



# Media Asset Management (MAM)

## **GENERAL USER GUIDE**



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# What is this slide deck?

These slides offer a visual reference and step-through guide for the Mayo Clinic Media Asset Management (MAM) system.

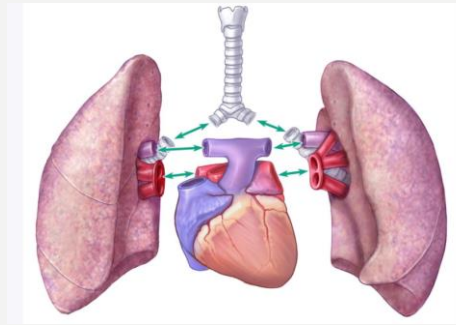


# What's in the MAM?

The Mayo Clinic Media Asset Management (MAM) system contains multi-media assets from across Mayo Clinic. When accessing the MAM, Mayo Clinic users will find everything from photographs, videos, ID portraits, and biomedical illustrations and animations.



The MAM contains curated multi-media assets that are created by Mayo Staff or purchased for use for Mayo Clinic business purposes.



The MAM offers opportunities for users to use existing assets or request the creation of new assets.



Not all assets in the MAM are visible to all users. Some assets are restricted and cannot be viewed or downloaded without specific permissions.

# sections

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- **DISCOVERING**
- **USING & SHARING**
- **CONTACT INFO & HELP**

# ● DISCOVERING

- Log in
- Search & browse
- Filter & sort
- View results

# Login

# Log in to MAM

To log in to the Mayo Clinic MAM site through the Mayo network and navigate to <https://mcmedia.mayo.edu>

The screenshot shows the Mayo Clinic Media Asset Management (MAM) website. At the top left is the Mayo Clinic logo and the text "MAYO CLINIC". To the right is a search bar with the placeholder text "Try searching by Topic, Year, Job Number, Brand" and a magnifying glass icon. Below the logo is a navigation menu with links for "Home", "Contact Us", "About", and "Q&A". The main heading reads "Welcome to Media Asset Management". The page features a grid of image thumbnails with labels: "Brand Approved Images" (a surgeon in a mask), "Illustrations/Animations" (a surgical procedure), "Buildings" (a city skyline), "Events" (a group of people at an event), "Historical" (two people in white coats), "Groups" (a group of people in a meeting), "Directory Portraits" (a person holding an ID badge), "Videos" (a blue background with the text "Video Coming Soon"), and "Advanced Search" (the Mayo Clinic logo). A blue banner at the bottom contains an "EXTERNAL PUBLICATION NOTICE" and "Media Support Services" text.

**EXTERNAL PUBLICATION NOTICE:**  
All illustrations and photos created at Mayo Clinic are property of Mayo Foundation for Medical Education and Research and are intended for Mayo Clinic business use. Use of Mayo Clinic assets in non-Mayo Clinic publications requires a permission letter from Scientific Publications. Submit requests to [permissions@mayo.edu](mailto:permissions@mayo.edu).

Media Support Services

**!** **NOTE:** You may need to authenticate via Microsoft Online in order to remotely connect to the site.

**Search & browse**



# Home page search

Search for Mayo content using the keyword search bar.

The screenshot shows the Mayo Clinic Media Asset Management interface. At the top left is the Mayo Clinic logo and navigation links: Home, Contact Us, About, Q&A. The main heading is "Welcome to Media Asset Management". A search bar in the top right corner contains the text "Jackson" and is highlighted with a red box. Below the search bar, a dropdown menu lists search results: "Jacksonville Birdsal Research Building", "Jacksonville", "Jacksonville, Florida", and "Scottsdale Mayo Jacksonville". The main content area is a grid of image thumbnails with labels: "Brand Approved Images" (surgical mask), "Illustrations/Animations" (surgical procedure), "Buildings" (cityscape), "Events" (party with balloons), "Historical" (doctors), "Groups" (group of people), "Directory Portraits" (person with ID badge), "Videos" (blue background with text "Video Coming Soon"), and "Get Started" (Mayo Clinic logo). At the bottom, there is an "EXTERNAL PUBLICATION NOTICE" box and a "Media Support Services" link. The URL at the bottom left is <https://mcmedia.mayo.edu/Package/241HRG5SWM>.

# Browse the MAM

Explore Mayo's MAM content by clicking on the homepage tiles.




*Each tile conducts a directed search for the type of content shown. For example, clicking the **Brand Approved** tile will bring you to content that has been pre-approved to use in external projects and publications.*

Filter & sort

# Search results

All search and browse options will bring you to a search results page.

 MAYO CLINIC My Collections | Test Viewer Gen User ▾

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**FILTERS** ▾

**Reset all filters**

---

**TYPES** ▾

**CONTENT TYPE** ▾

Photograph 25

---

**CREATION DATE** ▾

From

mm dd yyyy

To

mm dd yyyy

clear ▾

---

**MAYO LOCATION**  ▾


- 201 Building, Pavilion... 5
- Annenberg Plaza** 25
- Arcadia, Wisconsin 2
- Art Center 3
- Bloomer, Wisconsin 10
- Buildings 2
- Charlton Building, Go... 3
- Cntr. For Advanced ... 15
- Convent - Saint Mary... 5
- Davis Building, Mayo ... 3
- Eisenberg 3

## Library

Saved Searches ▾


Select all 25 assets 1 - 25 of 25 sorted by Date Created

Document Type    ...  Mayo Location




ANNENBERG PLAZA  
Mayo Clinic Rochester, MN  
Dedication: October 6, 2003


508036\_1206388\_09R.tif




445711\_1329874\_04.JPG




442513\_1206388\_09.jpg




400018\_1313745\_06.tif




390411\_1329874\_03.JPG




368930\_1313745\_05.tif



356905\_1241830\_21.JPG



356166\_1329874\_02.JPG



338504\_1313745\_04.tif

# Narrow search results

Filter your search by selecting terms from the left panel. Results will narrow based on the selections you make.

You can also narrow your results by conducting a search from this screen. This search will limit the results currently shown on the page.

**FILTERS** ▾

**Reset all filters**

**TYPES** ▾

**CONTENT TYPE** ▴

Photograph 25

**CREATION DATE** ▴

From

mm dd yyyy

To

mm dd yyyy

clear ▾

**MAYO LOCATION** **C** ▴

- 201 Building, Pavillon... 5
- Annenberg Plaza 25
- Arcadia, Wisconsin 2
- Art Center 3
- Bloomer, Wisconsin 10
- Buildings 2
- Charlton Building, Go... 3
- Cntr. For Advanced ... 15
- Convent - Saint Mary... 5
- Davis Building, Mayo ... 3

**Library**

🔍 Type your search here

Select all 25 assets

Document Type Image, Audio, Video, ... X Mayo Location Annen

**508036\_1206388\_09R.tif**

**445711\_1329874\_04.JPG**

**390411\_1329874\_03.JPG**

**368930\_1313745\_05.tif**

**Library**

🔍 Archi

**Architecture**

Se **Architecture Exterior**

Doc **Architectural Detail**

**Architecture Interior**

**508036\_1206388\_09R.tif**

**445711\_1329874\_04.JPG**

**4425**

**390411\_1329874\_03.JPG**

**368930\_1313745\_05.tif**

**356905\_1241830\_21.JPG**

# Narrow search results

Clear filters or search terms at any time by removing them from the top of the screen one at a time, or click on **Clear Filters** to go back to your original results set.

Clicking "**Reset all filters**"

removes any filters that have been applied, but does not remove other search terms that have been applied.

The screenshot displays a library search interface. On the left, a 'FILTERS' sidebar is visible, containing sections for 'TYPES', 'CONTENT TYPE', 'CREATION DATE', and 'MAYO LOCATION'. The 'MAYO LOCATION' section is expanded, showing a list of locations with checkboxes. The 'Annenberg Plaza' option is selected. A red arrow points from the text box on the left to the 'Reset all filters' button in the filters sidebar.

The main 'Library' area features a search bar with the query '"Architecture Exterior"'. Below the search bar, there are filter tags: 'Mayo Location', 'Annenberg Plaza', '"Architecture Exterior"', and 'Clear All'. The 'Clear All' tag is circled in red. A red arrow points from the text box on the right to the 'Clear All' tag.

The search results show a grid of images related to the search query. The first image is titled 'ANNENBERG PLAZA Mayo Clinic-Rochester, MN Dedication October 6, 2020' and has the file name '508036\_1206388\_09R.tif'. The second image has the file name '445711\_1329874\_04.JPG'. Other images in the grid show various architectural details and outdoor spaces.

Remove any one filter or "**Clear all**" to reset the whole search

# View and sort options

Click **View & Sort** to change the default display for search results. The system will save these settings for you until you change them again.

The screenshot shows a search interface for "Architecture Exterior". At the top, there is a search bar with the query "Architecture Exterior", a filter icon, and a "Saved Searches" dropdown. Below the search bar, there is a "Select all 25 assets" checkbox and a status indicator "1 - 25 of 25 sorted by Date Created". A "View & Sort" button is circled in red. Below the search bar, there are tabs for "Document Type" (Image, Audio, Video, ...) and filters for "Mayo Location" (Annenberg Plaza) and "Architecture Exterior".

The "View & Sort" modal is open, showing the following options:

- View**
  - Grid Views
    - Small Labeled
    - Medium Labeled (selected)
    - Large Labeled
  - List Views
    - List
    - Video segments
  - More Options
    - Dark Mode (toggle)
- Sort**
  - Ascending (Oldest first)
  - Descending (Newest first) (selected)
  - Relevancy
  - Editor Choice
    - Date Created (selected)
  - Filename
  - Date Last Edited
  - Manual Order

At the bottom of the modal, there are "Reset to Default", "Cancel", and "Apply" buttons.

The search results below the modal show a grid of images with captions and file names:

- 508036\_1206388\_09R.tif: ANNENBERG PLAZA Mayo Clinic Rochester, MN Dedication, October 6, 2005
- 445711\_1329874\_04.JPG
- 442513\_12
- 390411\_1329874\_03.JPG
- 368930\_1313745\_05.ti
- 356905\_1241830\_21.JPG
- 356166\_1329874\_02.JPG

**View results**




# Asset Records

Click on any result to get more information about the asset.

## Young Patient Tours 3D Printing Lab

General Library Image

Overview



Zoom view

[Add to collection](#) [Download](#) [Share](#)

### YOUNG PATIENT TOURS 3D PRINTING LAB

**Descriptive**

Content Type [Photography](#)  
Creation Date [03/17/2021](#)  
Title [Young Patient Tours 3D Printing Lab](#)  
Keywords [Event](#)  
Person(s) Present [Kane, Riley; Morris, Jonathan M.](#)  
Description [8 year old patient in a wheelchair, Riley Kane, tours the 3D printing lab.](#)  
Mayo Location [Joseph Building](#)

**Administrative**

Job Number [WF147651](#)  
Photographer [Ness, Kevin](#)  
Digital Rights [External Use](#)  
Situation [Date Last Reviewed](#)  
[04/08/2021](#)

**Technical**

File Format [jpg](#)  
File size [13MB](#)  
Unique identifier [MC11C55K](#)  
Type [Image](#)  
Folder Path [Root/Library/Mayo General Library/Ness, Kevin J./WF147651](#)

### REQUEST A PRINT COPY

To make a request, please visit our [Ticketing System](#).  
Workfront and create a ticket. If you wish to provide this asset

*When you open a record from search results, you will see additional descriptive information about the photo as well as other **Related Assets**.*

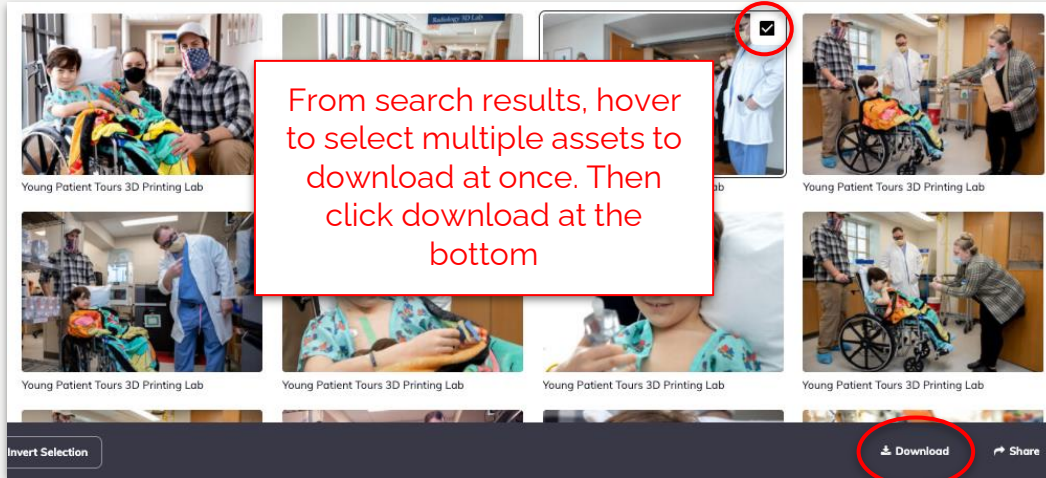
# ● USING & SHARING

- Download
- Share
- Make Collections

**Download**

# Download options

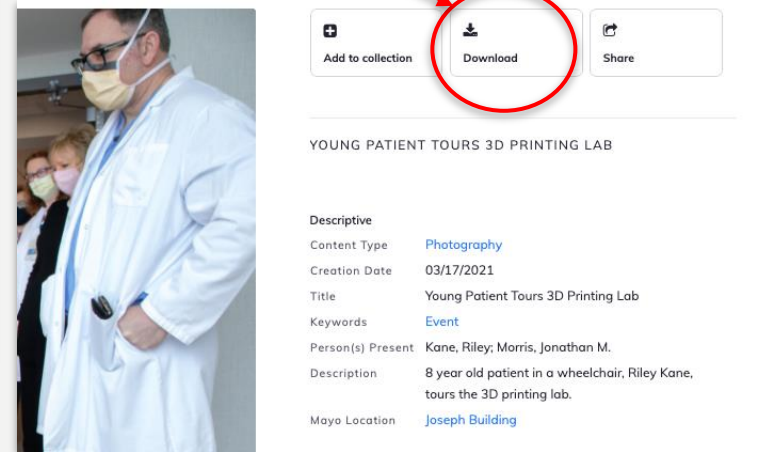
You may download assets from the search results screen or from individual asset records.



From search results, hover to select multiple assets to download at once. Then click download at the bottom

Invert Selection  Download  Share

Within an asset record, select the Download button.



+

Add to collection  Download  Share

YOUNG PATIENT TOURS 3D PRINTING LAB

**Descriptive**

Content Type [Photography](#)

Creation Date 03/17/2021

Title Young Patient Tours 3D Printing Lab

Keywords [Event](#)

Person(s) Present Kane, Riley; Morris, Jonathan M.

Description 8 year old patient in a wheelchair, Riley Kane, tours the 3D printing lab.

Maya Location [Joseph Building](#)

**!** **NOTE:** If no download button appears, you may need to place a request through Workfront to use the asset.

# Download options

The download menu presents a few options including different resolutions and the ability to add a summary contact sheet.

### Download

IMAGES 1 asset

If this asset is intended for publication or presentation not sponsored by Mayo Clinic, it should be submitted to the publisher or sponsoring organization with a permission letter from Scientific Publications so that Mayo Clinic retains copyright ownership in accordance with Mayo Clinic policy. Submit permission letter requests to [permissions@mayo.edu](mailto:permissions@mayo.edu)

Presets

<input checked="" type="checkbox"/>	Web 800 ppi [800px * 800px]	~800x800
<input type="checkbox"/>	Web 800 ppi watermarked	~800x800
<input type="checkbox"/>	Electronic Presentation	~2000x1125
<input type="checkbox"/>	Electronic Presentation watermarked	~2000x1125
<input type="checkbox"/>	Custom crop	

Download total 1 asset

Include summary Standard download

Select "include summary" to include a PDF contact sheet with all items in your download in addition to the files. The layout of the summary can be modified.

You may choose one or more sizes for your download

Share

# Share a direct link to assets in the MAM

You can create a direct link to one or multiple assets in the MAM. Select the assets you wish to share and generate a Share link.

The image shows a screenshot of the MAM interface with three asset thumbnails. Each thumbnail has a checkmark in the top right corner, indicating they are selected. The third thumbnail has a 'Share' button and a share icon circled in red. A red callout box points to the share icon with the text: "Click the Share icon to get a link to the selected assets".

Another red callout box points to the checkmarks on the first two thumbnails with the text: "Select the assets you'd like to share".

The 'Share 3 assets' dialog box is open, showing the following options:

- Share method:**  Link shareable with anyone,  Email link to selected users,  Create PDF
- Sizes:**  Large (x),  Original (Highest Quality)
- Images:**  Original
- Advanced options:** Share expiration: 1 year - 03/15/2022 (with a 'Set exact date' link)
- Download:**  Allow download
- Watermark:**  Apply watermark

Red callout boxes provide instructions for these options:

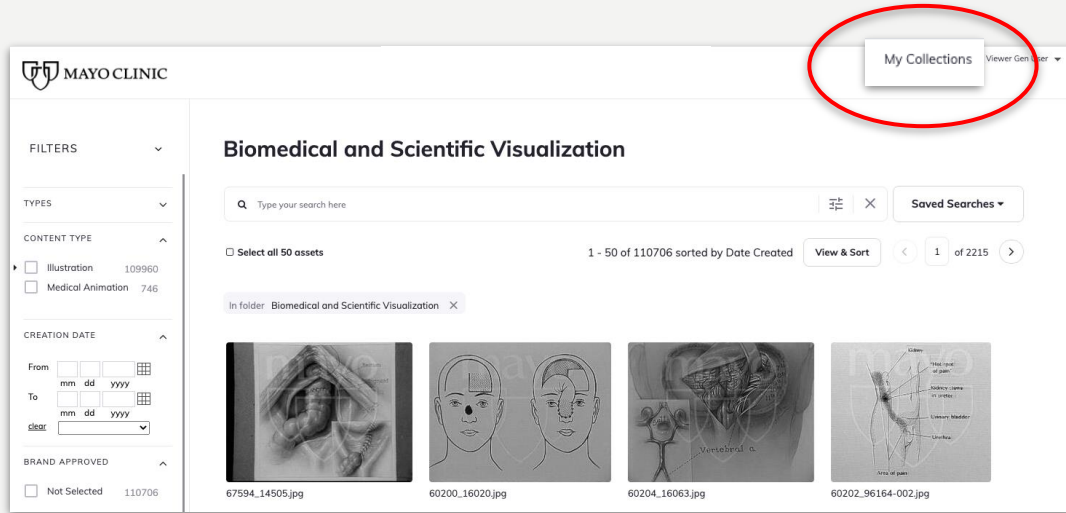
- A callout box points to the 'Original (Highest Quality)' option under 'Sizes' with the text: "Select 'Original (Highest Quality)' to share the original file".
- A callout box points to the '1 year - 03/15/2022' expiration date with the text: "Set a time period for when you would like the link to expire."
- A callout box points to the 'Create link' button at the bottom right of the dialog.

**Make collections**



# My collections

To group, manage, and share assets for individual projects, you can access **My Collections** from the top menu on any screen.



The screenshot displays the Mayo Clinic MAM interface. At the top left is the Mayo Clinic logo. The top navigation bar includes a 'My Collections' dropdown menu, which is circled in red, and a 'Viewer Generator' dropdown. The main content area is titled 'Biomedical and Scientific Visualization' and features a search bar, a 'Saved Searches' dropdown, and a 'View & Sort' button. Below the search bar, there are filters for 'CONTENT TYPE' (Illustration: 109960, Medical Animation: 746) and 'CREATION DATE'. The main display shows four asset thumbnails with their respective IDs: 67594\_14505.jpg, 60200\_16020.jpg, 60204\_16063.jpg, and 60202\_96164-002.jpg.

*Collections offer you the opportunity to group, manage, and share assets within MAM. You may use collections to group assets by themes for your own use, or to share with selected partners and teams.*

# My collections

From search results screens and within asset records you have the option to **Add to Collection**.

This screenshot shows a search results page with several asset cards. The first card, titled '1672654\_CS75786-001.tiff', has an 'Add to collection' button circled in red. Below it is a card for '1677594\_Ec3274771-003-1.psd' with a description: 'Superior view of normal heart.' Below that is a card for '1677594\_Ec3274771-003-1.psd' with a detailed description and a circled 'Add to collection' button. The detailed description includes: 'Normal heart, Superior view, Superior vena cava, Inferior vena cava, Right atrial appendage, Right atrium, His bundle, Interventricular septum, Left atrium, Left atrial appendage, Left ventricle, Right ventricle, Right ventricular outflow tract, Superior view of normal heart.'

This screenshot shows the 'Add to Collection' dialog box. It has a title 'Pick a Collection' and a close button 'X'. The main text says 'Add this item to a collection' and 'Pick a collection on the right...'. On the right side, there is a list of collections with empty selection boxes. The first collection is 'WF96547 - For Brenda (0)' and the 'Add' button next to it is circled in red. Below the list, there is a '+ Create new Collection' button, also circled in red. A red callout box with an arrow pointing to the '+ Create new Collection' button contains the text: 'Click "Add" to add to an existing collection, or select "Create new Collection" to add start a new collection'.

# My Collections

In Collections, you can sort and manage groups of assets, and choose to collaborate with other users.

Create and select collections in the left panel

Use the Actions button to edit the collection title or sort and delete the collection

Click Manage Collaborators to search for users and decide what actions they can take

The screenshot displays the 'My Collections' interface. On the left, a sidebar lists several collections: 'WF96547 - For Brenda' (6 items), 'TEST' (0 items), 'Collaboration Message Test' (0 items), 'TESTING COLLECTIONS' (3 items), 'Job number' (2 items), and 'Workfront ID for this test' (1 item). The main area shows the details for the 'WF96547 - For Brenda' collection, which is a private collection. It contains six assets, including anatomical diagrams of a knee joint and a skull. An 'Actions' menu is open over the collection, with 'Manage Collaborators' highlighted. A 'Collaborative collection' dialog is open in the foreground, showing the collection name 'Brenda Lindsay (Lindsay.Brenda@mayo.edu)' and a table of users with their roles: 'View only', 'Modify', and 'Full Control'. The 'Full Control' role is currently selected for the user.

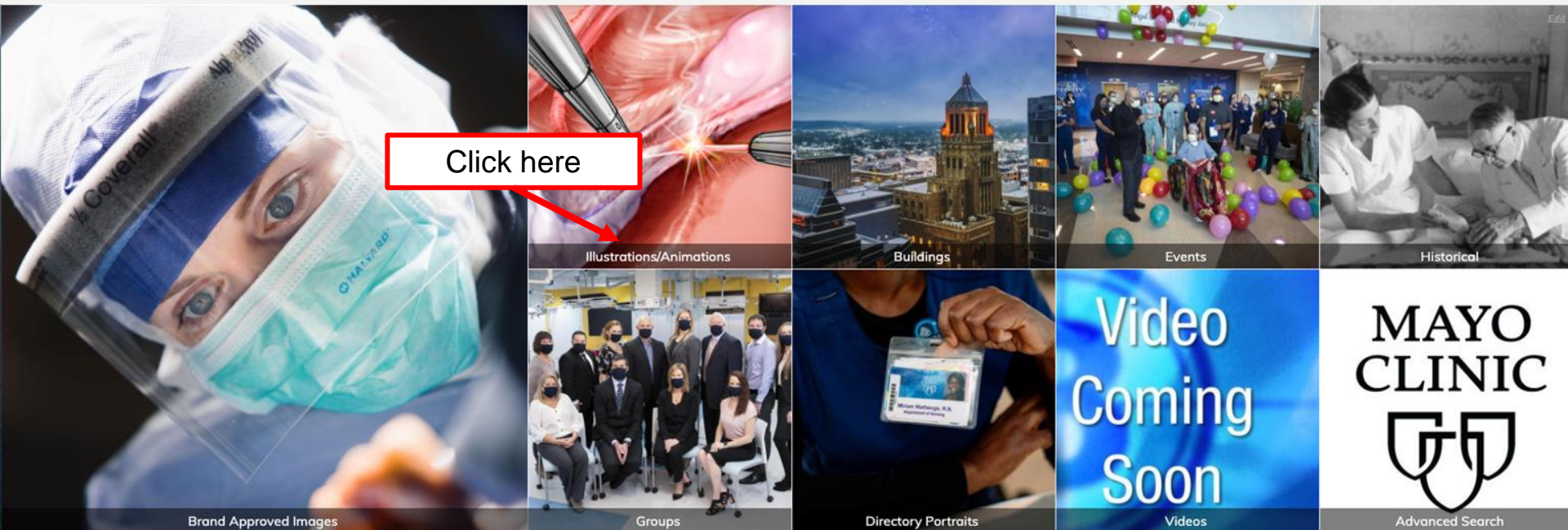
Email	View only	Modify	Full Control
Brenda Lindsay (Lindsay.Brenda@mayo.edu)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

# ● Medical Illustration/Animation

- Search & browse
- Viewing
- Request asset

# Medical Illustration & Animations

One of the largest medical archives in the country is now available for Mayo Clinic users to search, view, and request use. To search the collection of assets, click on the tile on the MAM Home page



**Search & browse**

# Search & Browse

The medical illustration and animation archive is browse only. Users can view the assets but cannot download without permission. You search using the search bar and use the filters on the left side to narrow your search.

Use search bar to start search

Narrow search with filters

The screenshot shows a search interface for biomedical and scientific visualization assets. On the left is a sidebar with filters, and on the right is the main content area displaying search results.

**Filters (Left Sidebar):**

- TYPES:** Dropdown menu.
- CONTENT TYPE:**  Illustration (106795),  Medical Animation (787)
- CREATION DATE:** From [mm][dd][yyyy] To [mm][dd][yyyy] [clear] [dropdown]
- BRAND APPROVED:**  Not Selected (107584)
- DIGITAL RIGHTS SITUATION:**  External Use (3330),  Internal Use (3),  No Use (5)
- DATE LAST REVIEWED:** From [mm][dd][yyyy] To [mm][dd][yyyy]

**Main Content Area:**

- Biomedical and Scientific Visualization**
- Search bar:
- Selection:  Select all 50 assets (151 - 200 of 1075)
- Folder: In folder Biomedical and Scientific Visualization
- Search Results:**
  - Outlet perimembranous ventricular septal defect
  - Central perimembranous ventricular septal defect
  - Ventricular septal defects (A, B, C)
  - Conduction system blood supply (A, B)
  - Heterotaxy
  - Anatomical landmarks of the right atrium (TRIANGLE OF KOCH, AV node, FCV, Coronary sinus)

**Request Asset**

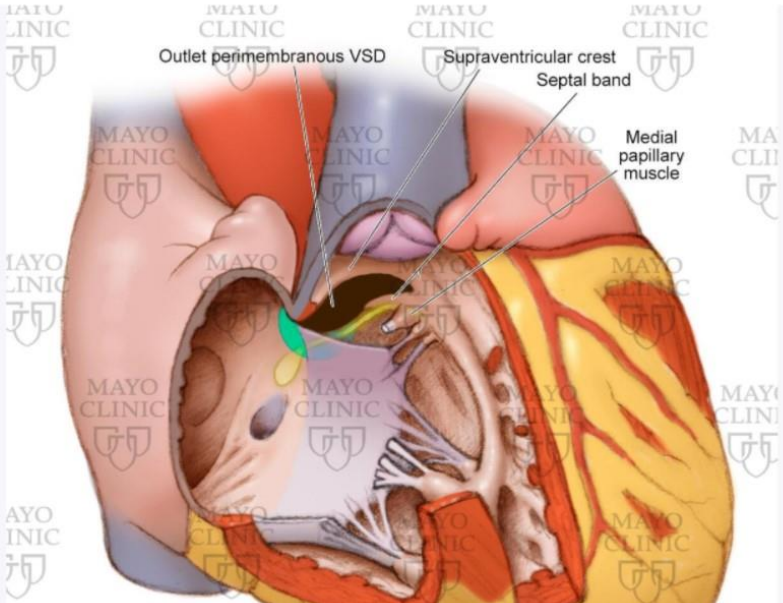


# Request an illustration or animation

To request an asset, click on the image. Then click “Create a Workfront Ticket” and then choose “Archive” to request files. They will be formatted for your project. Use “Copy Asset Link” to provide a reference of the file. You can add multiple links in one request.

Outlet perimembranous ventricular septal defect BioViz Image

Overview Zoom view



© MAYO CLINIC

+

Add to collection

Share

MAKE A REQUEST

The medical illustration and animation archive is browse only. Click “Create a Workfront Ticket” and then choose “Archive” to request files. They will be formatted for your project.

Use “Copy Asset Link” to provide a reference of the file.

Create a Workfront ticket

Copy Asset Link

OUTLET PERIMEMBRANOUS VENTRICULAR SEPTAL DEFECT

# ● CONTACT INFO & HELP

# Contact

If you have any questions, please get in touch!

## General Help

- [MAM Questions and Answers](#)
- [MAM About page](#)

## Contact

- ServiceNow- issues and errors
- MSS WorkFront service requests- new features and functions