

INSTRUCTIONAL MEDIA CENTER (IMC) STREAMING MEDIA PROCEDURE

About Streaming Media

Streaming refers to the process of electronically distributing digital content over a network. The streaming process sends audio and video media, which is stored on a server to a remote workstation. Users may view the media files as soon as the data is delivered from the streaming server. Using streaming media, instructors can schedule viewing of a media title “on demand,” thereby eliminating the need for traditional video playback equipment to be physically delivered to the classroom.

Advantages of Streaming Media

- Quick access – users can play the content almost immediately at their scheduled time.
- No video playback equipment (e.g., television, VCR, DVD player) is required.
- Users are not required to download files or install software.
- There is no local copy, so content cannot be saved and distributed without authorization.
- Media titles can be scheduled for back-to-back viewing, allowing greater access to audio-visual resources (especially for high usage titles).

Disadvantages of Streaming Media

- The file is not available offline (i.e., a file cannot be saved and played later).
- An internet/network connection and a computer are required to view the file.
- Availability and quality of the streaming file is dependent on the network*

** Network speeds may vary; Network problems may cause streaming media to be unavailable. Information Services NOT the IMC is responsible for the district network.*

IMC Streaming Media Services

The IMC is responsible for the digitization and electronic delivery of selected media to the classroom, including video and audio on demand. The Instructional Media Center streams media in several formats based on the type and application of the audio-visual content. For more information on streaming formats please contact Multimedia Operations Specialist at 951-222-8883.

Available Titles

Media titles available for streaming can be found on the library’s web site at <http://library.rcc.edu>. A list of streaming materials can be found under “Newly Acquired Materials” or “Streaming Media.”

Media titles are added to the streaming materials list based on their usage rate in the classroom and the availability of digital rights. In the interest of *Copyright Law* (Title 17, United States Code), every attempt is made to secure licensing or permission from the rights holder before media content is digitized and streamed to the classroom. Digital rights for streaming media are often classified as either synchronous or asynchronous depending on the method of delivery. Synchronous digital rights allow the media to be streamed to a specific location at a specific, previously scheduled time. Asynchronous digital rights allow the media to be made available for at-will streaming at any time to a variety of locations. This list of titles will be expanding as the necessary licensing and permission for streaming is obtained from the copyright holders. Please check this list periodically for newly added titles.

In order to find out whether a specific video title is available for streaming, go to the “Library Catalog” at <http://library.rcc.edu> and do either a “Title” or “Keyword” search (you can further limit your search by selecting “Video;Slide” as the “Material Type”). Once you have located the video look for a note that states, “Streaming media rights for synchronous delivery to the classroom” or “Streaming media rights for asynchronous delivery to the classroom/Digital Library.” If the video description contains either of these notes, then the video can be requested in streaming format.

Working in concert with all of the college librarians, the Network & Multimedia Librarian is responsible for the development of the streaming media offerings. Faculty members are considered subject specialists and are encouraged to recommend titles for streaming that are routinely used in the classroom. Faculty may submit their recommendations by completing an “Audiovisual Material Request” Form for each title (forms are available at the reference desk of all district libraries).

Requirements

The following hardware is required for accessing and viewing streaming media in the classroom:

- Connection to the district network;
- A computer workstation or laptop capable of connecting to an LCD projector;
- An LCD projector and a projection screen;
- Speakers/audio reinforcement.

The streaming media standard for the district requires Windows Media Player; however, depending on the type and application of the streaming content, additional software may be required. Contact the Multimedia Operations Specialist at 951-222-8883 on the Riverside Campus for more information regarding software requirements.

Locations

The IMC can deliver streaming media to any classroom on the Riverside, Moreno Valley, and Norco campuses with a network connection, an LCD projector and screen, and audio reinforcement installed. Please refer to the table below for a list of rooms equipped for streaming. This list will be regularly updated as locations are added.

Streaming Locations for Riverside Campus*

Digital Library/Learning Resource Center	
Rm. 121 (Auditorium) Rm. 108 (Multimedia Classroom) Rm. 409 (Telemeeting Room)	
Life Sciences	
Rm. 201 Rm. 202 Rm. 208	
Martin Luther King, Jr. Teaching & Learning Center	
Rm. 113	Rm. 305
Rm. 124	Rm. 306
Rm. 220	Rm. 307
Rm. 221	
Stover Music Hall	
Rm. 100	

Streaming Locations for Moreno Valley Campus*

Library		
Rm. 120	Rm. 130	
Rm. 123	Rm. 131	
Rm. 124	Rm. 136	
Humanities		
Rm. 104	Rm. 209	Rm. 324
Rm. 105	Rm. 210	Rm. 333
Rm. 106	Rm. 211	Rm. 336
Rm. 129	Rm. 221	Rm. 337
Rm. 205	Rm. 322	Rm. 338
Rm. 207	Rm. 323	
Student Services		
Rm. 101 Rm. 109 Rm. 303		
Science & Technology		
Rm. 157		

* If you do not see your location listed, contact the Multimedia Operation Specialist at 951-222-8883 to find out if the Instructional Media Center can accommodate you.

Streaming Locations for Norco Campus*

Library	
Rm. 115 Rm. 120	
Humanities	
Rm. 101 Rm. 102 Rm. 111 Rm. 201 Rm. 208	
Theater	
Rm. 204	
Science & Technology	
Rm. 107 Rm. 201 Rm. 211	
Applied Technology	
Rm. 109	Rm. 204
Rm. 114	Rm. 205
Rm. 118	Rm. 209
CACT Center	
Rm. 1 Rm. 2	
Activities Center	
Rm. 1	
Student Services	
Rm. 218	

* If you do not see your location listed, contact the Multimedia Operation Specialist at 951-222-8883 to find out if the Instructional Media Center can accommodate you.

Scheduling

In order to schedule streaming services a Multimedia Request Form must be completed either in person, by phone, or online (<http://imc.rcc.edu/orderform.htm>) at least 48 hours in advance. Please include the streaming media title and call number followed by the words "Streaming Media." Any additional equipment that may be required (e.g., a laptop) must also be listed on the Multimedia Request Form.

Should you experience any problems with the media stream or any equipment after it has been delivered please contact the Multimedia Operations Specialist at 951-222-8883 or the IMC desk at 951-222-8511.