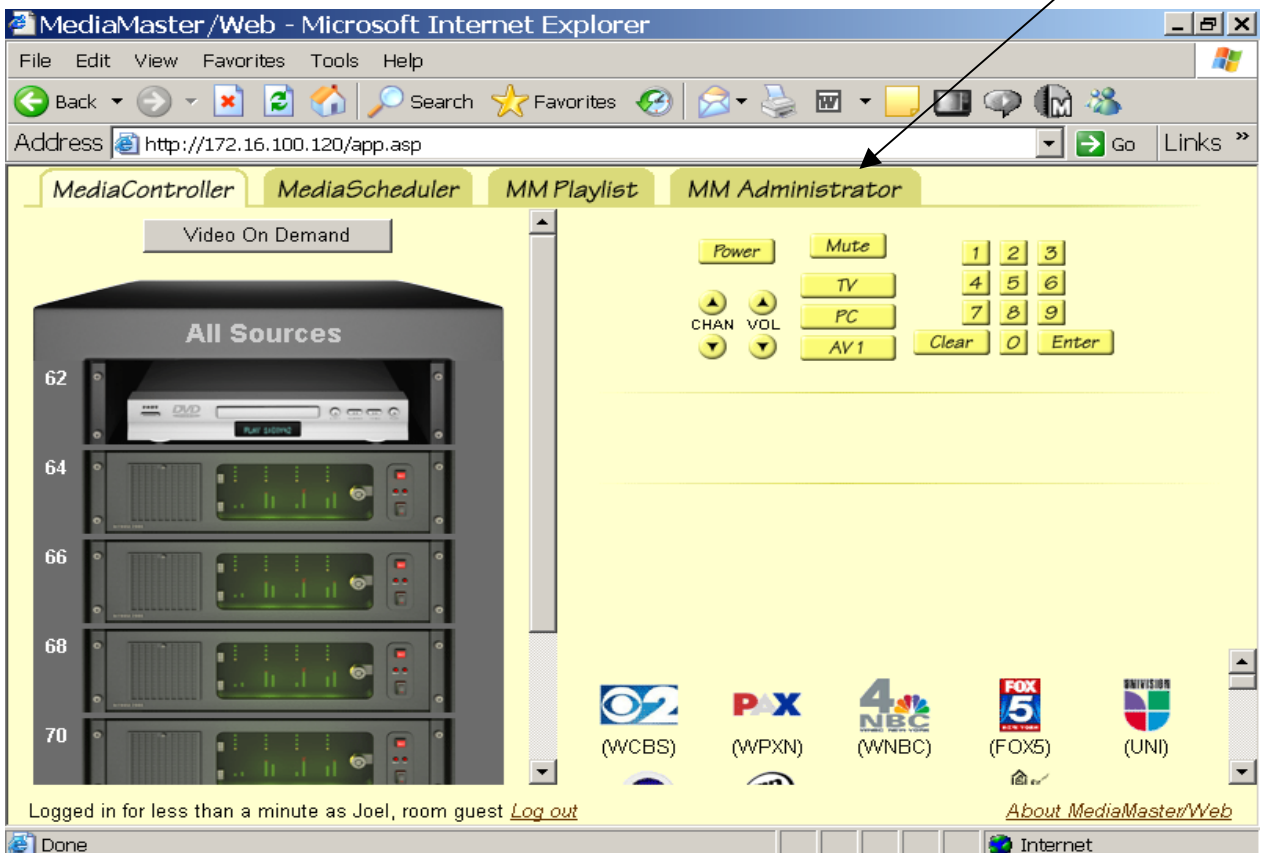
10) If you approve the encoding quality, Please proceed to next section, Transferring MPEG Files to the VOD Server.

## Transferring MPEG File to the VOD Server

- 1) Open your Internet browser. In the Web Address Bar type the IP Address of the MediaMaster Server. Please save this to your Favorites or create a Shortcut.

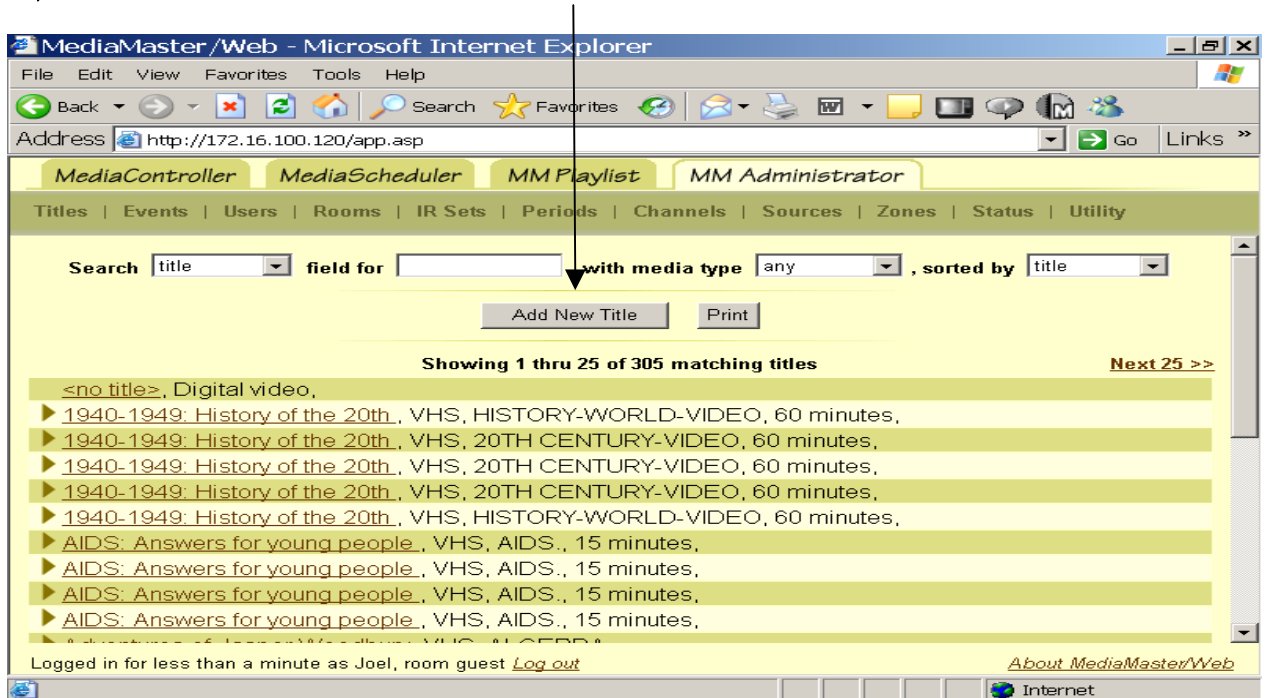


- 2) Once you are logged into MediaMaster please select the MM Administrator Tab.

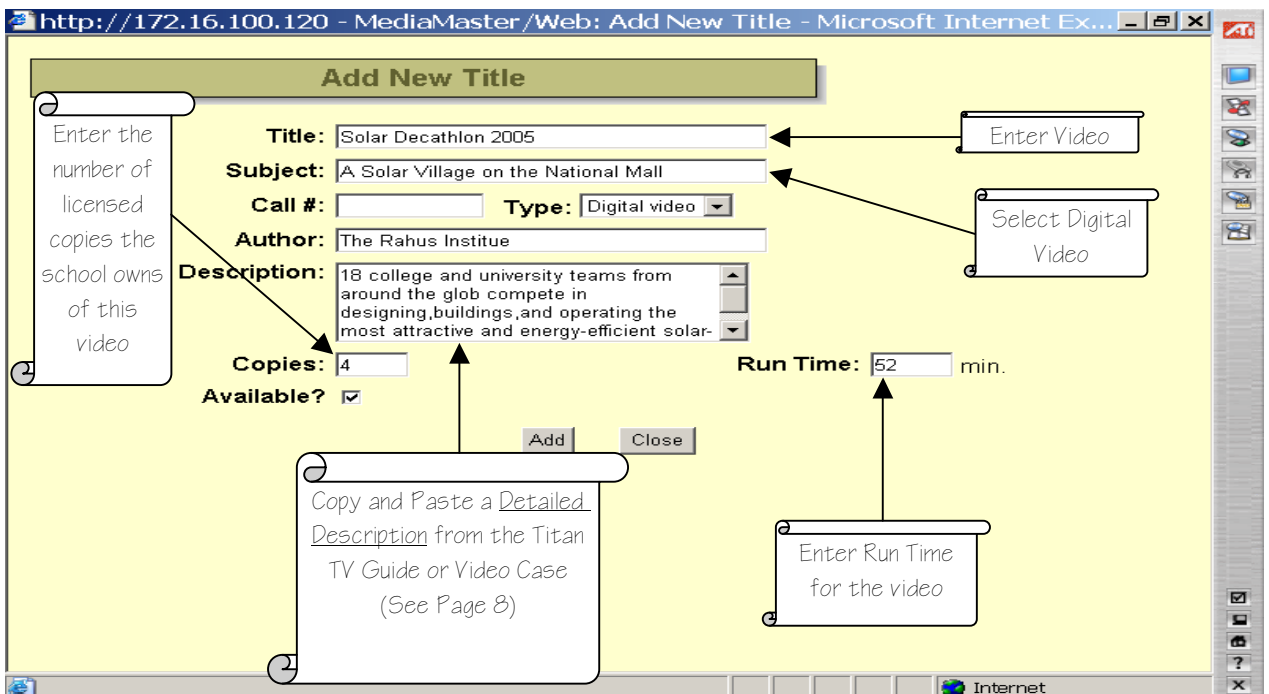


## Transferring MPEG File to the VOD Server

3) Select Titles, then select Add New Title



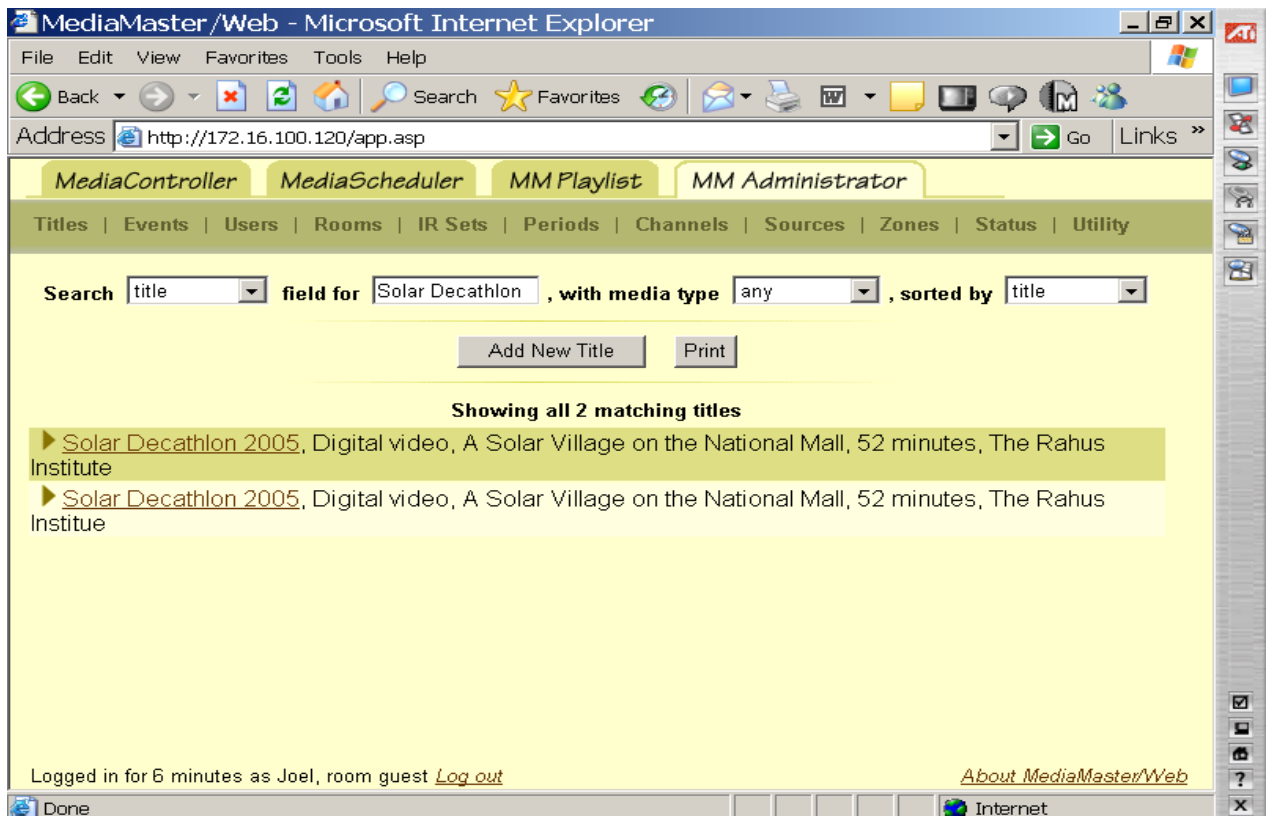
4) Add the Title of the selection including a Subject, Author and Description of video. Change Type to Digital Video. Once all information is complete select Add.



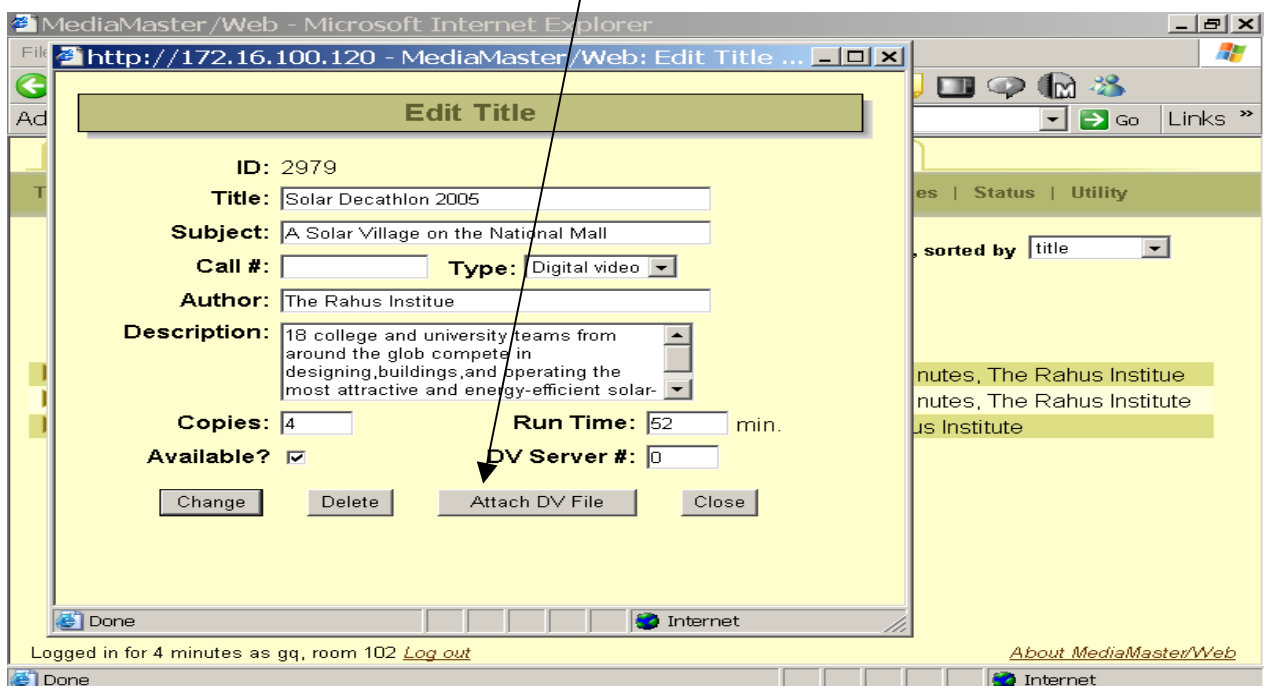
Remember, the better your description the easier for teachers to search.

## Transferring MPEG File to the VOD Server

- 5) Once the video is added select the new title you just entered.  
The Edit Title screen will open.



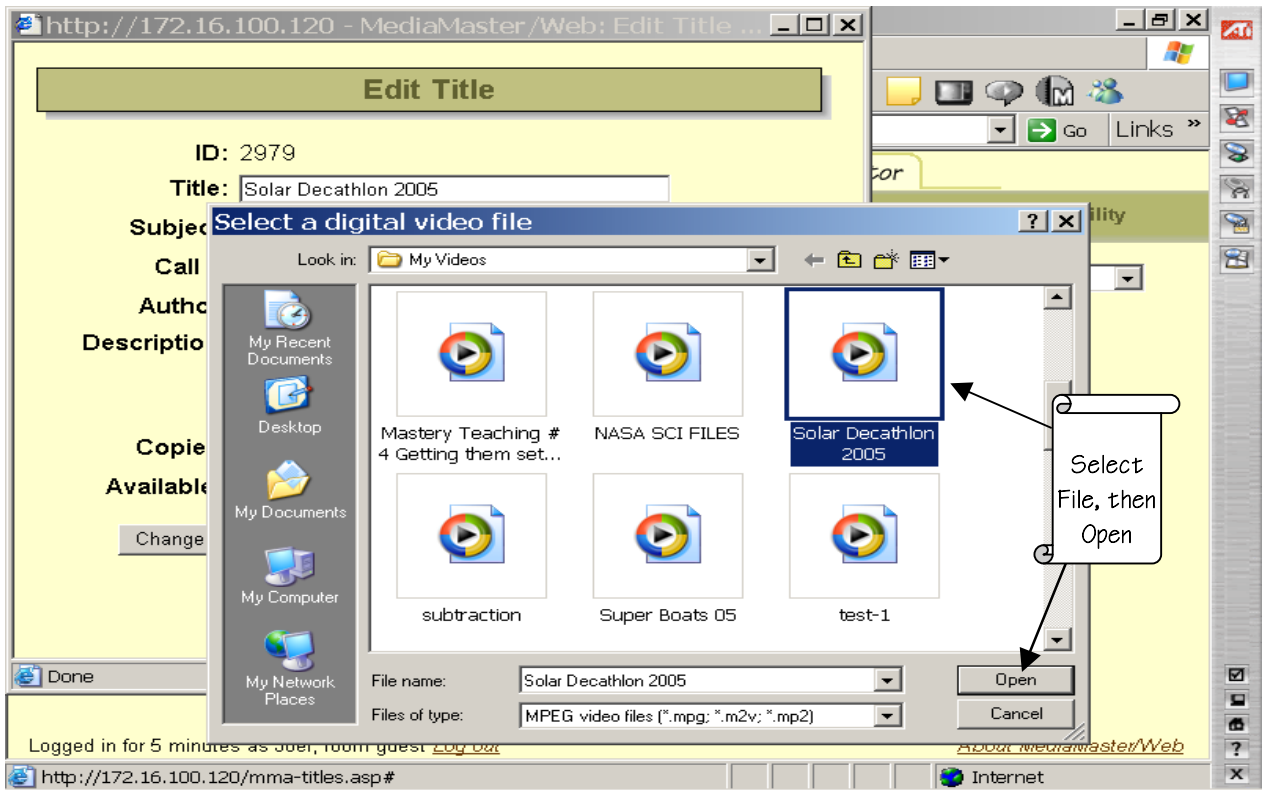
- 6) Once the Edit Title screen is open make sure all your information is entered correctly. Select the Attach DV File.



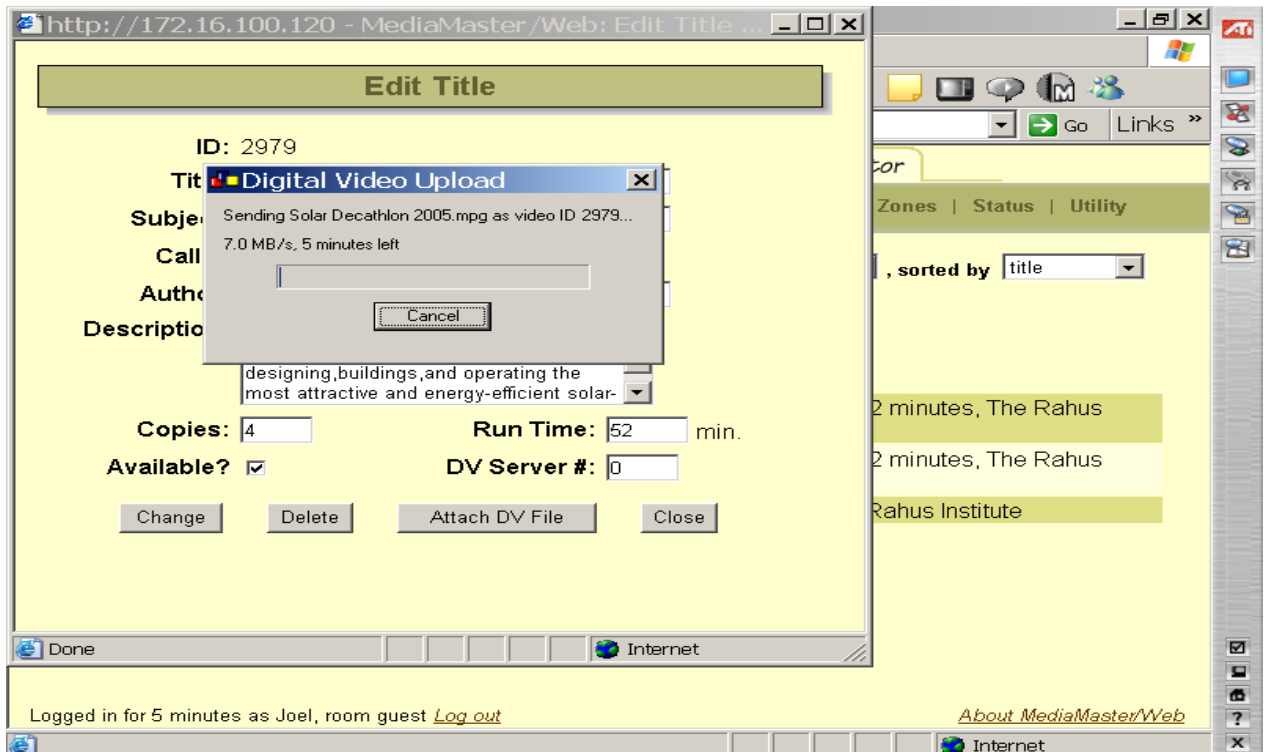


## Transferring MPEG File to the VOD Server

7) You then select the digitized Video you just encoded and select Open.

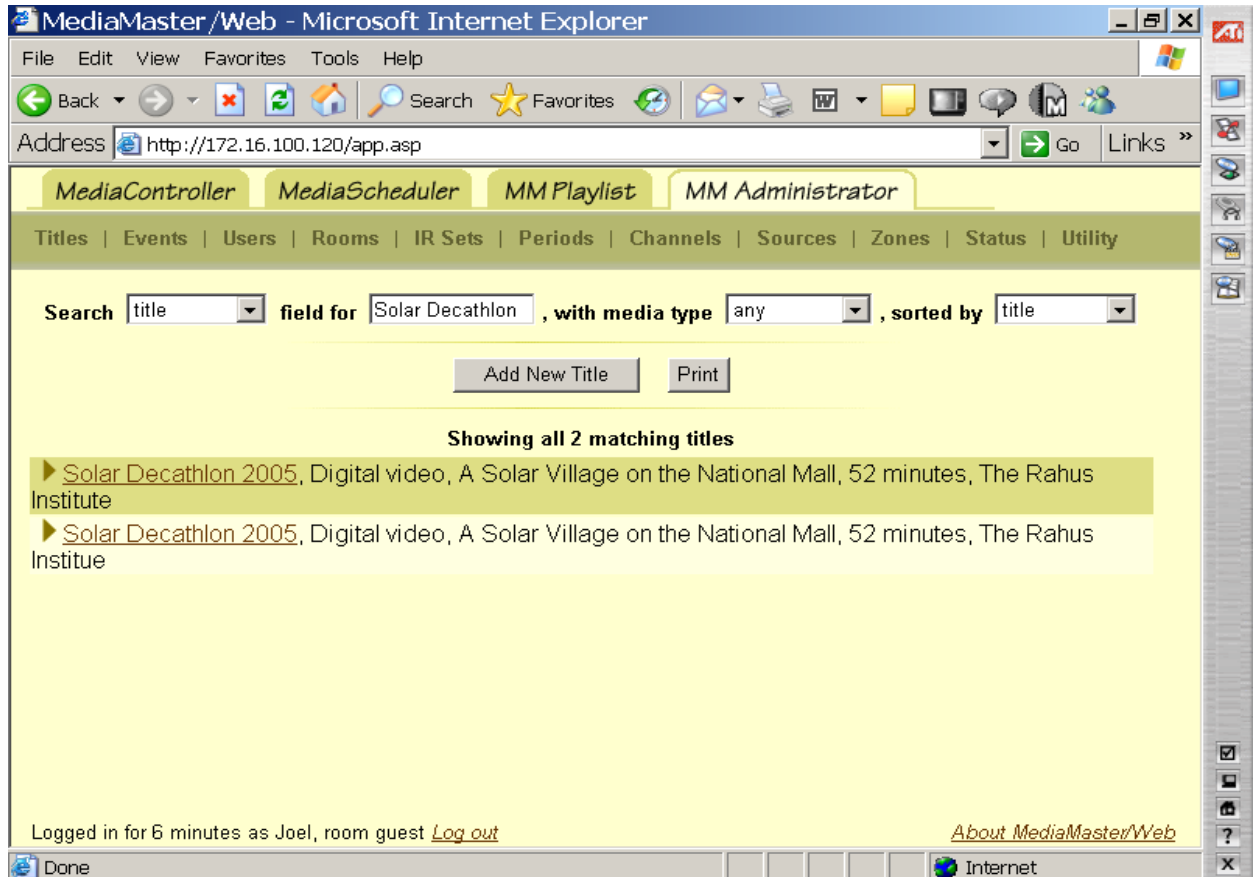


8) After you select open you will see a Digital Video Upload screen pop up.



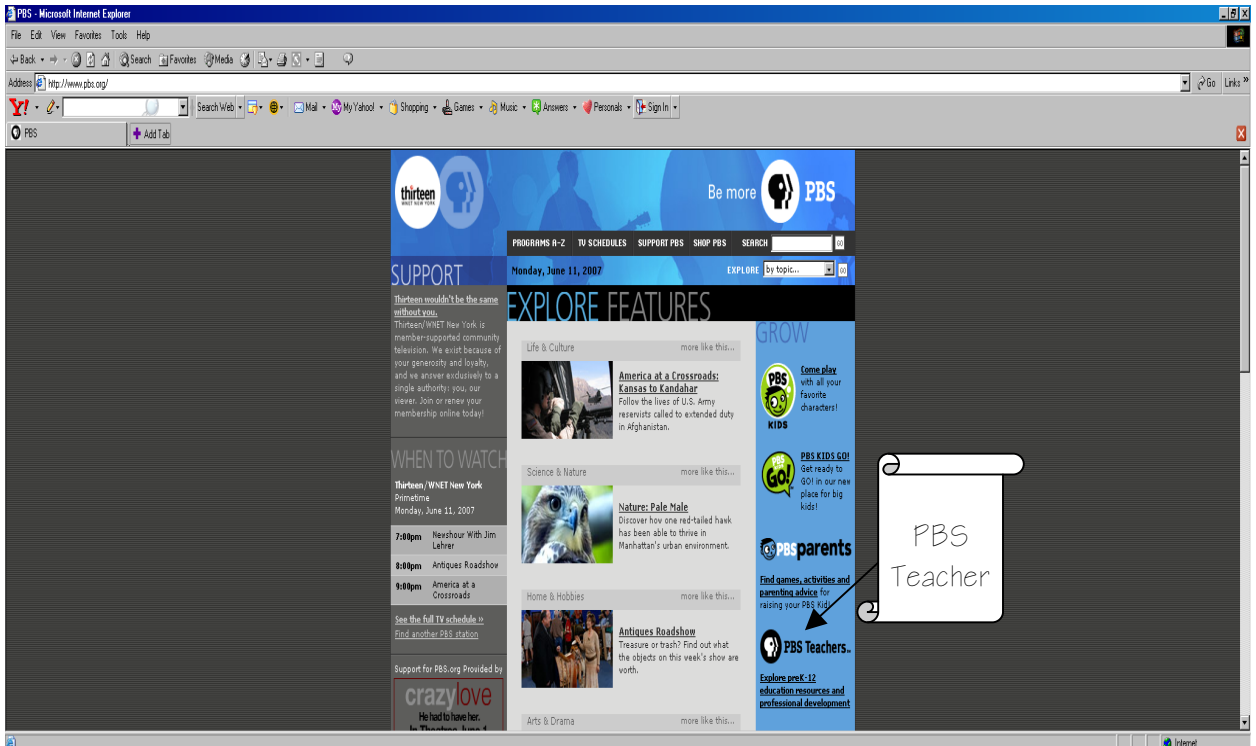
## Transferring MPEG File to the VOD Server

- 9) Once the Video is uploaded select Close on the Edit Title Screen. Congratulations, your video is now in the Media Title Data Base on the VOD Server!

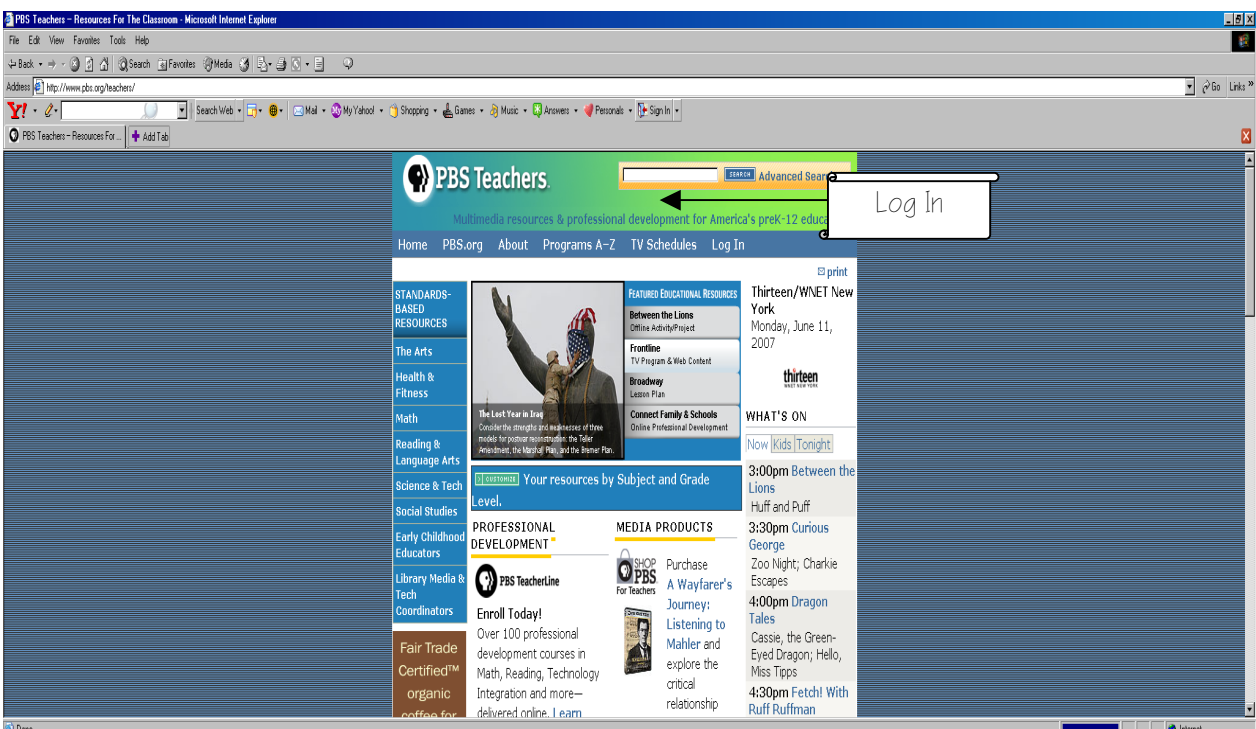


## Free Educational Content From PBS! An Outstanding Resource.

- 1) Log onto WWW.PBS.ORG, the select PBS Teachers.

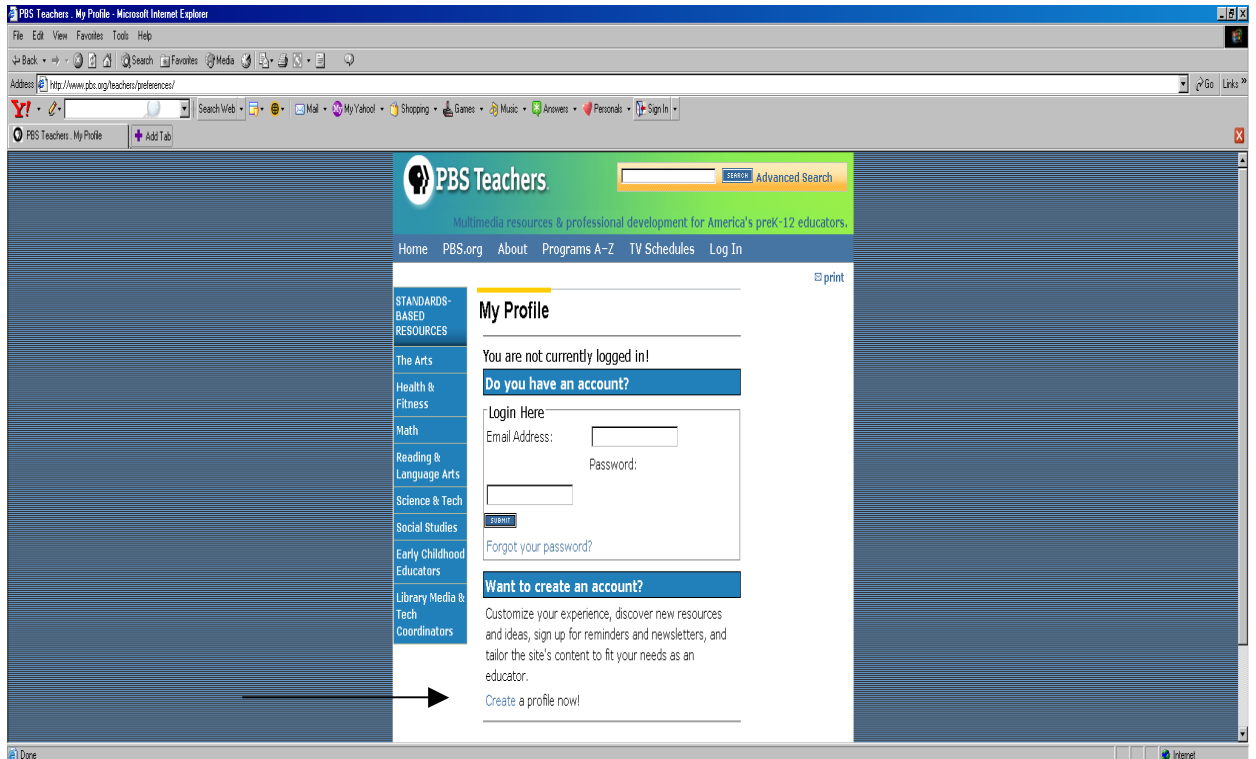


- 2) Once you are on the PBS Teachers page select the Log In Button at the top of the page.

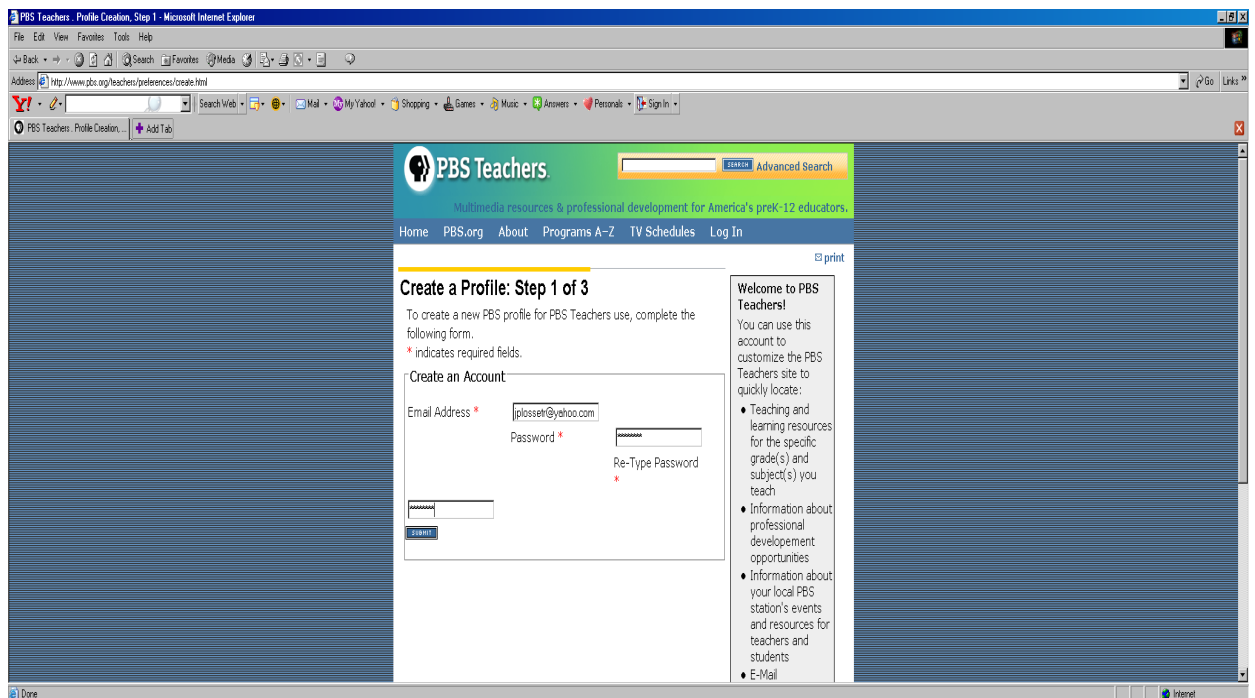


## Free Educational Content From PBS! An Outstanding Resource.

3) Once you have logged in select Create a New Profile.

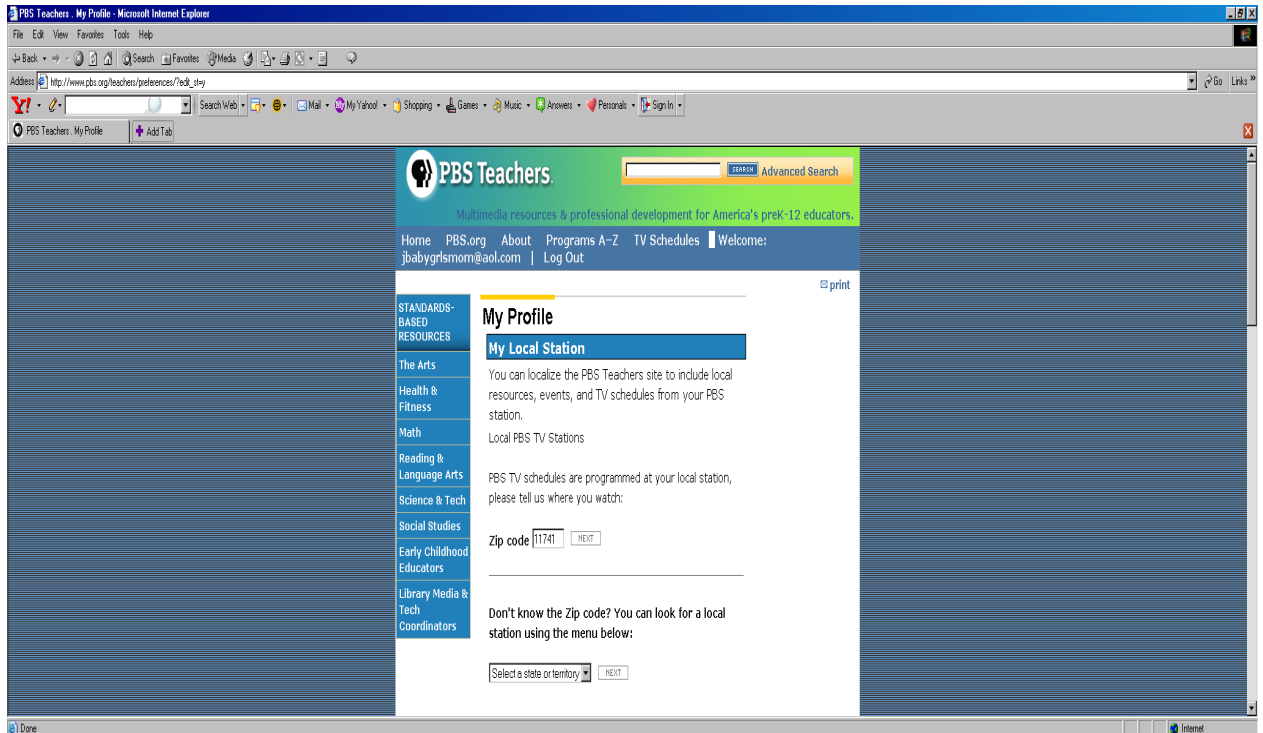


4) Provide your email address and password for your new account.

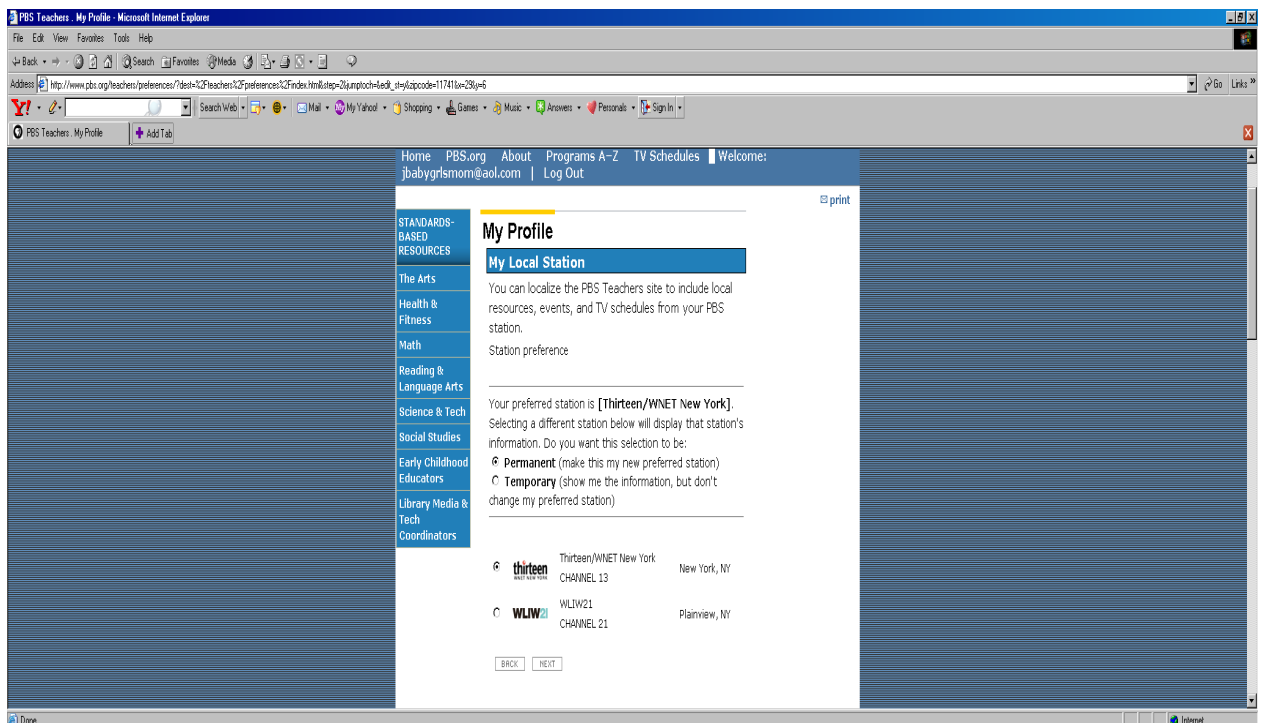


## Free Educational Content From PBS! An Outstanding Resource.

5) Provide the zip code of your area to receive the local channel listings



6) Select your preferred PBS channel.





## Free Educational Content From PBS! An Outstanding Resource.

7) Step 3 is to enter all your personal information, including your Name, Address, Job Title, Subjects and Grade Level you teach.

**thirteen** Thirteen/WNET New York

You can change/edit your selection if you do not wish to localize to this station.

### My Account Information

\* indicates required fields.

#### 1. Personal Information

First Name \*

Last Name \*

Home Address

City

State

Zip Code

Country

Yes, I would like to receive PBS mailings at this address.

#### 2. School Information

Job Title

#### 3. Subject & Grade

Customize your homepage features, newsletter content, TV highlights, and search parameters for your teaching specialties.

Primary Subject \*

Secondary Subject

Grade Range \* (Check all that apply)

All  PreK  K-2  3-5  6-8  9-12  Other

#### 4. Communication Preferences

Stay up-to-date with free, informative newsletters and catalogs from PBS Teachers, PBS TeacherLine, and Shop PBS for Teachers.

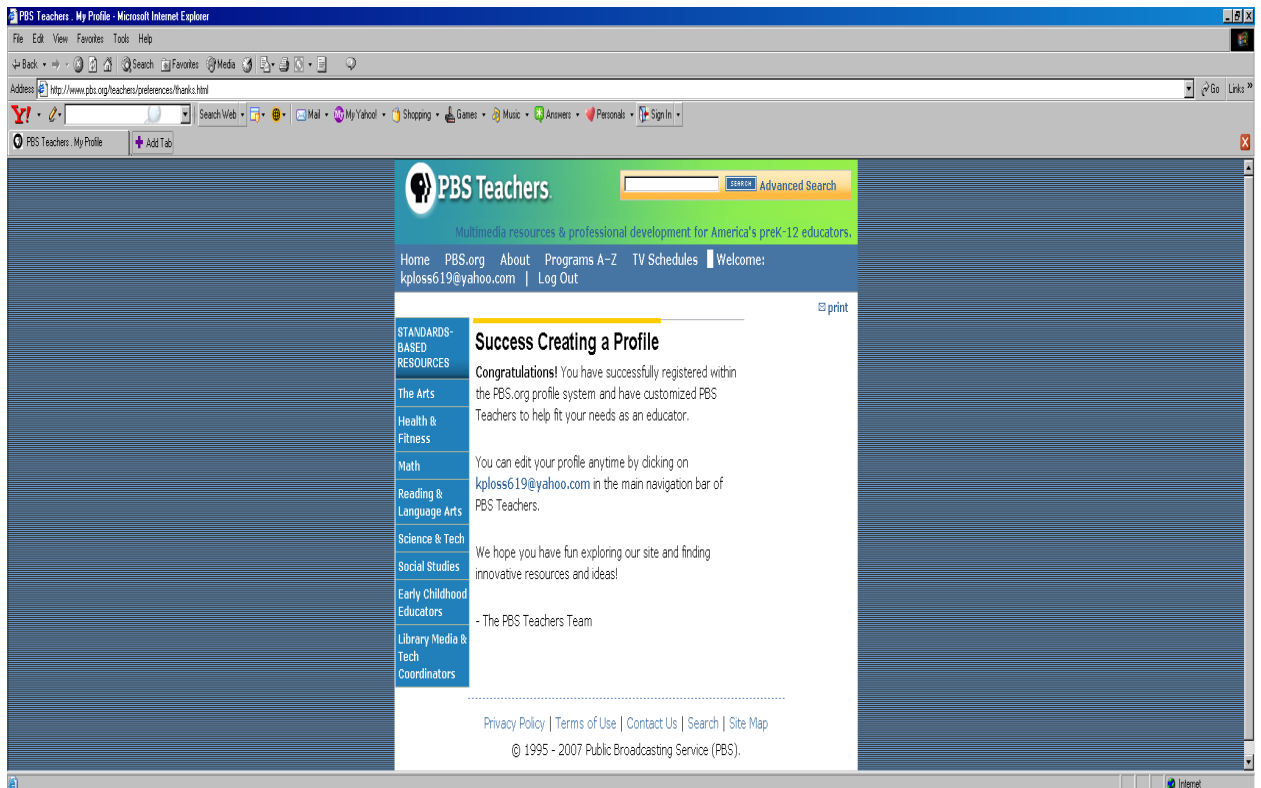
Yes, I would like to receive PBS Teachers weekly newsletter.

In:  HTML Format  Plain Text Format

Yes, I would like to receive occasional updates about new educational products from Shop PBS for Teachers.

*Free Educational Content From PBS! An Outstanding Resource.*

- 8) You will get a Congratulations notice to confirm you have successfully completed the PBS Teacher registration process!



*Free Educational Content From PBS! An Outstanding Resource.*

- 9) This is a sample letter that you will receive. Select a program and proceed to Encoding Broadcasts from your CATV Provider.

From: <teacherpreviews@pbs.org>  
To: You  
Sent: Friday, June 08, 2007 5:52 AM  
Subject: PBS Teacher Previews: June 10 - 16, 2007

\*\*\*\*\*  
PBS Teachers Newsletter: June 10 - 16, 2007  
\*\*\*\*\*  
Welcome to the PBS Teachers Newsletter, the weekly newsletter from PBS designed specifically for PreK-12 educators.

Save Time! Customize This Newsletter!  
Create a profile, <http://www.pbs.org/teachers/preferences/>, at PBS  
Teachers and identify your local PBS station, your subject area, and/or the grade level you teach.  
This will help us arrange newsletter content so that you see the most relevant information right away.  
The program times listed below are for PBS's national schedule and may not be accurate for your station. Please check your local station TV Schedules, <http://www.pbs.org/teachers/tvschedules/>, for the most accurate dates and times.

\*\*\*\*\*  
PBS IN EDUCATION  
\*\*\*\*\*

Celebration of Teaching and Learning Speeches Now Available Online  
Online  
K-2 / 3-5 / 6-8 / 9-12  
The annual Celebration of Teaching and Learning hosted by Thirteen/WNET and WLIW21 in March gave educators the chance to hear many high-caliber speakers. The speaking roster included education leaders such as U.S. Secretary of Education Margaret Spellings, Alan November and Mel Levine as well as "Meet the Press" moderator Tim Russert and Sesame Street's Elmo. More than five hours of free video from the conference, which also features a number of other speakers and panel discussions with some of the nation's foremost education experts and producers from public broadcasting, are now online.  
<http://www.thirteencelebration.org>

\*\*\*\*\*  
THE ARTS  
\*\*\*\*\*

Rhythm of My Soul: Kentucky Roots Music  
On-Air  
####  
Tuesday, June 12, 2007  
10 - 11:00 pm  
This film tells the story of country, gospel, mountain and bluegrass -- Kentucky roots music. With rare and historic film clips of Bill Monroe, Loretta Lynn and Ricky Skaggs, the film documents the music by featuring the people who live it. (CC, Stereo, 10-day fair use)

*Free Educational Content From PBS! An Outstanding Resource.*

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HEALTH AND FITNESS

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NOVA

Body Needs

Interactive/Online Activity

6-8 / 9-12

Find out what the human body needs to function at its best, and why.

<http://www.pbs.org/wgbh/nova/thin/needs.html>

Arthur

Supermarket Adventure

Interactive/Online Activity

PreK / K-2

Categorize food items by specific criteria in this interactive game. Help D.W. fill her shopping cart by identifying foods with added sugar, that need to be cooked, that are stored in a cupboard or that share other sorting attributes.

<http://pbskids.org/arthur/games/supermarket/>

\*\*\*\*\*

MATH

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Mathline

Math in the Park or City

Offline Activity/Project

8-Jun

Apply mathematics to buildings and landmarks around you.

Explore patterns and shapes of bricks, calculate the volume and weight of water in a fountain and figure out how to tell the height of a building from the length of its shadow.

<http://www.pbs.org/teachers/mathline/concepts/neighborhoodmath/activity2.shtm>

PBS Parents Guide to Early Math

Tickets Please

Interactive/Online Activity

PreK / K-2

Explore different number combinations that add up to the same number.

[http://www.pbs.org/parents/earlymath/grades\\_games\\_tickets.html](http://www.pbs.org/parents/earlymath/grades_games_tickets.html)

## Free Educational Content From PBS! An Outstanding Resource.

\*\*\*\*\*  
READING AND LANGUAGE ARTS  
\*\*\*\*\*

Do You Speak American?  
Communicative Choices and Linguistic Style  
Lesson Plan  
####

Investigate how different types of situations encourage the use of particular speech styles, and explore the benefits of abiding by or consequences for violating these norms. Develop an understanding of the relationship between language and culture.

<http://www.pbs.org/speak/education/curriculum/high/style>

The Amazing Colossal Adventures of WordGirl  
Writing a Diary Entry in Person  
Lesson Plan  
K-2 / 3-5

Explore writing "a persona" by creating a diary entry as if you were Captain Huggy Face, telling about a day in his life and how he feels about it.

[http://pbskids.org/wordgirl/parentsandteachers/pt\\_lessonplans.html](http://pbskids.org/wordgirl/parentsandteachers/pt_lessonplans.html)

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SCIENCE AND TECH  
\*\*\*\*\*

Nature  
Pale Male  
On-Air & Online  
####  
Sunday, June 10, 2007

8 - 9:00 pm  
This program tells the remarkable story of the bold and daring red-tailed hawk that took up residence in the heart of Manhattan in the early 1990s. Defying the odds, he mated and established a family of hawks whose presence remains one of the modern-day wonders of the Big Apple. (CC, Stereo, DVI, 1 year)

Download our screensaver and watch Pale Male swoop across your desktop.

<http://www.pbs.org/nature/palemale>

NOVA  
Jewel of the Earth  
On-Air & Online  
####  
Tuesday, June 12, 2007  
8 - 9:00 pm

Join host David Attenborough for an exploration of the remarkable time capsule of ancient life preserved in fossilized tree resin or amber. (CC, Stereo, DVI, 1 year)

Download our teacher's guide in which students set sticky traps to collect organisms and then identify and classify the organisms they find.

<http://www.pbs.org/nova/jewel>



*Free Educational Content From PBS! An Outstanding Resource.*

Secrets of the Dead

Killer Flu

On-Air & Online

####

Wednesday, June 13, 2007

8 - 9:00 pm

This program follows scientists, led by Jeffrey Taubenberger, who have been seeking to learn where the 1918 flu virus came from and what made it so deadly. (CC, Stereo, 1 year)

Learn the details about the culprit behind the killer flu of 1918 and why it may become a new threat. Explore our interactive "Caught the Flu?" to find out what a virus is and how viral infections can be so easily spread.

[http://www.pbs.org/wnet/secrets/case\\_killerflu](http://www.pbs.org/wnet/secrets/case_killerflu)

NOVA scienceNOW

Online

####

NOVA would love your feedback. Please take our online survey and answer a few questions about your work as a science educator and about the series NOVA scienceNOW.

<http://www.zoomerang.com/recipient/survey-intro.zgi?p=WEB226GS39VXFK>

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SOCIAL STUDIES

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America at a Crossroads

Kansas to Kandahar

On-Air & Online

####

Monday, June 11, 2007

9 - 10:30 pm

This film explores the experiences and emotions of a Chinook helicopter unit from suburban Kansas City in their one-year deployment as they first serve in Pakistan -- providing humanitarian relief following the devastating 2005 earthquake and then as they travel to the war zone in Afghanistan. (CC, Stereo, DVI, in perpetuity)

Explore the events that shaped the modern middle-east using our online interactive timeline map.

<http://www.pbs.org/crossroads>

Frontline

The Lost Year in Iraq

On-Air & Online

####

Tuesday, June 12, 2007

9 - 10:00 pm

In the aftermath of Saddam Hussein's fall, a group of Americans, led by Ambassador L. Paul Bremer III, set off to Baghdad to build a new nation. One year later, they left behind lawlessness, insurgency, economic collapse, death and destruction. This program follows the early efforts of this group -- and how along the way they became hardened to the realities of post-war Iraq. (CC, Stereo, DVI, 1 year)

Download our lesson plan in which students analyze a series of political cartoons about Paul Bremer and the reconstruction of Iraq.

<http://www.pbs.org/wgbh/pages/frontline/yeariniraq/>

## *Free Educational Content From PBS! An Outstanding Resource.*

State Legislature

On-Air

####

Wednesday, June 13, 2007

9:00 pm - 12:45 am

This film by Fred Wiseman reveals the inner workings of the Idaho State Legislature. Tune in for a look at how this western state with a relatively small population raises and allocates funds and determines policies for the police, prisons, courts, schools, welfare system and all other services the state provides for its citizens. (CC, Stereo, 1 year)

NOW

On-Air & Online

####

Friday, June 15, 2007

8:30 - 9:00 pm

Through documentary segments and interviews with original thinkers, "NOW" goes beyond the noisy churn of the news cycle and gives you the context to explore your relationship with the larger world. (CC, Stereo, 1 year)

Tell us what you think in our online weekly poll; how worried are you about a disease outbreak or other public health emergency?

<http://www.pbs.org/now>

Bill Moyers Journal

On-Air & Online

####

Friday, June 15, 2007

9 - 10:00 pm

This weekly public affairs series features interviews and news analysis on a wide range of subjects, including politics, arts and culture, the media, the economy and issues facing democracy. (CC, Stereo, 1 year)

Joan Claybrook, president of Public Citizen, asks you to share your thoughts about the corrupting influence of big-money congressional lobbyists.

<http://www.pbs.org/moyers>

Online NewsHour EXTRA

President Pressures Sudan with Sanctions

Online

6-8 / 9-12

Demanding that Sudan stop the genocide in the troubled Darfur region, President Bush rolled out new sanctions against the African country.

[http://www.pbs.org/newshour/extra/features/jan-june07/sudan\\_5-31.html](http://www.pbs.org/newshour/extra/features/jan-june07/sudan_5-31.html)

WHYY

Radio Times on TV with Marty Moss-Coane

WHYY-FM's "Radio Times," one of the most respected weekday interview programs on regional radio, is now a television program -- "Radio Times on TV with Marty Moss-Coane." You can listen to the show online at the companion Web site.

<http://www.whyy.org/tv12/radiotimestv.html>

*Free Educational Content From PBS! An Outstanding Resource.*

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PBS BLOGS

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Media Infusion  
Mathematical Problem Solving: A Journey toward Meaning  
Online  
K-2 / 3-5 / 6-8 / 9-12

Elementary school math teacher Cindy Newton offers up numerous multimedia resources that will help students go beyond simple memorization and understand the real-world applications of math.

<http://www.pbs.org/teachers/mediainfusion>

Learning.now with Andy Carvin

Olivia's Letters

Online

3-5 / 6-8 / 9-12

News coverage about a middle school student victimized by online and offline bullying has prompted a grassroots solidarity campaign. She's received over 1,400 letters of support so far and it's serving as a teachable moment that no school should ignore.

[http://www.pbs.org/teachers/learning.now/2007/06/olivias\\_letters\\_1.html](http://www.pbs.org/teachers/learning.now/2007/06/olivias_letters_1.html)

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PBS PARENTS

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What are Teens and Tweens Doing Online?

Online

PreK / K-2

Anastasia Goldstein, author of "Totally Wired: What Teens and Tweens are REALLY Doing Online" is taking your questions on the online habits of tweens and teens.

<http://www.pbs.org/parents/experts/>

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