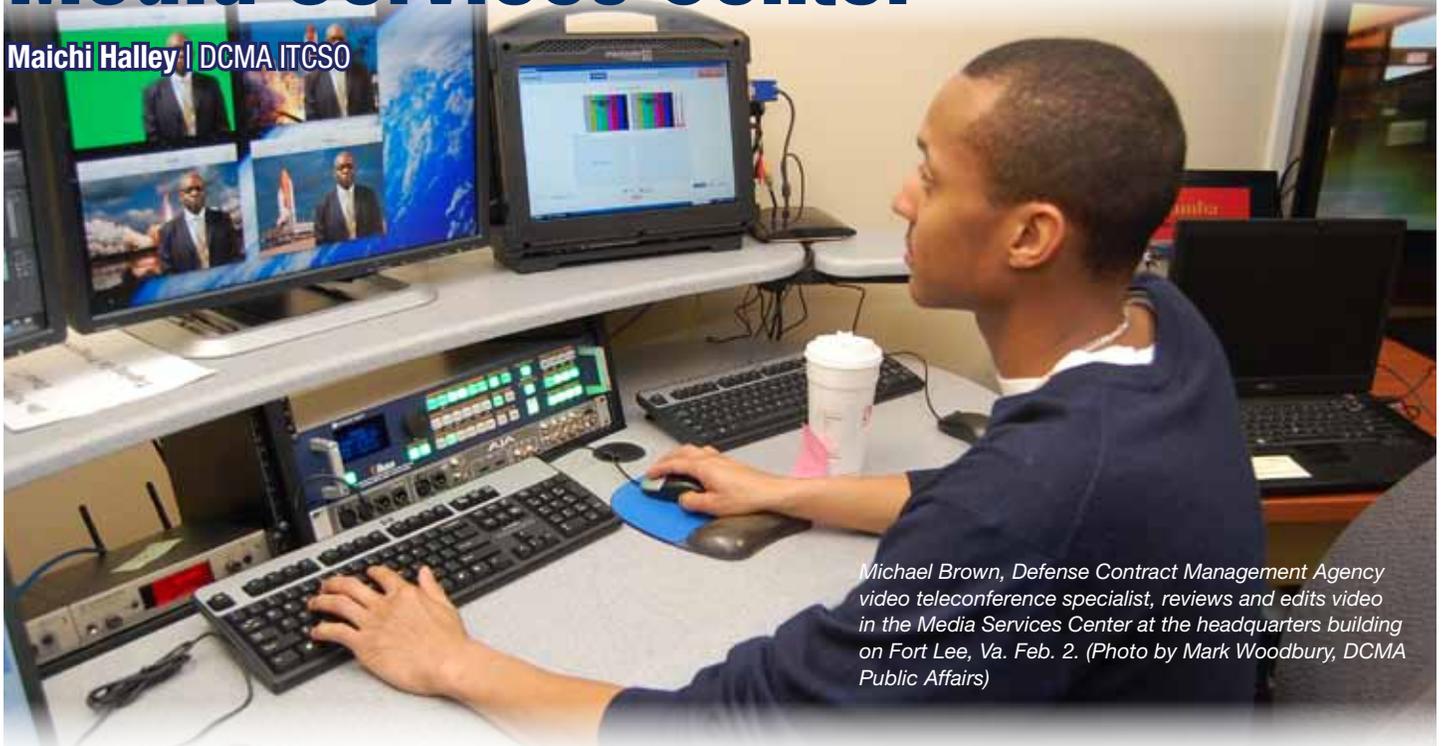


Agency headquarters introduces Media Services Center

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Michael Brown, Defense Contract Management Agency video teleconference specialist, reviews and edits video in the Media Services Center at the headquarters building on Fort Lee, Va. Feb. 2. (Photo by Mark Woodbury, DCMA Public Affairs)

The Defense Contract Management Agency headquarters marked the opening of its Media Services Center with an official ribbon cutting

ceremony Feb. 2 officiated by Director Charlie E. Williams, Jr.

The DCMA Media Services Center, which is available during normal business hours to all DCMA employees, is an all-in-one, full production studio that will facilitate communication within the agency by supporting distance learning, demos, training, and other informational or promotional electronic media broadcasts.

The studio supports up to three cameras with teleprompters, an editing suite with software, a lighting system and a green screen. Its professional video production, editing and post-production equipment allows DCMA employees to produce media content and broadcast it live, either on televisions located throughout DCMA buildings or streaming directly to the desktops of all employees within the internal DCMA network.

Lorenzo Carter, Director of DCMA IT-I, Field Services first envisioned the DCMA Media Services Center, because, as he explained, “Before, we didn’t have the infrastructure for a proper flow of information. By the time (messages from leadership) got down (to DCMA employees), they were often watered down or changed. We wanted to create a medium where we could train and speak to the masses at one time. This is an efficient vehicle for one-to-many communication. We are reaching everyone and engaging everyone at once.”

The technology also enables two-way communication and interactivity. Previously, during meetings, participants might

have been hesitant to ask questions in front of a large group. With the new technology, participants will now have the ability to ask questions anonymously via a chat box, which are fielded by a moderator who then addresses those questions. This way, rather than having to raise their hands and speak, questions can be asked and answered one-on-one.

These new one-to-many, interactive broadcasting capabilities make the studio an effective tool for leadership such as the director, the chief operations officer, contract management office commanders, and executive staff, as it gives them the ability to speak live to the entire agency. The executive director can present agency-level All-Hands Meeting to each and every employee, for instance, without everyone being physically present in a room. Furthermore, the presentations are recorded so that leadership messages are automatically archived for future reference.

Anyone who would like to use the studio can come to the DCMA headquarters and work with the on-location staff of IT employees who facilitate production and run the center. To request studio time, submit an IT Service Center ticket stating the purpose to use the studio and the proposed time.

“We can now do something very exciting here. This fills the void of reaching everyone quickly, removing the filters, and providing more feedback,” said Carter. “This has a tremendous amount of potential, especially when we’re broadcasting right within our network ... and with its predicted success, we hope for future expansion.” 