



### **Century College Media Production Services--A Profile of Service**

Media Production Services (MPS) offers services in Video Production, DVD Authoring, CD-ROM development and Streaming Media over the Internet.

Bruce Anderson, Media Production Services Director, has been producing video for more than 29 years. Over that time, he has worked on a variety of projects for both governmental entities and private industry.

Over the past decade:

- 31% of the business has come from secondary and post-secondary education
- 31% from local and state governmental municipalities
- 28% from business and industry
- 10% of the projects are funded through grants

As part of the Continuing Education/Customized Training Department, MPS supports the College's mission to help community businesses and organizations with their training and communication needs.

**"From script to screen and everything in between"** is the motto of Media Production Services. If you're new to the world of multi-media, MPS will guide you through each phase of production, making your project as easy as possible. They will pull together all the elements, or they can work with you in just one specific area of video production.

### **Century College well known for top-of-the-line video production**

Broadcast quality video productions require cutting-edge equipment, which can provide maximum image sharpness. Over the years Century College has always kept pace with the industry and currently offers:

- Full Concept Development
- Scriptwriting
- Production Coordination
- Shooting In-Studio or On-Location
- Music and Sound Effects
- Graphics and Animation Capability
- Talent and Narration Services
- Digital Recording and Editing
- Language Translation
- Encoding for the Web or CD-ROM
- Captioning
- Duplication

### **Future vision brought MPS Director into video field**



Anderson got into video production by looking to the future at a young age. In high school, he decided he had better come up with a career in a vital area and he understood that technology and communications would become a very necessary tool for companies and government. He chose the right career field – high tech communications! Century College now communicates by videotape, interactive television and satellite, CD-ROM, DVD and over the Internet – and it will be a production that you can be proud of.

"I have had the opportunity to work with Bruce Anderson of Century College on several occasions and have always been more than satisfied with the quality of work and the professionalism throughout the process. He's just that good. Bruce is always my first call for video production". Gary Levine, Dunwoody College of Technology

### **MPS production specialties**

Using the latest digital technology and a "basics first" approach, our experienced MPS staff will weave your ideas into the media production that's right for you. We will use the most effective formats to both 'show' and 'tell' your story. Whether your special application is:

- Safety or Skills Training
- Corporate Image Promotion
- Business or Product Information
- Standardized Employee Orientation
- Documentation
- Educational Programs
- Special Events

### **Bring your message to life**



The Minnesota Department of Health maintains a database of nursing assistants who have successfully completed training and testing. MPS produced this training video in English and Spanish complete with closed captioning, as well as translation versions into Hmong, Somali, Russian, and Vietnamese complete with subtitling. The completed video series is available on DVD and CD-ROM formats. The videos will be distributed to all Nursing Assistant Registry training and testing centers, Minnesota Nursing Homes, Board and Care Homes, the Centers for Medicare and Medicaid Services.

Cecelia Jackson, MDH "...The Role of the Nursing Assistant"

"The final product of your effort is a video we are proud to include as part of the training requirements."



Bruce Anderson has also been involved in creating videos for safety training, such as a firefighter refresher course for the Minnesota OSHA office, driving safely TV and Radio announcements for the Department of Public Safety in working partnership with the Minnesota Twins, a hazardous materials incident awareness video for the North Metro Community Emergency Awareness Response organization, anti-car theft training materials for the Minnesota Watch Your Car program, a building evacuation policy production for the Anoka-Hennepin School District #11, a workplace safety CD-ROM for Phoenix Packaging.

"Excellent experience! Great staff!"

Barbara Warren, Consultant, Anoka Co. Sheriff "Watch Your Car Program"

"Service was always professional and outstanding. Your staff is truly experts!"

Anne MacDonald, North Metro CAER "Getting Involved"

"Great experience working with MPS. We are very satisfied with the video they produced."

Judy Gryniowski, Anoka-Hennepin Dist #11 "Evacuation Safety"



Bruce also has produced promotional items, for various state agencies and non-profit organizations. Most recently MPS has produced organizational recruitment video productions for Minnesota FCCLA and the Minnesota Precision Manufacturing Association. In addition, MPS produced an interactive CDROM promoting the Metro Consortium of Customized Trainings eLearning capabilities. The Minnesota Office of Tourism (MOT) commissioned MPS to produce a promotional video on the economical impact of a Scenic Byway. Other State of Minnesota projects include;

- Department of Education, DVD authoring
- Department of Human Services, seminar documentation
- Department of Employment and Economic Development & the STAR program, streaming media
- Perpich Center for Arts Education, video on demand
- Department of Administration, media website development



Organizations served by Media Production Services include:

**Cenex Harvest States**, CHS is a fully integrated agricultural foods cooperative providing products and services ranging from grain marketing to food processing to meet the needs of customers around the world. It also operates petroleum refineries through a broad range of working partnerships, markets and distributes Cenex ® brand energy products. MPS produced a vast array of productions, from corporate capabilities, staff orientation and human resources, to wheat milling and soy oil manufacturing. Most recently, MPS completed an instructional DVD that was distributed statewide through their local cooperatives. This DVD was designed to assist Minnesota farmers in the marketing and management of their crops. In addition, MPS has produced an orientation video on their Mount Pocono, PA facility. This video can be accessed via the Internet, CD-ROM, DVD or standard VHS. On the petroleum side, MPS has produced a comical and motivational video for the Cenex sales staff.

"I've found Media Production Services at Century to always be on the cutting edge technically and aesthetically. They are easy to work with, they deliver on time and They're very conscious of my bottom line." Mark S. Johnson, Marketing Communications CHS / Land O'Lakes

**Steinwall Incorporated**, Steinwall is a plastic injection mold company with divisions specializing in paintball gun manufacturing and orientation software development. Recently MPS recorded and compressed over 6000 WAVE files for their TPower3 division (software development). These files were supplied to the client in both Spanish and English versions. Through the years, MPS has produced numerous video productions for instructional, documentary, and business orientation purposes.

**IMI Cornelius**, a global manufacturer of Beverage Dispensing Systems. Through the years, MPS has completed numerous instructional videos for their Minute Maid, Lipton Tea, Coke, and Pepsi systems. MPS production staff was sent to their manufacturing plants in Texas, Connecticut, Iowa, and multiple plants in Illinois compiling a videotape archive. With this archive, MPS produced a corporate capabilities video, a bilingual staff orientation series and a video focusing on their Coke facility. IMI has also utilized MPS for media compression and streaming media services to deliver their message in alternative ways.

"MPS were extraordinary to work with. Very responsive to our requests on the project, as well as to the time and budget constraints." Laurie Holden, IMI Cornelius "The Coke Channel"



Trust Century College Continuing Education and Customized Training (CECT) to help you learn skills for a new career, keep your professional training up-to-date, or train your workforce to meet the needs of your business. Century College is Minnesota's largest provider of Continuing Education and Customized Training, enrolling over 12,000 individuals annually. CECT proudly serves the business sector and the community through:

- Customized Services for Business and Industry.
- Professional Continuing Education.
- Career Training Opportunities.
- Personal Enrichment.
- Media Production Services.



Century College, Media Productions Services--"From script to screen and everything in between"--works for a wide variety of businesses and organizations. For more information contact Bruce Anderson @ 651-779-3370 or [bruce.anderson@century.edu](mailto:bruce.anderson@century.edu)