How to Behave like a Broadcaster
• In-house team of 45 people
• Over 55 university clients
• Film & TV studios, broadcast work
• Creative campaigns & video seeding
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
- YouTube
- vimeo

Emerging online
- BBC
- ITV

Future online
- Various logos
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

‘Fusion - Solving The Energy Problem’

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....
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

‘Astrostatistics’

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
“Brave films, crafted with care”