



Universities Week 2012: Talking Head project

Briefing document

'How to' Interview Filming Guide

The aim of the *Universities Week: 2012 Talking Head* project is to present a series of past and present Olympians, Paralympians and future hopefuls about how universities have contributed to their success.

The video interviews will be hosted the Universities Week YouTube channel and will be embedded on various sites from the official campaign website to associated bodies. Universities have the opportunity to create and submit their videos interviews, and this guide outlines recommendations for how to approach the filming and editing process. Those videos which we feel would positively contribute towards the campaign will be selected and will feature in the official campaign footage.

The following is an indicative 'how to' guide for those universities that are hosting, filming and creating their own interview footage. While the following points are not mandatory, we do strongly advise that, to ensure a consistency of both quality and brand, these recommendations are adopted in all instances unless otherwise agreed. We hope to have clips available under embargo for you to use as an editing reference; this is available on request.

Initial thoughts

- Who will be interviewed?
 - With which university are they associated?
 - What are their sporting achievements?
 - What is unique about this individual?
 - Have they competed or will they be competing in any of the BUCS championships?
- Where will the interview be filmed?
 - Does the site have a particular resonance with the interviewee or their sport?
 - Is prior approval required from the site? And how much time is needed for this process?
- Preparation of the briefing sheet
 - Once all details have been confirmed, a briefing sheet must be fully completed and circulated amongst all interview attendees in advance (please find the template below)
- Props

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- We highly recommend that the interviewee signs a branded London 2012 item i.e. cap or piece of clothing. This will be captured in the interview footage



Recommended equipment (I'm in two minds as to whether this is telling them the obvious or not! I think on balance it probably is)

- HD video camera or equivalent stills camera capable of HD footage
- Tripod
- Lighting
- Clip on microphones for the interviewee (this should not be obstructed to ensure consistency and clarity of sound)

Location

- The location should hold a particular resonance with the interviewee
- Remember that the objective of the campaign is to promote the benefits that universities have contributed towards current Olympians, Paralympians, future hopefuls and UK society generally – therefore you may wish to capture subtle university branding in the footage background

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- Natural lighting is always preferable for filming purposes and where possible, aim to select an outdoor site or, weather permitting, somewhere near a window

What should the camera capture?

- The interviewee
 - Ensure that the interviewee's head and shoulders are positioned consistently in the screen throughout the interview i.e. either to the left or the right
 - Ask the interviewee to direct their focus into the diagonally opposite corner of the screen (please see example screen shot below)
 - Not only is this a natural and non-confrontational angle, but will allow adequate screen space for the name and university caption to be clearly visible in the bottom corner when edited into the footage



- The interview itself
 - To ensure that the final video clearly relays all content, 'open' as opposed to 'closed' questions should be asked to the interviewee i.e. request that they subtly repeat the wording of the question in their response
- Branding
 - Universities Week neither endorses or is affiliated to any commercial brands



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- Interviewees should wear simple clothing that does not display visible or obvious branding
- The university's own subtle branding can, however, feature in the background of the footage in situ i.e. signs, landmark building etc.

What you should aim to avoid

- The interviewer
 - while the interviewer plays a key role, they should be neither seen or heard in the footage
- All unrelated background noise
 - i.e. traffic, conversations, as this will 'muddy' the sound
- Visual distractions
 - i.e. animated objects which may draw attention away from the primary focus – the interviewee
- Commercial references
 - should a particular brand be a central topic of conversation, please reference this in generic terms without specifics
- All acronyms (these will not necessarily be understood by the general public)
- 'Yes' and 'no' responses to questions
- All offensive language

Editing

Recommended software:

- MAC
 - iMovie (built in programme)
 - Final Cut Pro
 - Adobe Premiere
- PC
 - Download Windows Movie Maker (Windows bundle)
- Web file output file formats
 - Web = 640 x 360
 - High res web = 1280 x 720
 - MP4 or WMV



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Should you have any questions on the content above, please do not hesitate to contact universitiesweek@fourcommunications.com



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Type of message	Detail
About the week	<p>Universities Week is an annual event held to showcase the effects and benefits that higher education brings to society. In 2012, Universities Week will take an in-depth look at the impact and contribution that universities are making on the London 2012 Olympic and Paralympic Games - from athletes through to the research, development and cultural contributions that sit behind the games. This includes all contributions from athlete training to security strategy and product development.</p> <p>As part of the week, through video interviews, we are hoping to bring to life case studies of how people who have been through higher education have contributed to the 2012 Games.</p>
Core message	<p>Universities Week 2012 is recognising and celebrating the contribution that our universities make (and have always made) to the Olympic movement and the sports industry in the UK.</p> <p>Our universities underpin the future growth and success of the UK and the London 2012 Olympic and Paralympic games are a good way to showcase this.</p> <p>The expertise and talent found in our universities contribute to sport in so many ways from producing top athletes to world-class research, facilities for students and local communities to Cultural Olympiad projects and an army of volunteers who will make the logistics of the ceremonies and the Games possible.</p>
Additional information	<p>Universities Week 2012 showcases the contribution of higher education to sport in the UK. The week will culminate in the British Universities and Colleges Sport (BUCS) Athletics Championship which this year is a London Prepares event and the only one to be held in the Olympic Stadium. Universities Week 2012 is</p>



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	<p>an action packed week of activities organised by Universities UK, BUCS and Podium and the UK's universities.</p> <p>UK universities are hubs of innovation that are contributing to not only sport, but the wider growth and prosperity of the UK. Universities are contributing to sport and the Olympics in many ways. These include:</p> <ul style="list-style-type: none"> - World class athletes - Research - Volunteers for the games and the ceremonies - Coaching - Facilities – from training camps for international teams to facilities for local communities - Promoting health and nutrition - Jobs - our universities are major employers throughout the country - Employable graduates with talent and skills - Economic contribution to UK plc
<p>A few useful statistics</p>	<ul style="list-style-type: none"> • There are just under 2.5million students at UK higher education institutions. • Higher education institutions have an impact of over £59 billion on the UK economy annually, an increase of £14 billion since 2004. • Universities are major employers – employing over 385,000 people in both academic and support roles across the UK. • The number of patents granted to universities has more than doubled in the last 10 years. • 63 per cent of students have taken part in formal volunteering since starting university. • Exhibitions held at universities, often free of charge, attract over seven million visitors a year.



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	<ul style="list-style-type: none"> • Over 1 million people attend free performances of music dance and the dramatic arts in universities every year. • 14,590 academic staff days are dedicated to free public lectures, with almost 1 million attendees.
<p>Logistics</p>	<p>Interview start time:</p> <p>Location:</p> <p>Who you will meet:</p> <p>What should you wear:</p>
<p>What we will be doing</p>	
<p>Questions</p>	<p>Below are indicative questions for the interview. There may be additional questions along the same vein</p> <ul style="list-style-type: none"> • Please can you introduce yourself? • What university did you go to and what did you study? Do you have connections with other universities? • Tell us about your involvement with sport? • How did your time at university contribute to your sporting success? • How do you think university helps aspiring Olympians and sports stars of the future?



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| | <ul style="list-style-type: none">• More widely, how did your university experience contribute to where you are now?• How do our universities contribute to society in a more general sense?• Of all the innovations in the sporting world, which would you say is the most exciting/important / has contributed the most?• What do the Olympics and London 2012 mean to you?• Have you competed in any of the BUCS Championships?• How did the BUCS Championships help with your sporting career? |
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