

## LMU Video Services

Revised February 2017

### Contact

University Photo and Video Department  
Marketing and Communications

### Introduction

Loyola Marymount University uses video as a strategic marketing, recruitment and engagement tactic. Therefore, the university provides guidance and access to external video services to ensure professional, high quality, brand-consistent productions.

### In This Document

- Video Resources Policy
- Video Request Process  
Follow these steps to begin the production process.
- LMU Freelance Video Production Contacts
- Video Production Pricing Guidelines  
How much will it cost to make your video? Paying for a video production is the responsibility of the requesting department. Professional video is expensive and time-consuming, and requires thorough and advance planning for a successful outcome. We have vendor recommendations for various types of video production, ranging from event coverage to documentary-style short films.
- LMU Video Project Index  
Samples of completed film productions and methods of distribution.
- Video Release Authorization Form

### Video Resources Policy

Loyola Marymount University uses video as a strategic marketing, recruitment and engagement tactic. Therefore, the university provides guidance and access to external video services to ensure professional,

high quality, brand-consistent productions. The guidelines set forth in this policy have been established to ensure the alignment of video resources with institutional goals and objectives.

## **General Understandings and Guidelines**

1. University videography is defined as all video captured for the purposes of marketing and engaging external audiences. Among other media, this includes all videos hosted on the top tiers of the university website, LMU video, LMU Magazine online, university-level social media sites.
2. The university considers, processes and provides resources for video project requests in which the intended outcome and distribution are defined.
3. LMU Video Services provides consultation and guidance during the initial planning stages of video productions. Clients may work exclusively with recommended production vendors to manage video projects through completion.
4. LMU Video Services has established third-party production service contracts and advises university clients on vendor referrals as well as best practices for video compression format, file delivery and hosting of completed video projects.

## **Strategic Video Productions**

A strategic video is defined as a production with of the following goals:

- increasing or enhancing the university's external visibility
- engaging alumni and donors
- recruiting

The university's primary video hosting mediums include those with the broadest reach to external target audiences:

- LMU.edu website (home page, second tier pages, LMU Video, and externally-focused microsites)
- LMU Magazine online
- LMU social media outlets (Facebook, YouTube, etc.)
- LMU mobile applications (LMU Magazine iPad app, iLMU mobile, etc.)

The university provides internal staff resources to advise and direct university clients to external video production vendors. After an initial consultation with LMU Video Services, departments are responsible for all coordination and costs incurred by the use of external resources.

## Video Request Process

All requests for photography are submitted online at:

<http://lmum.advantinteractive.com/services/video/>

1. In order to avoid rush fees, all requests must be submitted 10 business days prior to the filming date.
2. Within 2 business days of the request submission, the requestor will receive a confirmation from the University Photo and Video Department.

All video requests must be submitted online. Any and all other inquiries regarding video requests, scheduling and/or coverage are not considered until the online request has been received.

## LMU Freelance Videography: Event Coverage

Event coverage is charged on an hourly basis and includes the basic documentary coverage of a scheduled event (speaker, panels, participants, lecturers, receptions, awards ceremony or class).

### Licensing and Rights

- Freelance video vendor grants LMU unlimited use of video. Videos are exclusive to the university for six months from shoot and non-exclusive thereafter.
- The client is responsible for obtaining and retaining video release forms of all subjects filmed for commercial shoots.

### Scheduling

- Subject to vendor availability, client must schedule shoot with director of University Video Services at least 10 business days prior to the event. Requests fewer than 10 business days are subject to rush charges.

### Baseline Service Delivery

- General Services: Freelance videographer attends and captures footage of event including ambient sound and speeches when applicable.
- Delivery: Within 3 business days of the shoot, freelance videographer will deliver a rough-cut for client review.
- Video Editing: After the client reviews the rough-cut, any changes to editing and/or post production are submitted to vendor.
- Final Delivery: Within 3 business days of client review, external vendor delivers final, high-quality, uncompressed file to LMU. Compression and upload occur one business day after final receipt of video.
- Billing: Director of University Video Services sends invoice directly to client within 10 business days of shoot via email in PDF format. All invoices are NET 30 terms.

### **Event Videography Examples**

Project: President's Convocation

<http://video.lmu.edu/2016-lmu-presidents-convocation/>

Project: World Policy Institute Inaugural Event

<http://video.lmu.edu/lmu-world-policy-institute-inaugural-event/>

Project: Merry Christmas from LMU Magazine

<http://video.lmu.edu/merry-christmas-to-all-from-lmu-magazine/>

### **LMU Freelance Videography: Documentary Videos**

Documentary Videos are high-quality pieces that are composed, edited and customized for use in online, high-volume traffic locations or for strategic university needs. These shoots require enhanced control of or interaction with subjects (subject matter may vary) and sophisticated use of multiple cameras and/or other audio equipment. Assignment may be on location or in a studio. Examples of intended placement include the main university website ([www.lmu.edu](http://www.lmu.edu)), first tier college/center sites, LMU Magazine website, LMU Video, ad campaigns for large-scale media markets and/or promotional materials.

#### **Licensing and Rights**

- Production vendor grants LMU unlimited use of video on the Web and in print. Videos are exclusive to the university for one year from project completion and non-exclusive thereafter.
- Production vendor grants LMU access and rights to B-roll footage obtained during filming for project.
- The client is responsible for obtaining and retaining video release forms of all subjects captured in video shoots.

#### **Scheduling**

- Subject to vendor availability, client must schedule project with director of University Video at least 21 business days prior to the onset of production and filming. Requests fewer than 21 business days are subject to rush charges.

#### **Baseline Service Delivery**

- Estimate: Freelance video vendor provides estimate of fees and expenses to director of university photo/video within 2 business days of receiving the assignment. Client must confirm cost estimate prior to proceeding.
- General Services: Freelance video team captures all needed interviews, b-roll and audio for us in editing of final video.
- First Cut Delivery: Within 5 business days of the shoot, freelance video vendor will deliver first cut to the Director of University Photo/Video for client review.

- Video Editing: After the client reviews the first cut, changes are communicated to the freelance video vendor. Two more reviews are allowed before additional costs are incurred. Major edits/revisions should be communicated after the first review. Each subsequent revision should be delivered to client within 5 business days.
- Final Delivery: Within 4 business days of the final client review, director of university photo/video compresses and posts final video to Kaltura.
- Billing: Director of university photo/video sends invoice directly to client within 10 business days of shoot via email in PDF format. All invoices are NET 30 terms.

## **Samples of Documentary Videos**

Project: WPI Interview with Benigno Aquino III

<http://video.lmu.edu/interview-with-benigno-aquino-iii-president-of-the-philippines/>

Project: Thirteen Questions with Jo Blankenship

<http://video.lmu.edu/13-questions-with-jo-blankenship-16/>

Project: Billy Bean's Path to MLB's Ambassador for Inclusion

<http://video.lmu.edu/billy-beans-path-to-mlb-ambassador-for-inclusion/>

## **Video Release Form**

<http://lmum.advantinteractive.com/wp-content/uploads/2017/01/LMU-Authorization-English.pdf>