CWPA Director of Multimedia
Position Overview

The Director of Multimedia for the Collegiate Water Polo Association is the technical hub of the organization, responsible for providing benefits to our membership that include our Remote Stream Program, Championship Video Production and Stream, Content Creation, and technical support. Here is more information about each area:

Remote Streaming Program

Across the country, there are water polo tournaments at CWPA institutions, and we are working toward streaming all of them. This is where our Remote Stream Kits come in – they contain everything needed to stream a water polo tournament including camera, encoder, tripod, and all necessary cables. We ship these kits to host institutions, hire a local camera operator, and stream the games to one of our Remote Announcer/Producers. They add graphics, announcing, and stream the games out live at CWPAtv.com. We are working to increase the number of streams each season until we can eventually stream every CWPA game. This requires coordinating with host institutions for shipping and IT logistics, finding camera operators, scheduling and supporting the remote announcer/producers.

Championship Video Production and Stream

There are at least 3 major championships each season where we travel on-site to produce a multi-cam live broadcast of the tournament. This involves setting up 3 cameras, directing a live switch of the action, while integrating graphics, instant replay, announcing, and commercial/content integration. This is streamed out live for a Pay Per View audience on our portal at CWPAtv.com. This requires coordination with the host institution to ensure that all IT needs are met for a successful stream of the event, setup and maintenance of the equipment, and troubleshooting any issues that arise.

Content Creation

We are a major source of water polo training, educational, and entertainment content. This includes our Tip of the Week series (short training tips from Olympians and major athletes), CWPA Remote series (interviews with Alum of the sport about their professions), and our podcast PoloCAST (a deep dive into the most prominent people of water polo), Game of the Week series, social media promo posts, and sponsor commercial creation. There will be need for internal educational content as well as opportunities for creative content, collaboration, and expansion of the CWPA and Water Polo.

Seasonal Workflow

Women's Season:

January: Remote Streaming Season Prep/Women's Season Prep, Video Editing/Content Creation

February: Remote Streaming Season Work, Video Editing, Season Content Creation Plan, Begin Internships

March: Champ Tournament Conference Calls/Prep/IT, Remote Streaming Season Work,

April: Championship Tournaments, Remote Streaming End of Season Events

May: Nationals, Championship Review, Remote Streaming Season Review, Ensure all videos archived.

Summer:
June: Offseason Regroup: Long Term Video Projects/ Research Equipment/Repairs, Attend Conferences, Budget Proposal/Research, Plan for Next Season, Take Time Off

July: Offseason Regroup: Long Term Video Projects/ Research Equipment/Repairs, Attend Conferences, Budget Proposal/Research, Plan for Next Season, Take Time Off

Men's Season:
August: Remote Streaming Season Prep/Women's Season Prep, Video Editing/Content Creation, Referee Education Conference.

September: Remote Streaming Season Work, Video Editing, Season Content Creation Plan, Begin Internships.

October: Champ Tournament Conference Calls/Prep/IT, Remote Streaming Season Work.

November: Weekly Championship Tournaments, Remote Streaming End of Season Events.

December: Championship Review, Remote Streaming Season Review, Ensure all videos archived.

Expanded Areas of Responsibility

Video Editing/Content Creation

This area is very open ended and based off what you think will be the best to achieve our mission and reach our student athletes. Content helps our message reach the membership whether it be entertainment or information oriented. Work with staff to establish a social media plan/content creation schedule. Decide what platforms are best for content delivery. Maintain the YouTube & Vimeo channels to keep content updated. Collaborate with staff to find how videos can assist each staff member in job tasks.

Below are some content ideas we have produced in the past.

Inside Water Moments (Interviews)
Game of the Week (Games from our championships or remote streaming program)
Team Profiles
Women's DIII Senior Spotlights
Social Media Minute
Webinars
Interviews
Highlight Videos
Broadcast Content/ Sponsorship Content
Social Media Content (Graphics. GIFs, PSAs, short hype videos)
Referee Education Content
CWPA Remote – Professional Edition (Zoom interviews with Alum)
PoloCAST Podcast

Remote Streaming Program

Coordinate (and, if possible, expand) the Remote Stream Program by working with teams and school administrators to stream games across the country. Logistics are key to ensuring that the kits arrive on time, staff is scheduled, and resources are optimized. This includes maintaining, repairing, and shipping the kits, managing software licenses and seats, programming events in the portal, troubleshooting problems, and coordinating the payment for contractors. Interns can be very helpful in the day-to-day logistics of this. Ensure that sponsorship obligations are met by including sponsor content and ad reads are included in broadcasts. Ensure that all broadcasts are downloaded and archived.

Championship Event Production

The main responsibility at championship tournaments is to produce a stream broadcast of the entire tournament. Games should be recorded, both for sale and for archival purposes.

In the season leading up to the championship you will be included in a conference call with the host institution to confirm logistics and needs. During these calls your area of responsibility is IT Logistics & Equipment Setup based on the site facility. It is recommended to schedule someone from the host institutions IT department to come by the pool during setup day to help troubleshoot any connectivity problems.

All gear should be thoroughly tested before traveling. Generally, there will be a full day of setup prior to the first day of games that will allow for a complete setup, test, and troubleshoot of all equipment and IT.

Typically hire 2-3 local camera operators/production staff for the tournament with the addition of one intern to serve as the production crew.

Here is the general equipment setup:

-Three to four cameras with tripods and SDI cable

-Intercom system for communication with camera operators

-StreamStar or JVC Switcher with integrated instant replay

-Graphics- New Blue Titler Live on laptop, sent to switcher over NDI

-KAP7/Sponsor Video Content loaded onto switcher to be used at breaks

-Audio- Announcer mic for play-by-play and PA, wireless mic for interviews/special events/back-up, and iPod for music is sent into the audio mixer to be setup at the scorer's table to feed the PA system. AUX send from mixer is sent to the switcher via usb interface for play-by-play for the broadcast. Ambient audio can be supplied from a camera feed.

Splitting: There is at least one weekend every season where 2 championships occur at the same time. Depending on circumstances and resources, this could mean that one of the events is run as a Remote Stream, or there will be a split with 2 full productions. Equipment is split into two sets but both will need to be tested, staffing sourced, and logistics established for both locations.

Internship Program/ Montco Tech School

Interns are a great way to share some knowledge while producing more content, streaming more games, and having better championship productions. The CWPA has a great relationship with the Montco Tech School, and Temple University to help find interns. An internship program and packet has been created with 3 options: Multimedia, Communications, or Hybrid (split time between Multimedia and Communications). On a weekly basis ensure that interns are being involved in projects/ activities and time is designated to work directly with them.