

PR News Video Workshop



GEORGETOWN UNIVERSITY

BROADCAST YOUR BRAND'S STORY

#PRNEWS

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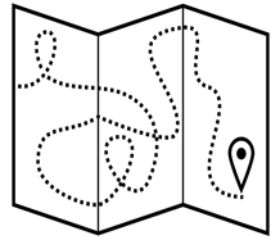
#PRNEWS

MAP YOUR LIVE VIDEO CONTENT STRATEGY

WHAT ARE
YOUR END
GOALS?

HOW CAN YOU
DEMONSTRATE
THIS IN A
COMPELLING
WAY?

WHAT IS THE
CALL TO
ACTION?

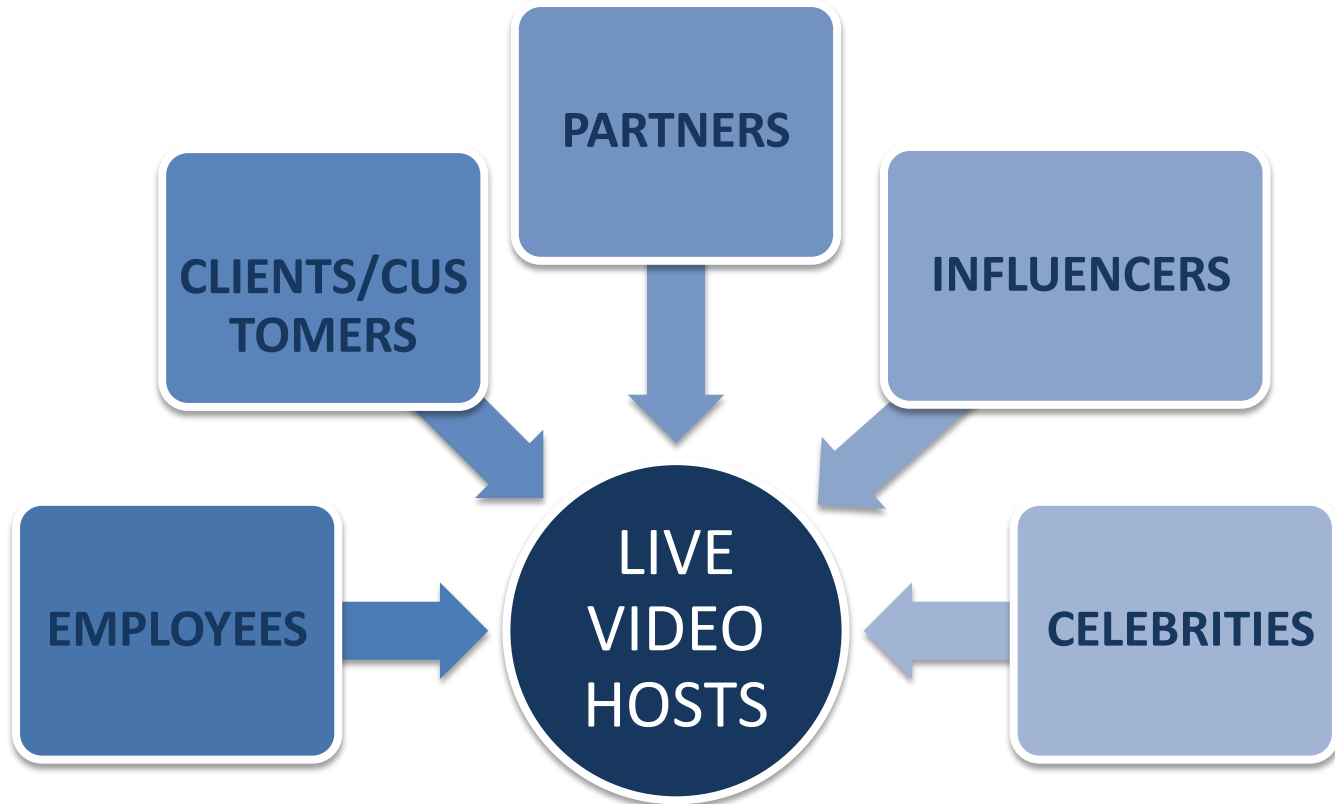


CASTING YOUR LIVE VIDEO HOSTS

1. Can tell your brand's story
1. Are interesting to listen to
3. Are good at improvisation



WHO CAN HOST YOUR LIVE VIDEO CONTENT?



LIVE VIDEO FROM YOUR SMARTPHONE



- Don't try to be something you're not
- Take advantage of the expectations of the medium
- Focus on the content and the voice
- Prepare and have back up plans!



FACILITATING INTERVIEWS IN LIVE VIDEO

- You must plan for how you will keep your audience engaged
- Determine if the “host” will take questions or if a moderator is needed
- Determine if you want them to look at the interviewer or into the camera

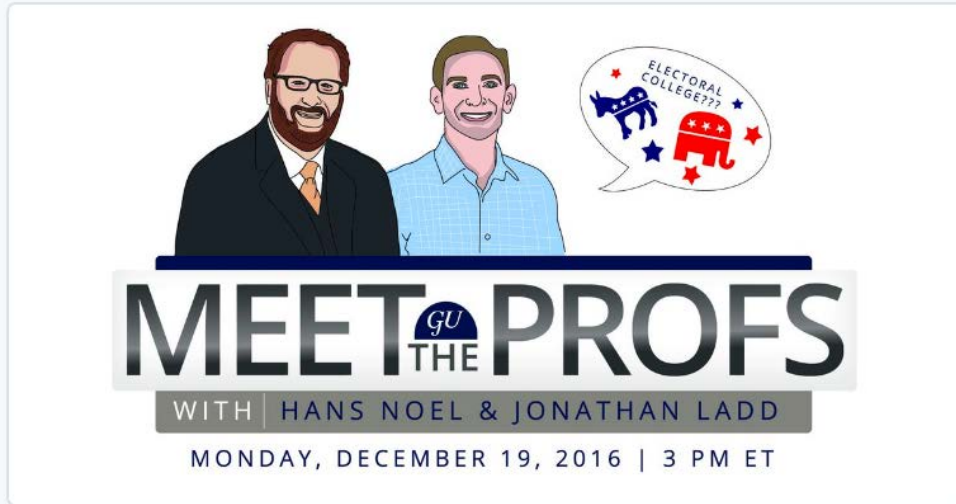


PROMOTE IN ADVANCE



Georgetown Univ.  @Georgetown · 19 Dec 2016

What is the #ElectoralCollege? Why does it exist? We're answering questions live today at 3pm ET ow.ly/5Aod307dTWW #MeetTheProfs



**PROMOTING YOUR LIVE
CONTENT IN ADVANCE
WILL INCREASE
VIEWERSHIP AND HELP
TO GAUGE INTEREST
LEVELS**



@GEORGETOWN

#PRNEWS



GEORGETOWN

1789

MEET THE PROFS
Hoya Saxa

Culla
personality
@

it's been
so long
MUF

KEEPING VIEWERS ENGAGED

- Take questions
- Use names of viewers
- Introduce yourself repeatedly throughout the broadcast
- Encourage participation
- Comment in the thread



**PEOPLE SPEND 3X LONGER WATCHING
LIVE VIDEO ON FACEBOOK COMPARED
TO VIDEO WHICH IS NO LONGER LIVE.**

KEEP THEM ENTERTAINED

GU Georgetown University was live.
December 21, 2016 · 🌐

Join us for a holiday #YuleDog!



48K Views

👍 Love 💬 Comment ➦ Share

👍 🗨️ 1.8K Top Comments

377 shares

Write a comment...

GU Georgetown University · 1:41 Thanks for joining this morning. Sorry for the delay Jack the Bulldog wasn't quite ready for his holiday nap.
Unlike · Reply · 31 · December 21, 2016 at 11:30am
↳ 2 Replies

GU Georgetown University · 11:26 Natalia Roldan no he's really just that still, sometimes 😊
Like · Reply · 3 · December 21, 2016 at 11:40am

View more comments 2 of 200





CHOOSING YOUR CAMERA

NO TRAINING

- Great for filming on the go + impromptu moments
- Not suited for every context



MID LEVEL

- Will require some training but easy for most people to learn very quickly
- A slightly more polished look



EXPERTISE REQUIRED

- Don't try to fake it if you don't have the technical expertise
- Wirecast or similar live webcasting software



LIGHTING THAT WORKS

- Set yourself up so the main light source is lighting your subjects at a slight angle
- Avoid arrangements where a strong light source is directly behind your subject
- Natural light is great!

Do This



Not This



AUDIO WORTH HEARING

- Test, test, test! Know limitations in advance; manage expectations
- If you're going to be filming in a crowded area, use a clip on mic or headphones with a mic; Step out of the wind
- On Facebook Live use a moderator to respond in comments if audio is poor

Avoid This:





MASTER PRODUCTION TIPS

- ✓ Keep the camera slow and steady when moving
- ✓ Check internet connection- use ethernet or wifi
- ✓ Look at the lens, not at yourself when filming yourself
- ✓ Head to a light bright room, or stand near a light source
- ✓ Have a colleague help moderate. Don't try to do it all!

SIMPLE STUDIO SET UP



Georgetown University was live.

October 11 at 3:30pm · 🌐

Today associate professors Hans Noel and Jonathan Ladd are talking about Sunday's presidential debate. Viewer questions are answered live during the broadcast.



- Backdrop
- Seating
- Lights
- Sound
- Camera/mount

Cost: \$2,500

DIY CREATION HACKS RECAP



The first camera for



MAJOR KEYS RECAP :

- ✓ Have an end goal for why you are choosing live content. This will force you to produce better live video
- ✓ Choose “hosts” who can tell your brand’s story, are interesting to listen to, and are good at improv.
- ✓ Promote your livestream to established communities, leverage partners, and other forums to build buzz.
- ✓ Pay extra attention to audio quality. Viewers will often forgive less than perfect live visuals but not bad sound.

QUESTIONS?

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Additional Helpful Tools

- Good microphones that are mobile ready:

[Rode](#)

[Tascam](#)

[Sennheiser](#)

- Clip on lenses

A great selection can be found [here](#)

- [The Osmo](#)

- [Mevo live camera](#)

- [Portable smartphone battery](#)