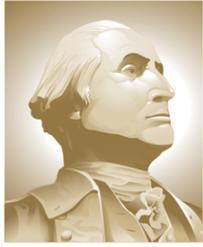


**VIDEOLINK**  
AN AVI-SPL COMPANY



## THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

- University founded in 1821
- 25,000 students enrolled
- Located 4 blocks from the White House
- \$172,000,000 spent in research funding

*The George Washington University (GW) enrolls more than 20,000 students from all over the world in ten undergraduate and graduate colleges and schools. The faculty are well known for their expertise in government, public policy, international affairs, law, medicine, business and politics. The university strives to provide an environment where knowledge is created and acquired and where creative endeavors seek to enrich the experiences of the global society.*

# George Washington University Upgrades to an On-site Video Publishing Platform.

The university's media department discovered how a consistently branded video studio increases the earned media value of a live TV appearance.

<b>Challenge</b>	Promote George Washington University experts and brand and always be TV-ready
<b>Solution</b>	Bring a TV-ready video studio in-house
<b>Results</b>	Weekly appearance on a local network; never say no to a live interview
<b>Product</b>	ReadyCam® on-site video studio

*"The easier it is for bookers to reach your experts, the more likely it is they will get on TV. Accessibility to the network is key."*

**John Brandt**  
Assoc. Director of Media Relations  
George Washington University

*The George Washington University was created in 1821 through an Act of Congress, fulfilling George Washington's vision of an institution in the nation's capital dedicated to educating our future leaders.*



**George  
Washington  
University**

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Washington, DC 20052  
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## Live TV is the great multiplier.

TV is the great multiplier and is one of the fastest ways to build brand awareness and attract top notch talent. A consistently branded video studio increases the earned media value of a live TV appearance. Customers trust earned media over ninety percent of the time, making TV appearances and video an important element of marketing and communications strategy.

## Lights, Camera, Action!

### ***On-site video studio takes the complexity out of live television interviews.***

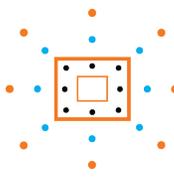
As a former cable news producer, John Brandt, the Associate Director for Media Relations for the GW Graduate School of Political Management, knew that George Washington must be TV-ready when the networks called for live TV interviews. Just as importantly, John understood that an on-site video studio needed to offer accessibility, predictability and consistency. “The easier it is for bookers to reach your experts, the more likely it is they will get on TV.” John says of his experience scheduling interviews. “Accessibility to the network is key.”

## Making the case for an on-site TV studio.

### ***Fewer disruptions. Consistent experience. More interviews.***

The on-site video studio minimizes live TV set-up time and enables university faculty to engage with the media without disrupting their daily schedules. It maximizes quality time in front of the camera. Prior to installing a ReadyCam® studio, a member of the university’s creative team was always involved in shooting every video segment. This usually required scheduling and juggling of resources and often was a headache. Since the ReadyCam video studio is remotely controlled and maintained by VideoLink technicians, it’s always ready to go. “Now that we don’t need GW video personnel to produce shots, we’ve reduced the complexity and saved time,” says Candace Smith, Assistant Vice President of Media Relations for the university. “We’ve found that other university departments have started using the studio more often because of the convenience factor.”

*(Continued)*



*(Continued)*

Since its installation in August 2013, the director of the School of Media and Public Affairs uses the ReadyCam studio once a week for a recurring segment on Bloomberg West. The university consistently uses it for media training, shooting promotional videos and for live TV appearances on local and national networks, as well. The electronic backdrop gives George Washington control of its message and provides consistent branding in every shot. For every three minute TV interview with a branded backdrop, it's estimated that the school receives approximately \$18,000 in earned media (\$3,000 per 30 second spot on prime time). The regular TV appearances, consistent branding, and the ease of use with no dedicated on-site resources makes the business case for the studio both compelling and simple.

ReadyCam studio eliminates surprises.

***Simplifies the process for the networks.***

News is fluid and it changes rapidly. It's essential that producers can quickly access talent and get them on air immediately. They demand a reliable and consistent experience when interviewing live guests. The last thing any producer wants is a surprise. "The network bookers and producers we talk to are already familiar with the ReadyCam. The picture quality is always superior and the consistency of the experience is always great. There are never any last minute surprises," says Brandt. "It's as easy for networks to use as it is for us, and the studio is easy to schedule. Anything that helps simplify the on-air process for them helps GW be selected for more interviews. And that's the TV multiplier."