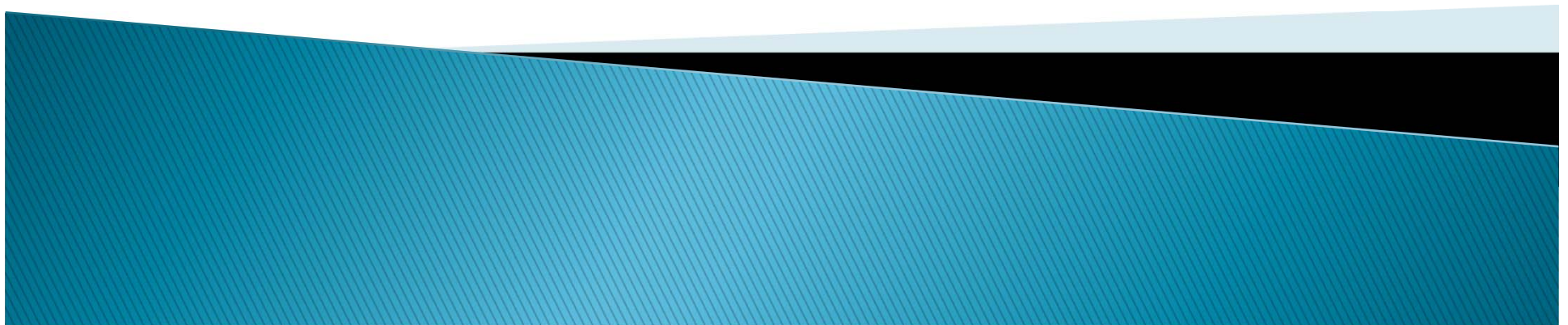


Video and broadcast media in EU project dissemination

Joyce Grech

M.A. Communications (Journalism)



Dissemination and communication strategy

- ▶ The EU commission looks for projects which match the project activities to the dissemination/communication strategy
- ▶ Tailored needs of your audience need to be addressed in your strategy
- ▶ Insight into changes in baselines of your audience
- ▶ Testimonials and citations of the outputs and outcomes of your audience

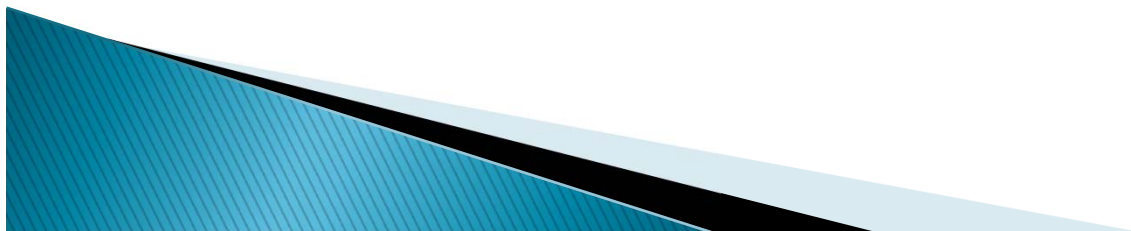


Broadcasting – transmitting video and audio to large and diverse groups



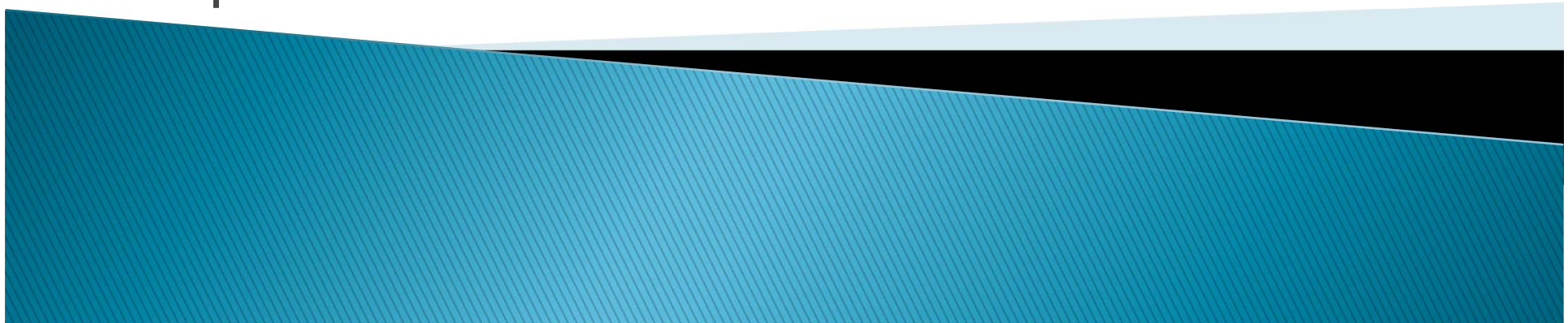
Types of broadcasting

- ▶ Television (regional, national, international)
- ▶ Radio (regional, national, international)
- ▶ Online broadcasting (video on website, podcast, video in email, social media)
- ▶ Video accessed on mobile phone (different formats)
- ▶ Music video or PSA (public service announcement)



How do I get my content broadcast?

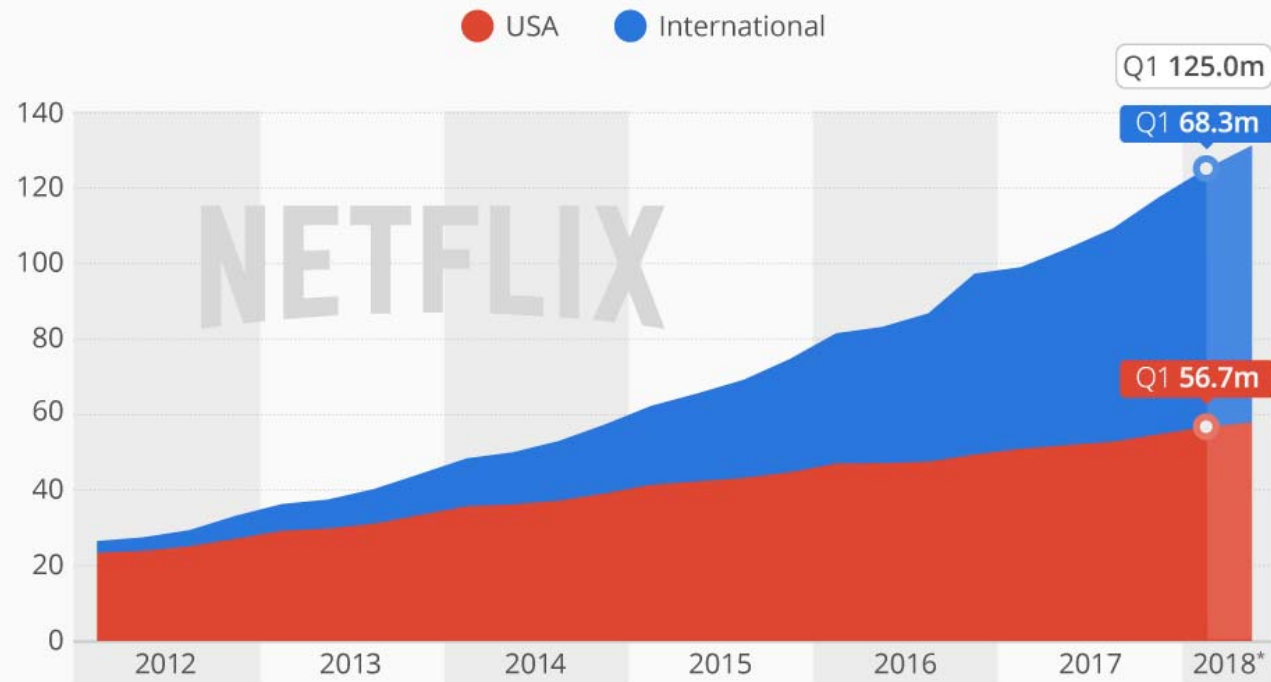
- Making the project 'news worthy'
- Creating your own content and buying airtime as part of your dissemination strategy
- Gaining interviews or airtime through personal network of contacts



Competition to broadcast – Netflix

Netflix Hits 125 Million Subscribers

Number of Netflix streaming subscribers at the end of the respective period*



@StatistaCharts

* Q2 2018 figures represent Netflix's own forecast

Source: Netflix

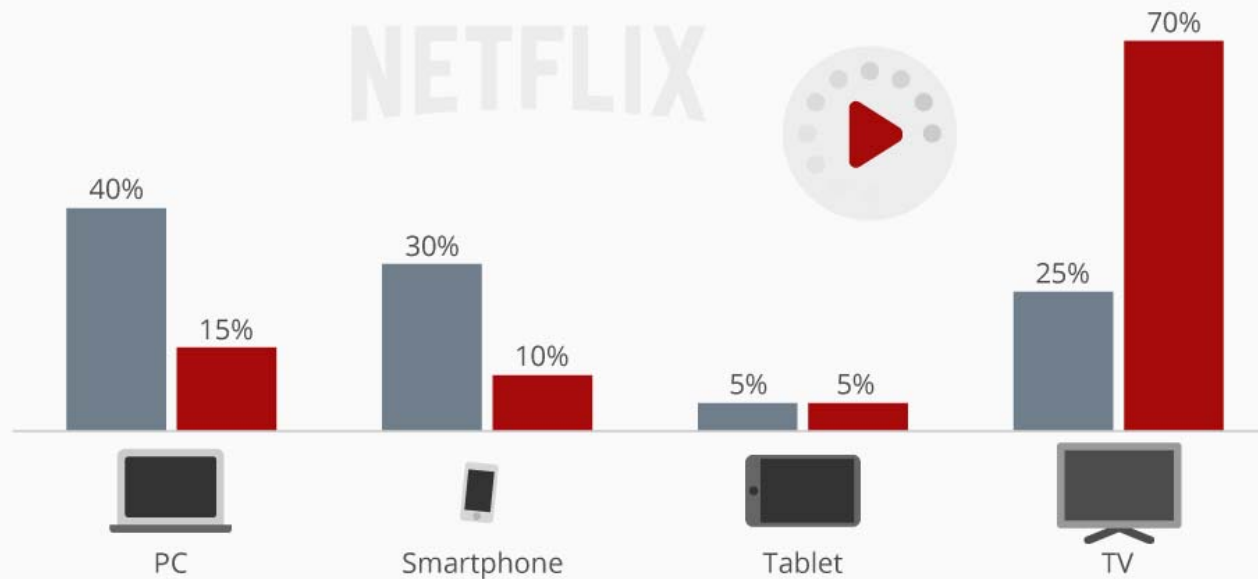
statista

Which device are most used for broadcasts?

Netflix Users Revert to the Big Screen After Signing Up

Percentage of global Netflix signups and viewing hours by device

■ Signup ■ Viewing

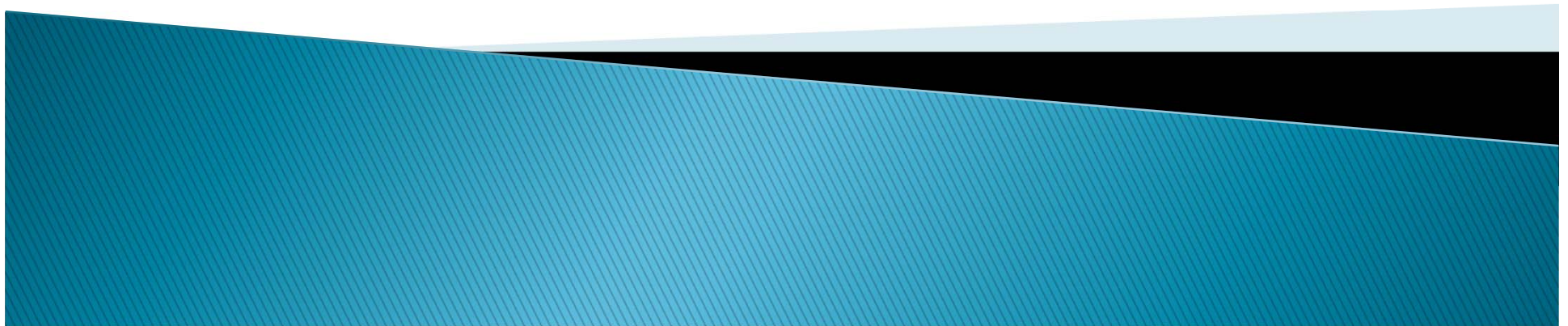


@StatistaCharts Source: Netflix

statista

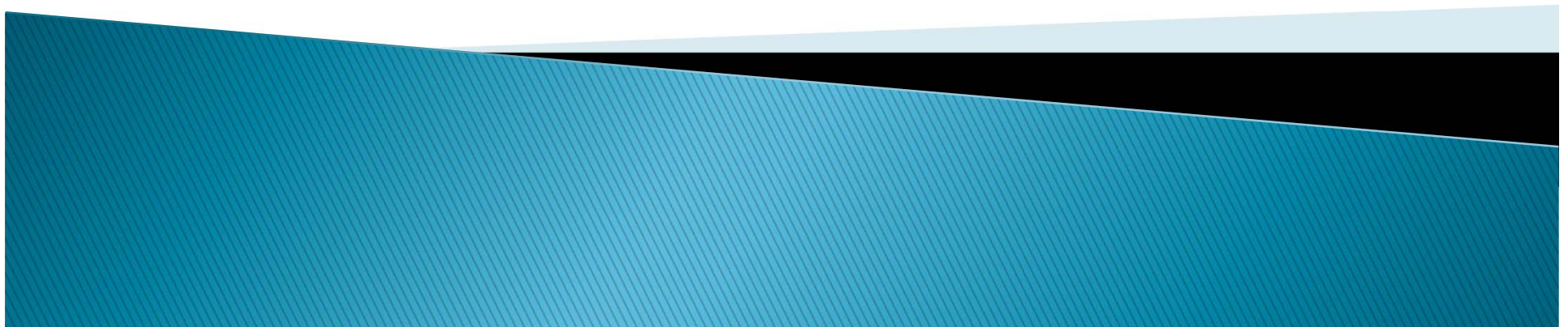
Video content

- Interview (one-to-one)
- Upstander
- Live event : Real / Re-enactment
- Footage / Cutaway shots
- Graphics, CG (character generator), Pictures, Photos, Screen-shot from Internet
- Incidental Music
- Animation



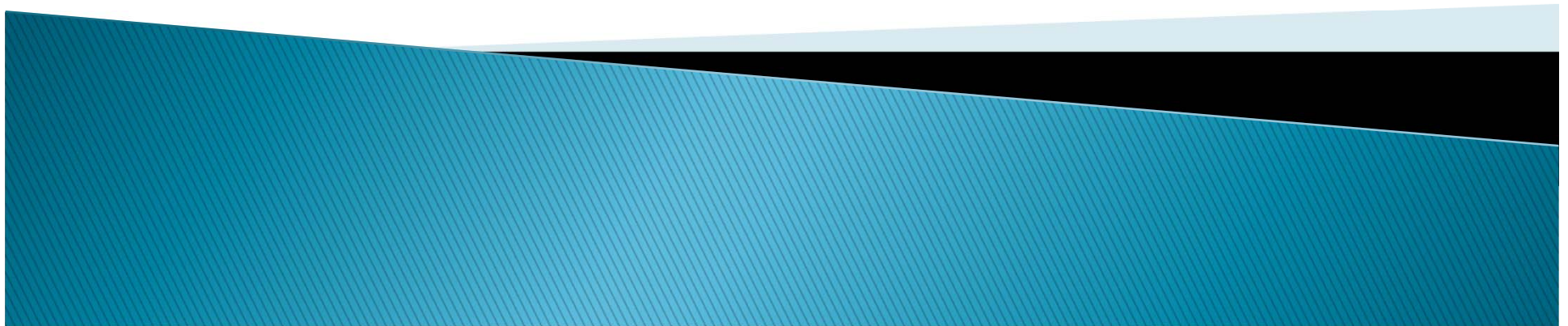
Pre-production

- Research on topic and other articles
- Test level of interest using blogs/social media (use call to action)
- Angles
- Interviewees
- Sources
- Photographs and visuals
- Length
- Output frequency



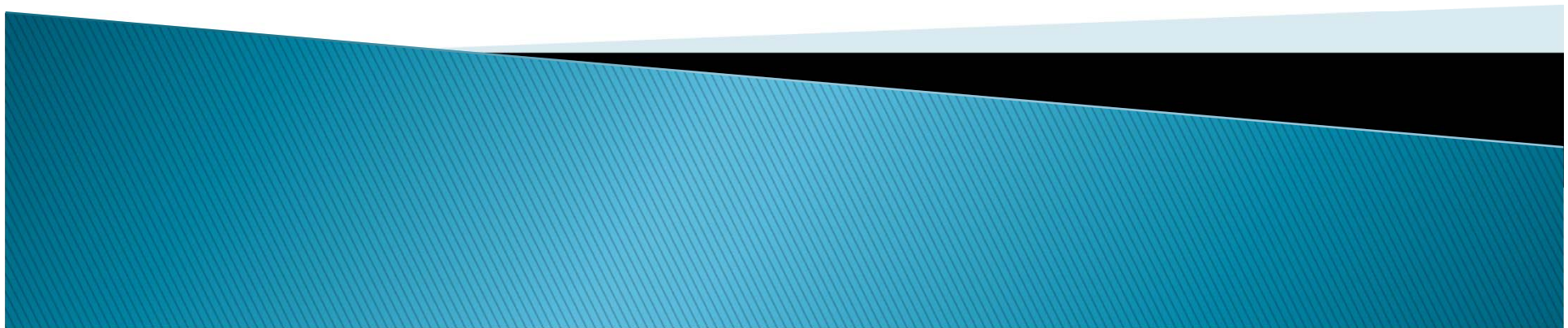
Pre-production

- Scriptwriting
- Choosing talent (presenter/voice-over/technical)
- Music and sound effects (SFX)
- Documentation : permits, data protection forms
- Shooting schedule
- Research dissemination opportunities
- Check weather forecast before finalising schedule



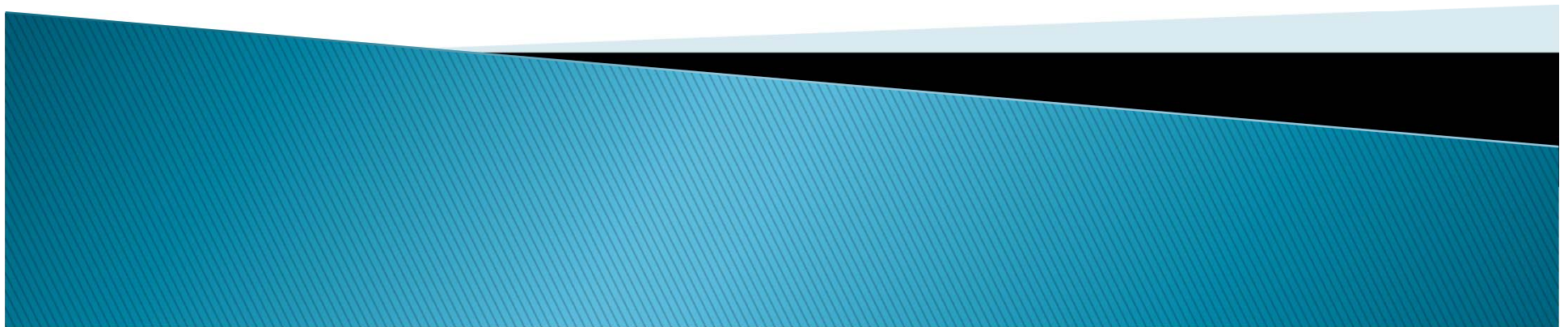
Format of contribution

- the importance of a good title
- opinion vs fact
- choose an interesting and original angle
- direct quotes and reported speech increase credibility
- celebrity or person of public standing
- credits and sources
- fonts, colours, general design
- duration
- style/genre: documentary, docu-drama, 'reality'



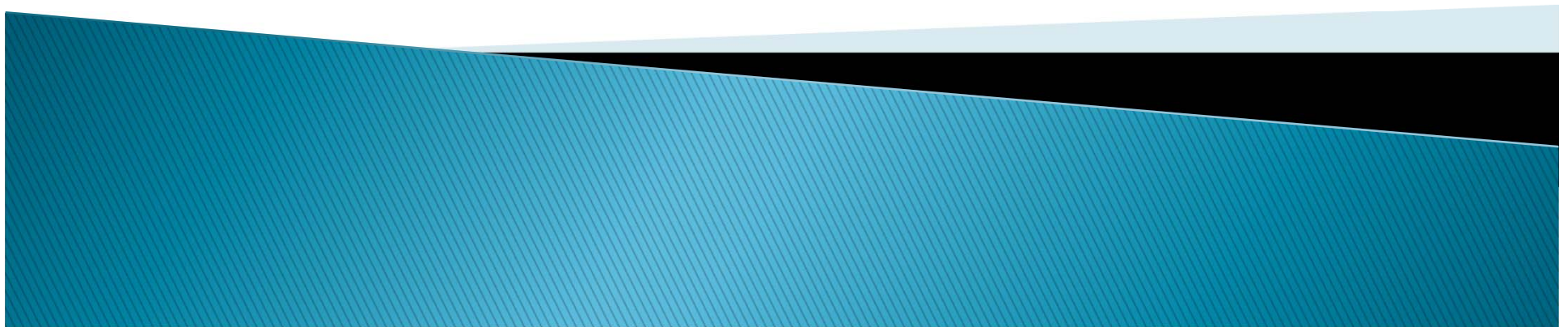
Basic filming shots

- Extreme long shot
- Long shot
- Mid-shot
- Close-up
- Extreme close-up
- Pan
- Zoom in/out
- Low/high angle shot




Basic editing programmes

- Adobe
- Windows Media Maker
- Video Pad video editor
- Lightworks
- VSDC Free Video Editor



Other points to consider

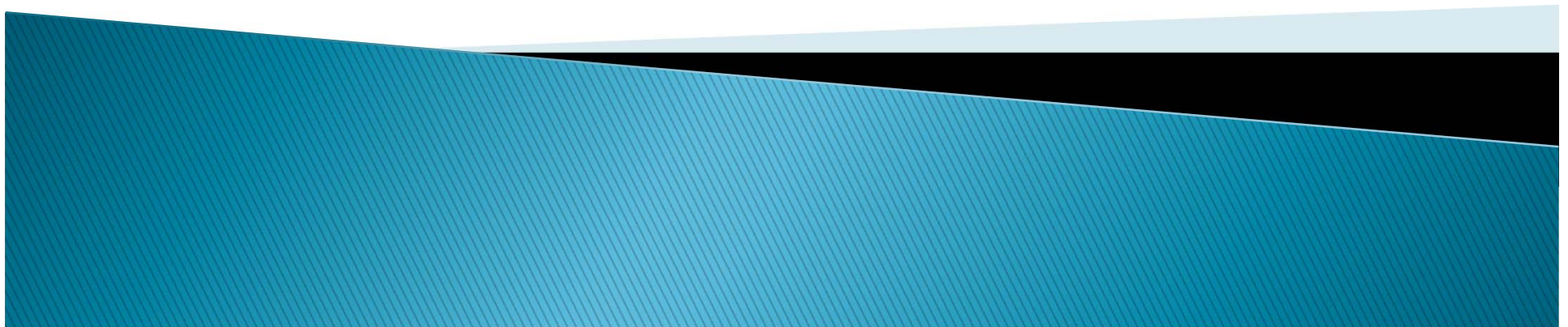
- if your final product is a very big file size, use software to zip the file for use on facebook and/or email dissemination
 - your audience is international –they have different world viewpoints and values
 - make sure your work instigates debate and not hatred or discrimination
 - language must be used carefully – be creative but not over-the-top
 - data protection and intellectual property
- 

Post-production

- Promote your own work through social media and other traditional formats
- Make yourself known to the public by putting your name in the credits
- Follow up on feedback
- When possible, try to combine multimedia or different platforms to get your message across to different audiences



Workshop



Useful links

- ▶ <http://communicationpackage.com/10-successful-tips-for-dissemination-eu-projects/>
- ▶ <https://www.youtube.com/watch?v=0JbLCd-7u7g>
- ▶ <https://www.youtube.com/watch?v=fBcwJmZ6qK0>
- ▶ <https://www.youtube.com/watch?v=T12Y-UipEeA>



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