



# How to Behave like a Broadcaster



UNIVERSITY OF  
OXFORD





# Spectrecom Films

- In-house team of 45 people
- Over 55 university clients
- Film & TV studios, broadcast work
- Creative campaigns & video seeding



Universities



Charities



Agencies



Finance







# Contents

- The online video landscape
- Thinking like a broadcaster
- Developing a content strategy
- Defining your audience
- How to brief a production company
- How to evaluate suppliers







# Online video landscape

## Traditional online



## Emerging online



## Future online

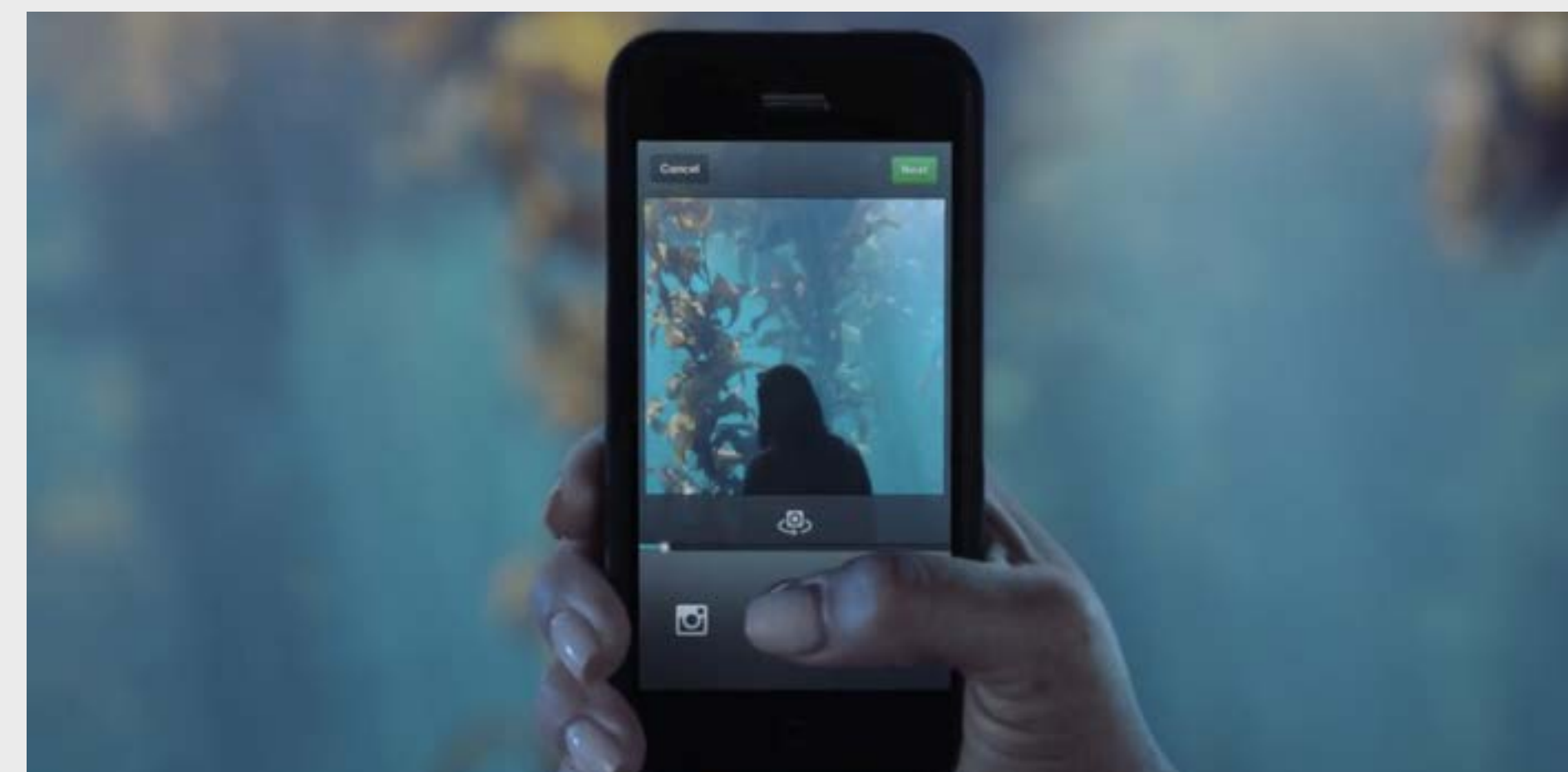






# Thinking like a broadcaster

- Define the channel identity / brand
- Create content that is consistent in tone
- Focus on multi-platform access
- Produce regular, scheduled content
- Reward audience loyalty
- Developing broadcasting relationships beyond the channel



# University of York

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'Fusion - Solving The Energy Problem'

[spectrecom.co.uk/portfolio-item/york-university-50-years-research/](https://spectrecom.co.uk/portfolio-item/york-university-50-years-research/)





# Developing a video content strategy

- Identify all your communication aims
- Consider available resources
- Constantly refresh content
- Be consistently on-brand
- Measure for effectiveness
- Account for content and archive







# Defining your audience

Our viewing habits change....







# Defining your audience

Who are we trying to reach....

## EXTERNAL AUDIENCE

- Potential Undergraduates
- Potential Postgraduates
- Potential International Students
- Parents
- Teachers
- Potential Academics
- Alumni
- Potential Fundraising Donors
- Partners in Business
- Local Community

## INTERNAL AUDIENCE

- Current Undergraduates
- Current Postgraduates
- Current International Students
- Current Academics
- Cherwell TV viewers







# Defining your audience

...and what do they want to see?

- Inspiring human stories
- The latest academic research & scholarship content
- University news
- Varsity match results
- Funding and bursary opportunities
- Guest lectures & debates





# Imperial College London

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'Astrostatistics'

[spectrecom.wistia.com/medias/4k27lov8e7](https://spectrecom.wistia.com/medias/4k27lov8e7)





# How to brief a production company

What you need them to know....

- Who's your audience
- What you want your audience to feel
- What you want your audience to do
- Any key messages
- Any brand points
- Shooting opportunities
- Required delivery date







# How to brief a production company

What *they* will want to know....

- Your intended procurement process
- How many people you will ask to pitch
- When project delivery is expected
- Your ball park budget
- Who will they be working with, what resources are available
- How success will be measured







# How to brief a production company

## What you should expect....

- Demonstrate an understanding of your brief
- Creative ideas that show how results will be achieved
- A profile of the production team
- A detailed production timeline
- Description of shooting equipment and requirements
- Clear breakdown of costs







# How to evaluate suppliers

## How you should decide....

- Their understanding of the university landscape
- Their understanding of you
- Any special insight they possess
- Their potential to generate new ideas
- Their passion - how much they want to work for you
- Their willingness and ability to challenge you, educate you, lead you
- What they could bring to a long term relationship
- Their promise to share ownership for achieving results
- Value for money







# SPECTRECOM

## FILMS

“Brave films, crafted with care”



Spectrecom Films Ltd.  
Spectrecom Studios, 373 Kennington Road  
London SE11 4PT



[www.spectrecom.co.uk](http://www.spectrecom.co.uk)



+44 (0)203 405 2260



[enquiries@spectrecom.co.uk](mailto:enquiries@spectrecom.co.uk)