

Enterprise Marketing Hub Live Streaming Services, Resources and Best Practices



David Jinks & Jim Salisbury
September 30, 2020

Today's Topics



Information on Brand Guide

ASU Live websites

Normal services we provide

Streaming to many places

Newly-developed services

Today's presenters

ASU Enterprise
Marketing Hub
Live Video
Production



**Jim
Salisbury**
Tech Producer
Director, Video
ASU Live Mgr.



**David
Jinks**
Tech Producer
Director, Video

*Professional broadcast engineering backgrounds
- including news and sports production*

Today's presenters

**ASU Enterprise
Marketing Hub
Live Video
Production**

35 years of professional broadcast engineering experience

Jim

- Producer & lead videographer, later Broadcast Engineer Supervisor, ASU Distance Learning Technology
- College/NFL football and PGA camera operator
- Technical Director on Hearst Award-winning Cronkite newscast
- ASUtv Station Manager
- Emmy Award, Sound Recordist
- Sound Engineer at Sun Devil Stadium Events, including Super Bowl XXX
- BA in Broadcast Production, ASU Cronkite School

David

- Sports Camera Operator, Technical Director, Audio Engineer, EVS Replay Operator, Shading Engineer, Stats Producer
- Albuquerque ABC-affiliate cameraman, ENG technician and producer
- BA in Digital Media: Film from New Mexico State
- Associates Degree in Computer Technology
- Has worked on several Independent films
- IT and trouble shooting expert

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<https://brandguide.asu.edu/>



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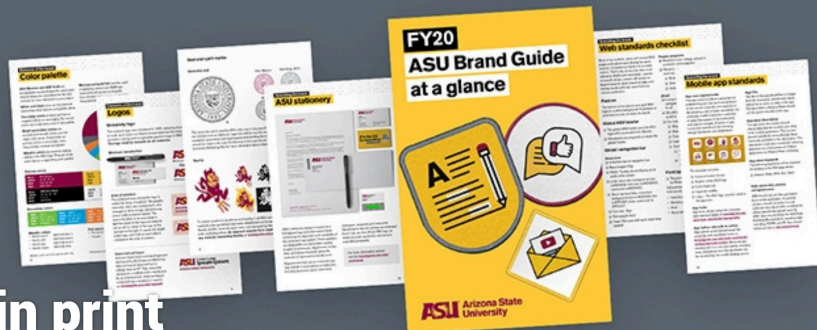
<https://brandguide.asu.edu/>

- Log in using your asurite ID to see all of the available sections



Enterprise Brand and Marketing Guide

- Introduction to the Brand
- Elements of the Brand
- Executing the Brand
- Requests



Get the guides in print

Consolidated highlights for FY20 communication and web standards

[Order copies](#)



Logos

Logos aren't just embellishments; they concisely represent the university brand. Learn how to use approved logos – and how not to.



Color palette

There's more to our color palette than just maroon and gold. This guide will help you select the right colors for your digital and printed projects.



Writing guide

From email signatures to reports, follow these guidelines to ensure that your audience understands the message you want to convey.



Web standards and tools

Spin up a fully-standardized site in 15 minutes. No configuration necessary. All that's missing is your content.



Social media at ASU

Whether you're speaking to teens, or colleagues in your field, social media is a two-way street. Our policy and guidelines will help you navigate the



Photography

From ASU-branded images to tips on capturing your own photos, use our photography guidelines to ensure that your visuals convey the ASU story.



Livestreaming



[Home](#) / [Executing the brand](#) / [Video and media standards](#) / [Livestreaming](#)

Executing the Brand

[Apparel and Merchandise](#)

[Email](#)

[Events](#)

[Mobile Apps](#)

[Photography](#)

[Signage](#)

[Social Media](#)

[Special Design and Brand Guidelines](#)

[Templates](#)

[Video and Media Standards](#)

Livestreaming

Get help with livestreaming your virtual events

Livestreaming presentations and events is a great way to work within health guidelines and still reach your audience. The Hub's live event production team can also edit your recordings for online archival.

If you are holding an event and would like us to stream it for you, just fill out a [Video Production - Live Event Production Request](#). Our team can stream the event to any social media platform or ASU Live, the official university livestream. Please note that reservations are held on a first come, first served basis. It's recommended that you book your event with us as far in advance as possible.

Livestreaming from Zoom

These challenging times require innovative solutions. With that in mind, we have developed guidelines to help you reach your distant audiences. If your event is too large to accommodate everyone with a Zoom meeting, you can stream it to your social media platform or an ASU Live channel to help you reach your audience. The Hub can also help you stream to multiple destinations (verified YouTube accounts, Facebook, Twitter, LinkedIn) so you can reach the widest possible audience demographic.

You'll first want to determine if you want to hold a Zoom meeting or a Zoom webinar. Each has its own advantages. Do you want an interactive session with the audience or would you prefer that the event be similar to a virtual lecture hall with one or more speakers addressing your audience? This meeting and webinar comparison from Zoom can help you make your decision: [Meeting and webinar comparison – Zoom Help Center](#)



Livestreaming



Instructions for streaming Zoom events to YouTube and Facebook

Executing the Brand

[Apparel and Merchandise](#)[Email](#)[Events](#)[Mobile Apps](#)[Photography](#)[Signage](#)[Social Media](#)[Special Design and Brand Guidelines](#)[Templates](#)[Video and Media Standards](#)

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Video Production - Live Event Production Request

Contact Name *

Position *

School/Department *

Phone number *

Title of Event *

Date (s) of Event *

Exact times (s) of Coverage *

Location of Event *

Describe the event and the services you are looking for *

Video Production - Live Event Production Request

Contact Name *

Position *

School/Department *

Phone number *

Please provide as much information as possible on the request form

Date (s) of Event *

Exact times (s) of Coverage *

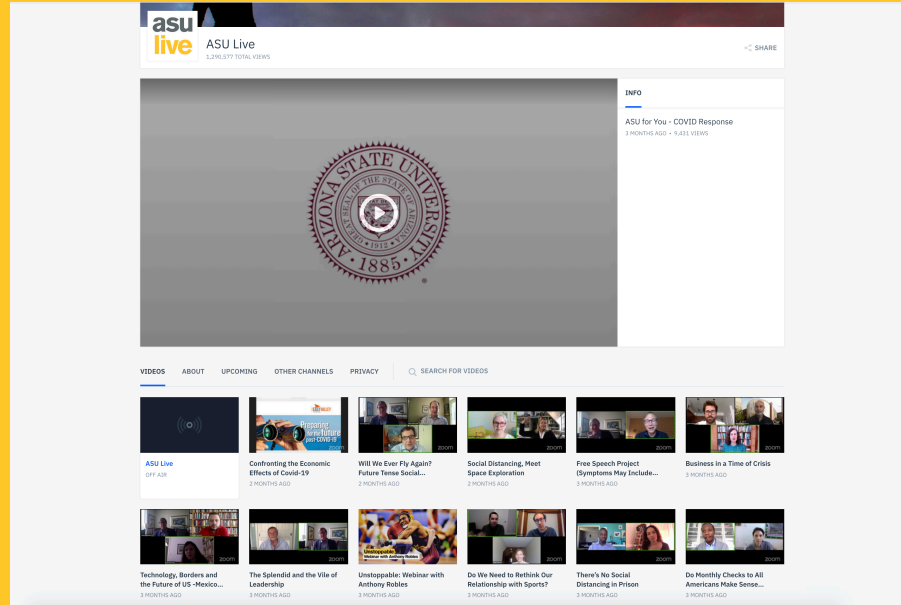
Location of Event *

Describe the event and the services you are looking for *

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video.ibm.com/asutv

ASU Live Homepage



The screenshot displays the ASU Live homepage. At the top left, the 'asu live' logo is visible, with 'ASU Live' and 'LIVE BY TALKING VIDEOS' text to its right. A 'SHARE' button is located in the top right corner. The main content area features a large video player showing the ASU seal. To the right of the player is an 'INFO' section with the title 'ASU for You - COVID Response' and '3 MONTHS AGO • 9,451 VIEWS'. Below the player and info is a navigation bar with links for 'VIDEOS', 'ABOUT', 'UPCOMING', 'OTHER CHANNELS', and 'PRIVACY', along with a search bar labeled 'SEARCH FOR VIDEOS'. The page is filled with a grid of video thumbnails, each with a title and a timestamp. The thumbnails include titles such as 'ASU Live OFF AIR', 'Confronting the Economic Effects of Covid-19', 'Will We Ever Fly Again? Future Tense Social...', 'Social Distancing, Meet Space Exploration', 'Free Speech Project (Symptoms May Include...', 'Business in a Time of Crisis', 'Technology, Borders and the Future of US-Mexico...', 'The Splendid and the Vile of Leadership', 'Unstoppable: Webinar with Anthony Robles', 'Do We Need to Rethink Our Relationship with Sports?', 'There's No Social Distancing in Prison', and 'Do Monthly Checks to All Americans Make Sense...'. Each thumbnail also indicates when it was posted, such as '3 MONTHS AGO'.

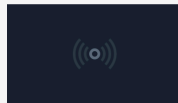




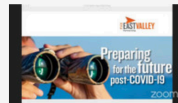
INFO

ASU for You - COVID Response
3 MONTHS AGO • 9,431 VIEWS

VIDEOS ABOUT UPCOMING OTHER CHANNELS PRIVACY SEARCH FOR VIDEOS



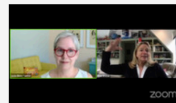
ASU Live
OFF AIR



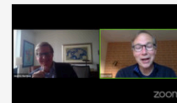
Preparing for the future post-COVID-19
2 MONTHS AGO



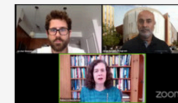
Will We Ever Fly Again? Future Tense Social...
2 MONTHS AGO



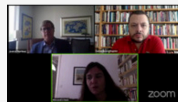
Social Distancing, Meet Space Exploration
2 MONTHS AGO



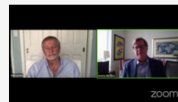
Free Speech Project (Symptoms May Include...
3 MONTHS AGO



Business in a Time of Crisis
3 MONTHS AGO



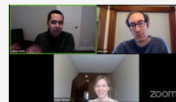
Technology, Borders and the Future of US -Mexico...
3 MONTHS AGO



The Splendid and the Vile of Leadership
3 MONTHS AGO



Unstoppable Webinar with Anthony Robles
3 MONTHS AGO



Do We Need to Rethink Our Relationship with Sports?
3 MONTHS AGO



There's No Social Distancing in Prison
3 MONTHS AGO

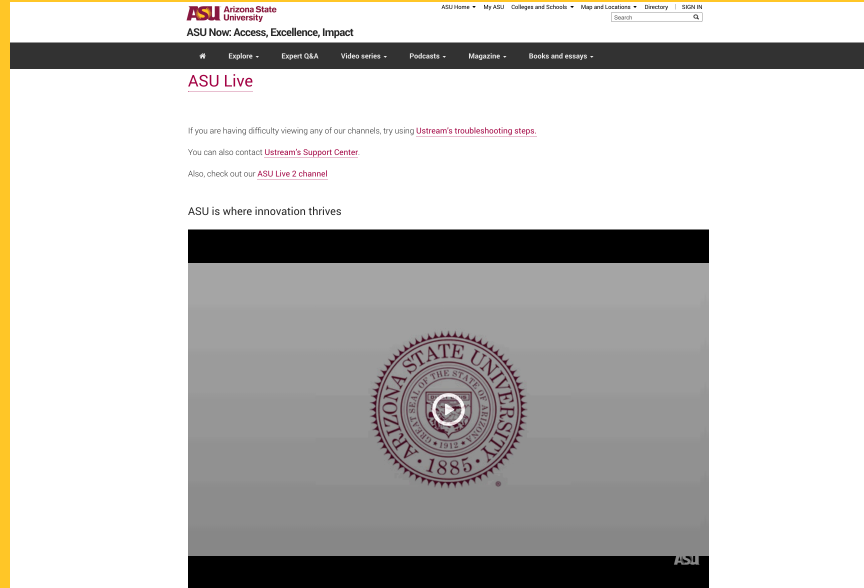


Do Monthly Checks to All Americans Make Sense...
3 MONTHS AGO

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asunow.asu.edu/asulive

ASU-Branded Page



ASU Live

If you are having difficulty viewing any of our channels, try using [Ustream's troubleshooting steps](#).

You can also contact [Ustream's Support Center](#).

Also, check out our [ASU Live 2 channel](#)

ASU is where innovation thrives



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Normal HD Live Video Production Services

- \$50/hour per person
- Pre-production preparation, including site visit and testing, if necessary.
 - Determine production setup areas
 - Test audio connections with venue staff
 - Test internet connections with technical staff
- Work personally with your event planning staff. Also work with venue managerial and technical staff to avoid streaming issues due to firewalls, bandwidth limits or blocked ports
- Work with your staff to set up streaming destination(s) prior to the event



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Normal HD Live Video Production Services

- Arrive at your event with a custom-prepared production kit
- Normally one camera and operator, appropriate tripod, audio connectors, mics, mixer, PA system, encoder and associated equipment (audio & video cables, batteries, power cables, plug strips...)
- Multiple cameras with live-production switching (Determined on a case-by-case basis and production staff availability)
- Webstream and record event in HD
- We can provide PA-only services for you with a complete sound system



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Normal HD Live Video Production Services

- Post-production editing services (*Create ASU-branded opening slate*)
- Upload to the ASU MediaAmp account, a repository where the video can stay indefinitely
- Provide you with video link, embed code and download link
- We can edit your Zoom meetings, too!



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Normal HD Live Video Production Services

- Conference & Symposium Support

- Record and live stream from multiple conference rooms at once
- Provide live streams for overflow rooms
- Assist with audio support

- Available Recording Studio

- Clean, healthy environment
- Professional lighting, sound and backdrops, including green screen
- Record special comments and presentations for playback during a Zoom meeting
- Webcast available from the studio



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Normal HD Live Video Production Services

- Press Conference and Broadcasting Support



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Live Streaming Destinations

- Live stream to any of these destinations:
 - ASU Live (4 available channels for overlapping event times)
 - Twitter
 - YouTube
 - Facebook
 - LinkedIn

- Simultaneously stream to multiple destinations!



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Live Streaming to Multiple Destinations

Activate YouTube or LinkedIn livestreaming in advance of your event.

- This may take YouTube up to 24-48 after your activation request is received
- Zoom or Slack call with staff to set up and test streaming destinations in advance of the event



Enterprise Marketing Hub

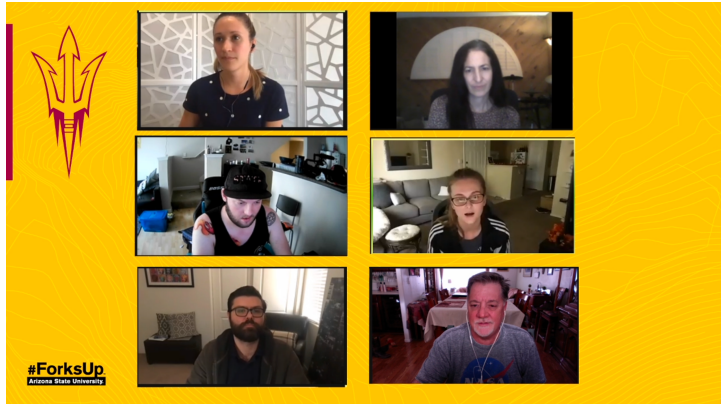
Newly-added Video Production Services

- Livestreaming your *Zoom* meeting or webinar
 - Livestream directly to YouTube
 - Livestream directly to Facebook
 - Livestream directly to ASU Live
 - Livestream simultaneously to multiple destinations
- Work with staff to discuss best practices and set up streaming destination(s) prior to the event



Upgrade Your Zoom Event!

We can turn your typical Zoom meeting or webinar into a professionally-produced livestream!



**- Countdown timer
to the beginning of
the event**

**- Create your own
ASU-branded unit
background**



ASU Charter

ASU is a **comprehensive public research university**, measured not by whom it excludes, but by whom it **includes** and how they **succeed**; advancing research and discovery of **public value**; and assuming **fundamental responsibility** for the **economic, social, cultural and overall health** of the communities it serves.



