



MEDIA MANAGEMENT GUIDELINES & FOOTAGE SUBMISSION REQUIREMENTS

SUBMITTING MEDIA TO MAX POST

For all media-related deliveries:

- Advance notice should be sent to ingest@maxpost.tv, including media description and tape logs
 - Blank tape log available here: <https://tinyurl.com/tape-log>
- Send media to:
MAX POST (ATTN: JARED TARLOW)
308 W VERDUGO AVE, BURBANK CA 91502
818-616-6740
- This building is available for FedEx shipments M-F from 9a-6p, or personal drop-offs until 3am.

MAX POST CONTACTS

- Emails: FirstName.LastName@maxpost.tv

Scott Randol, VP of Technology & Workflow
Jason Tam, Director of Media Services
Kelsey Dyer, Director of Operations

Mike Campa, Manager of Technology & Workflow
Jeff Sadden & Blake Bullerdick, Post Managers
AE Department (ingest@maxpost.tv)

TERMS & DEFINITIONS

At MAX Post we have adopted the following terms to organize and simplify our workflow.

- **Original Camera Master (OCM)** – raw footage captured/recorded using an image acquisition device such as a camera and/or a file recording system (ie memory card, SSD, etc)
- **Footage** – the video/audio elements of an Original Camera Master (OCM)
- **Recording Media** – refers to the re-usable memory card to which a camera records
- **OCM Volume** – analogous to a “tape,” this refers to the raw footage captured/recorded during a single instance of use of the Recording Media. Each new use of that Recording Media (memory card) is a new OCM Volume
 - **OCM Volume Identifier** – Unique name given to each OCM Volume (the “tape number”)
- **Submission (or Shuttle) Drive** – External hard drive used for delivering OCM volumes to MAX Post. After the contents are copied off and backed up, it may be sent back to the field to be erased and used again
 - Shuttle Drive Requirements:
 - High Quality, name-brand drives (G-Tech or Lacie recommended)
 - Include both USB3 and Thunderbolt interfaces when possible
 - Have unique names and be permanently labeled (ie “JLG Shuttle 01” or “Dana Scully”)
 - If in need of shuttle rentals, please contact Kelsey Dyer and Ben Wilson
- **Terminology In Use:**
After being used on location, a card is pulled from a camera. That card is an Original Camera Master (OCM). All the files and folders contained on the card are Footage. The footage is copied from the card into a folder (aka the OCM Volume) on a Shuttle Drive. The name of the folder is the OCM Volume Identifier.

THE OFFLOADING PROCESS

- **Step 1 – Copy ALL the contents**
The most important first step with an OCM (memory card) is to always copy off its entire contents (files and folders) to the OCM Volume (folder). Files and/or folders from the OCM should never be cherry picked, deleted, renamed, re-organized, or combined.
- **Step 2 – Dual Copies Required**
Equally as important, always make two copies of the OCM volume to two separate external drives.
 - We encourage using a professional data-transfer software such as Shotput Pro or Hedge, which provides ease in copying to multiple locations at once and automatic OCM Volume creation, as well as verifying all the copies are identical and complete with bit-level checks against the source.

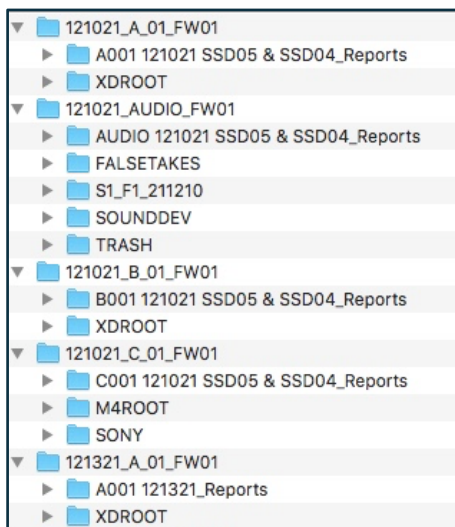
MEDIA ORGANIZATION

Usually digital media will be submitted to MAX Post on an external Submission (shuttle) drive. MAX Post requires the following organization and naming conventions, in order to properly process your media.

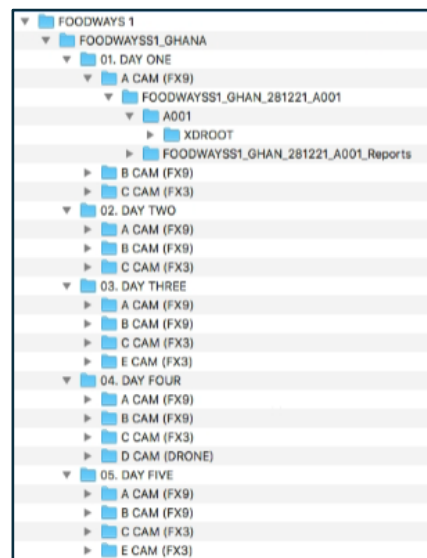
If these conventions are not followed, ingest could be drastically slowed, the drive returned for proper re-submission, and/or additional fees acquired.

- ROOT LEVEL (ie the drive itself) – should contain all the OCM volumes
 - Be sure to use the following naming convention for each OCM Volume:
[6-digit-date]_[camera designation]_[camera load]_[show code]
 - For Example, an OCM Volume Identifier from Storage Wars Season 8 could be:
051522_B_01_SW08
[May 15, 2022, Camera B, Load 1, Storage Wars Season 8]
 - Some shows may require additional data (like Deadliest Catch includes which Boat they're shooting on, and/or if the shoot is the King or Opelio catch):
112922_NW_A_03_KC12
[Nov 29, 2022, Northwestern Boat, Camera A, Load 3, King Catch Season 12]
 - In general, make sure that:
 - Dates are always 6-digits
 - Load Number is ALWAYS 2-digits (01, never 1)
 - Show/Season codes are assigned prior to shooting, please ask ingest@maxpost.tv if unsure
 - Do not separate different formats; the camera designation relays the info needed re: what format is contained in the OCM volume
 - OCM Volume identifiers should never contain spaces; only numbers, capital letters, and underscores
 - Do Not put OCM Volumes in any other Subfolders

CORRECTLY FORMATTED



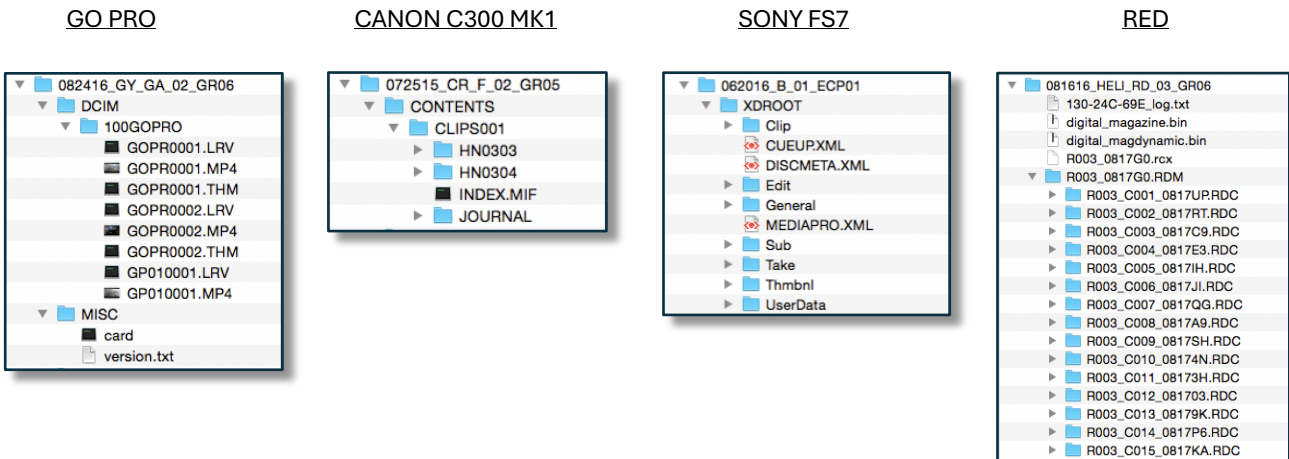
INCORRECTLY FORMATTED



AUDIO GUIDELINES

- **Recording Format: MONO .wav files, 24bit @ 48kHz**
- If multiple recorders are being used, they use be uniquely identified (please confirm w/ your Sound Dept)
- For example: on a Sound Devices 664, the Mid-Level folder is embedded in the file metadata as the “Tape Name,” s these Mid=Level folders should be unique to the recorders, and NOT set to the default setting of <Daily>, as this will use the date and could create duplicate tape/timecode issues across recorders.
 - On Sound Devices recorders, this setting can be configured from the Main Menu option FILE STORAGE > FOLDER OPTIONS. Choices include Top-Level, Mid-Level, and Bottom-Level.
 - Select Mid-Level and press the Headphone Encoder
 - Rotate the Headphone Encoder to select <Add New Entry> and then press the Headphone Encoder

EXAMPLES OF CARD FILE STRUCTURE IN AN OCM VOLUME (BY CAMERA TYPE)



IF APPLICABLE: SEQUENTIAL STILLS FOR TIMELAPSE

MAX Post can be contracted to compile the sequential stills into timelapse video if production cannot handle the stitching in the field. For questions or rates, please contact Scott Randol and Kelsey Dyer.

- When an OCM Volume contains timelapse (whether it also contains other “normal” shots or not), add a **_TL** to the end of the OCM Volume Identifier
 - If you do not add _TL, the sequential stills **WILL NOT** get processed.
- It is also okay to add a compiled movie file to the OCM Volume
 - The timelapse movie itself should be named like the OCM Volume
 - Be sure this file matches the frame rate of the series, ie don’t make a 23.98 file for a 29.97 show
- Note: the DCIM folder is not present if no stills were shot



Example #1: Stitched in Field

DCIM folder also contains the sequential stills that were used to compile the .mov

Example #2: MAX Post to Stitch

Includes sequential stills for Timelapse stitching with MAX Post, as well as “normal” video

Thank you for reading! If you have any questions, please reach out to Scott Randol and Kelsey Dyer. Quick reminders:

- email tape log and advance shipment alert to ingest@maxpost.tv
- copy ALL contents of cards, without renaming, reorganizing, or cherry picking
- always make two copies of the media (one to shuttle, one as a backup – and don’t ship them together!)
- use professional data-transfer software like Shotput Pro or Hedge for media copies