

Case Study: VPM + ICA Community Media Center



BACKGROUND

VPM, Virginia's home for public media, partnered with the Institute for Contemporary Art (ICA) at Virginia Commonwealth University to create the Community Media Center—an open, public space designed to lower barriers to podcasting and media creation. The goal was to provide access to professional-quality tools and instruction for individuals who might not otherwise have the opportunity to create and share their stories.



"If we can expand access to knowledge, then we can get more people making good media."

Chioke I'Anson.
Director of
Community
Podcasting

OBJECTIVE

Create a flexible, easy-to-use environment that delivers:

- High-quality audio for podcast recording and playback
- A seamless transition between classroom instruction and hands-on creation
- Simple, approachable technology for users of all experience levels
- A collaborative space that supports workshops, demonstrations, and hybrid learning

TECHNOLOGY-AT-A-GLANCE

- **Shure** SM7B Studio Microphones
- **Focusrite** **Scarlett** Audio Interfaces
- **QSC** Pendant Loudspeakers & Touchscreen Control
- **Samson** Headphone Amplifier
- **Rode** **Shotgun** Microphone
- **Samsung** 82" 4K Display

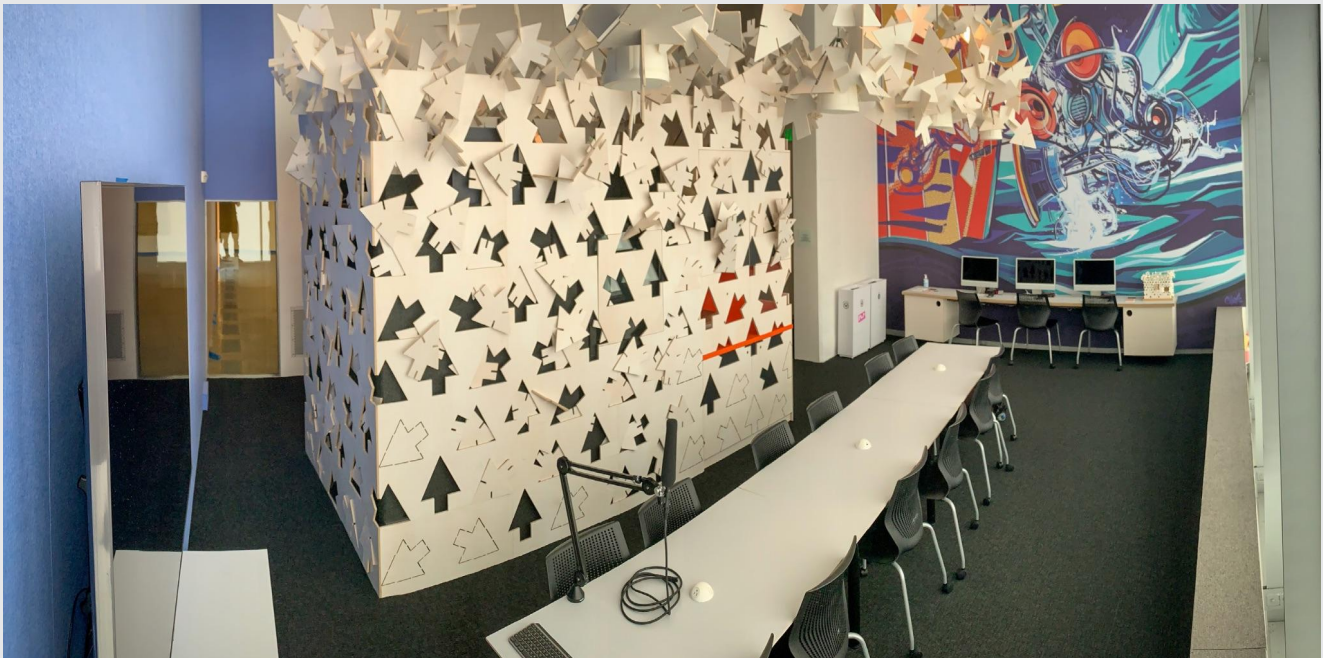
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SOLUTION

Productive AV delivered a hybrid classroom and recording environment designed for both performance and accessibility:

- **Professional Audio, Made Approachable:** Studio-grade microphones and interfaces provide high-quality sound while remaining easy for first-time users to operate
- **Hands-On Learning Environment:** Individual recording stations allow participants to quickly learn, record, and monitor their work with confidence
- **Flexible Classroom Design:** Integrated audio distribution and wireless presentation enable smooth transitions between teaching, collaboration, and live demonstrations
- **Intuitive Controls:** Simple touchscreen interfaces and streamlined workflows remove technical barriers and keep the focus on creativity

The result is a welcoming, high-quality media space that empowers users to learn, create, and share their stories—without needing technical expertise.



Classroom Recording Space

A flexible environment supports both instruction and hands-on creation—helping users quickly move from learning to producing.



Podcast Recording Setup

Professional-grade tools deliver high-quality audio while remaining simple enough for first-time creators to use confidently.



Control Interface & Display

Intuitive controls and wireless presentation make it easy to teach, collaborate, and share work in real time.