

**Question:**

As we renovate “the Pit”, technology is at the forefront of our plans. With 2 scoreboards, a digital scorer’s table and a ribbon board planned...our concern is staffing. Any of you with a similar set up...can you let me know what your staffing looks like...including camera operators, etc.

*Kurt Esser, University of New Mexico*

**Answers:**

We outsource to a local A/V company. We actually just do trade with tickets...they do a good job and we’ve been happy with them. They have their own camera crew and also work a little with our student AV crew.

*Matt Beckman, Gonzaga University*

Our current configuration is 4 video screens on our center hung scoreboard with an LED fascia ribbon ring at the bottom. We also have ribbon boards 360 degrees around our stadium between the upper and lower level.

Here is our staffing for a typical game:

Control room:

Technical Director

Video clips playback operator

Replay tag playback/audio board operator

Replay Operator

CG Operator

Camera Shader

Engineer

In Arena:

Producer

Ribbon Board Operator

Center Ring Operator

4 Camera Operators

Assistants for 2 Cameras

Engineer

17 people all together. We crew with a combination of full-time and part-time (student) employees. Usually one engineer, our producer, and our technical director are full-time with everyone else on the staff being students. For women’s basketball games, we also let our students serve as directors.

*Brandon Verzal, Texas A&M University*

We out source our entire athletics videoboard operation (football, men's and women's basketball and gymnastics) to Keyframe a division of Daktronics. As part of the deal we have a full-time coordinator on campus. The packing includes a specific number of hours for the creation of intro videos, crowd prompts, headshots, sponsor ads, video packages, etc. for all sports. ISP pays a portion of the fee for sponsorship related content.

For basketball we have a camera under each basket, a roaming wireless camera and a upper mid-court camera. Each camera operator excluding the wireless usually has grip to assist them. The wireless isn't really necessary, but since we have it for football they bring it over and use it for basketball. In the production booth we have a producer, replay tech, and 2 graphic tech's. They control our electronic scorers table signage from a courtside computer.

In my opinion this set-up is great as the full-time coordinator can handle so many of the little things we used to have to deal with. Our production has been 100% better and from a branding standpoint everything looks great and the video board graphic match the scorers table graphics. From staffing perspective we don't have to worry about time sheets, hiring and HR issues, scheduling. etc. We write one check to Keyframe and they handle everything.

*Jon Sirico, Auburn University*

Here at Arizona we have multiple types of digital signage/scoreboards all made by different companies. The staffing question I think would really depend on how integrated the signs are with each other.

For example, most of our scoreboards are Whiteway that run from a standard scoring console. Table DLPs are SignCo which is a completely different interface, and hence requires an additional operator. Our center hung LED and ribbon LEDs are also Whiteway. Because our center hung LEDs don't change too much in game (from our set playlist), we have one operator for both of those LED boards.

My recommendation, if budget permits, is to look into a video/matrix type board as your scoreboard as opposed to the older fixed digit boards that are less flexible. This will allow you to display score/stats during the game, with the option of animations, sponsor ads, etc where applicable.

Depending on how integrated all your signs are with each other, how many different vendors you use for your different signs, and how much content must be driven by manual operation as opposed to setting up playlists or scripts will determine how many operators you should look at. Another thing to think about it physical location of the operators and space requirements.

*Greg Shaffer, University of Arizona*

We don't have all of that for basketball but we did get new wide screen videoboard, LED Message Center and 2 LED Ribbon Boards at football.

*Greg Herring, University of Southern Mississippi*

At UNI we have ribbon boards, 2 Galaxy digital scoreboards, one main scoreboard and a LED scorer's table. Our digital components (once produced and loaded) are run by one person who also does our in-house music. We have the normal bench crew that run scoreboards and shot clocks. We have a three camera system, one up and two floor, a director and a replay person. Usually around 6 people but can get by with 5. We use our communication students for all except the director.

*Leon Costello, University of Northern Iowa*

While we do not have all that you are adding, I can let you know that we have the following that just work our scoreboards (aside from the actual scoring) and our rotational.

- 3 cameramen
- 2 camera assistants
- 1 producer
- 2 replay operators
- 1 technician
- 1 sound technician
- 1 rotational operator

*Guy Gaster, Louisiana State University*

Kurt, we just finished our second year with all our new boards. We use the following for each men's and women's basketball game:

- Executive Director
- Control Room Director
- Technical Director
- Graphics
- Replay
- Camera 1 (concourse level-mid court)
- Camera 2 (behind the basket)
- Camera 3 (behind the basket)
- Grip
- Grip
- LED Operator (controls our center hung and ribbon board)
- Scorer's table operator (Learfield purchased the board and provides one of their interns to operate it)

*Nathan Terry, Iowa State University*

Right now we use an outside company to do our production. We have a ribbon board, LED scorer's table board, video board, score board, and pro ad. Learfield runs the LED scorer's table since they sell it and they program in their ads. For the rest of our production for basketball we use:

Executive Director  
Control Room Director  
Technical Director  
Graphics  
Replay 1  
Cameras 1, 2, 3  
Grip 1, 2  
LED Venus operator

*Mary Pink, Iowa State University*

For our Bulls Vision Crew we have a staff of 8.

1 Technical Director  
1 Producer (the only position that is a staffed by a member of our marketing department)  
1 Instant Replay Operator  
1 V-play Operator (motion graphics, instant replay bumpers)  
1 Venus Operator (still graphics, crowd prompts)  
3 Camera Men

*Tina Kelly, University of South Florida*

We currently have a digital scorer's table and two end zone video boards. During games we have two student workers that run the scorer's table, video boards, and music from our control room and one student camera operator that is position at center court. We are looking to add two floor cameras for next season and we would need four additional student workers (two to operate the floor cameras and two helpers for the camera wires).

*Scott Dolch, University of Hartford*

We have one of our IT computer students run the digital scorer's table computer at each event. Ribbon boards are usually run by the video staff...not sure if you have a video screen but if not I would assume that the controls for the ribbon screens could be programmed and operated by the same person at the scorers table. Most of the graphics will be pre-programmed in a sequence for both displays but you would need someone to change any graphics for fan reaction during timeouts and of course get everything turned on and checked before each event. Most of the work will happen before an event with a

graphics person creating all the animations/stills and sizing them for each display so we utilize our video production staff.

*Kirk Hartman, University of Nebraska*