

## Managed Media Services

# Federal Agency Makes Impact Through Video Production and Content Distribution



As one of the largest agencies within the federal government which employs over 65,000 workers across the United States, it includes 10 regional offices, 8 processing centers, approximately 1300 field offices, and 37 Teleservice Centers. Due to its size, multiple divisions and many operations, the agency needed an effective, secure, yet easy-to-use means to distribute video communications and internal messaging for its employees in all 50 states and US territories such as Puerto Rico, Guam, and others.

## THE CHALLENGE — DISSEMINATE SECURELY COMMUNICATIONS MESSAGING USING DIGITAL MEDIA CONTENT

The agency's expansive headcount and number of locations pose numerous challenges for internal communication.

Federal agencies must ensure their communications are kept secure across geographically dispersed offices without compromising performance. The agency faced the challenge of having to integrate disparate video communication solutions and user interfaces, in order to enable employees (and other key stakeholders) to collaborate remotely. Additionally, the public needed to be able to view content regardless of their location, or device type (i.e. conference room, desktop, or mobile device, 508 compliance with captioning.) With officials around the country participating via video, geography added another logistic challenge. The demand from users created new requirements such as providing up to the minute information specific to geographic offices. The agency was about to embark on a new age in internal video communications and they sought a partner who could help build and manage a new video communications infrastructure.

Agencies are able to focus on the message they want to communicate to employees and stakeholders, rather than the logistics of managing and mastering the video technology.

### THE SOLUTION — YORKTEL MEDIA SERVICES AND EVENT PRODUCTION SERVICES

In order to reduce travel costs and time, spread a consistent message to all employees directly, and create a more intimate face-to-face environment, the agency turned to Yorktel's Managed Services for Media. Yorktel Media Services, the division of Yorktel dedicated to event production, video and digital media production, and global broadcast distribution, developed a solution to help the agency lower costs while improving its capacity to reach all of its employees concurrently with a new video production studio and distribution platform.

Through Yorktel's managed media services offering, the agency took advantage of professional event management and production services and created:

1. Video Broadcast & Monitoring system
  - 1700 locations
  - 2500 rooms
  - 7 broadcast studios in Baltimore (3), Seattle, Kansas City, Dallas, and Atlanta.
2. Broadcast communications for the Office of Learning consisting of training courses
  - The agency used to fly people in for training; now trainings are conducted through the use of the broadcast network
3. SSTV & HQTV

Each office has (2) 46" monitors, which help to deliver the agency experience to end users in different geographic offices. Content can be adjusted based on the geographic locations such as weather information, and specialized language specific content.

Yorktel's Media Services team provided all equipment, on-site personnel, design, maintenance, and help desk operations while incorporating the new video communications technology.

Yorktel's Media Services team continues to operate all equipment and provide onsite staff to:

1. Create content
2. Operate production equipment including cameras, audio, lighting, staging and management
3. Distribute securely through webcasting, videoconference, SSTV, and HGTV

Over 50 media services onsite employees include:

- Content developers
- Videographers
- Audio technicians
- Graphic designers
- Senior broadcast engineers
- Live broadcast captioners
- Editors

Through Yorktel's managed media services offering, the federal agency leverages the media services experts to support their events and production services, turn-key without limits.



## YORKTEL CASE STUDY: FEDERAL GOVERNMENT

Yorktel Media Services built and operates a state-of-the-art video production facility creating multipurpose digital media content to support the agency's video communications programs and initiatives.

### THE RESULT — VIDEO COMMUNICATIONS REACHING 65,000 END USERS

The agency is now able to focus on the message it wanted to communicate to its employees, shareholders, and the public audience, instead of the complexities of implementing integrated, secure video. As a result, approximately 65,000 end users can all communicate directly with headquarters in an enhanced user experience. The solution not only saves time and money but it updates and conveys the agency's message in a more effective and timely manner.

### ABOUT YORKTEL MEDIA SERVICES

Yorktel's award-winning Media Services division provides a full suite of professional media and event production services. From concept to completion, script to screen, Yorktel's production services enable clients to effectively communicate their message, program, and vision to the intended audience, in the room or around the world.

Yorktel's Media Services team is comprised of award-winning television, film, and digital media professionals whose work has been for or aired on A&E, ABC, BET, Bloomberg, CBS, CNBC, CNN, Discovery, Disney, ESPN, FOX, HBO, History Channel, MSNBC, MTV, NBC, PBS, Pentagon Channel, Reuters, TV One.

Trusted by executives at leading *Fortune* 500 companies and Federal Government agencies, Yorktel has built its reputation on consistently delivering productions on time and on budget while meeting the highest broadcast quality standards.



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