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
Enterprise Marketing Hub

https://brandguide.asu.edu/
Enterprise Marketing Hub

https://brandguide.asu.edu/

- Log in using your asurite ID to see all of the available sections
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 social media guidelines will help you navigate these conversations.

Photography

From ASU-branded images to tips on capturing your own photos, our photography guidelines will help you present the best ASU stories.
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 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](#)
Instructions for streaming Zoom events to YouTube and Facebook

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Video Production - Live Event Production Request

Contact Name *

Position *

School/Department *

Phone number *

Title of Event *

Date(s) of Event *

08/12/2020

Exact times (s) of Coverage *

Location of Event *

Describe the event and the services you are looking for *
Please provide as much information as possible on the request form
Enterprise Marketing Hub

text: video.ibm.com/asutv

text: ASU Live Homepage
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
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
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
Enterprise Marketing Hub

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
Enterprise Marketing Hub

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!
Enterprise Marketing Hub

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
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.