



Promotional Media Handbook

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INTRODUCTION

Welcome to the Emerson Channel's Promotional Media Handbook!

Whether you're a first-time EP or editor looking for an idea of where to start, or a veteran trying to gain a better understanding of what we look for, this handbook will be your one-stop shop to creating promotional media and marketing your show both on and off the Emerson Channel.

The Channel's senior marketing team is made up of two key positions: the Director of Marketing, and the Promotions Producer. While both aid in marketing, the roles each position takes on is different. The Director of Marketing is responsible for the more general channel-related marketing, such as managing the Channel's Facebook and Instagram pages, and handling the marketing of the channel and its shows to the Emerson community and beyond. The Promotions Producer, who you'll be in contact with a bit more often, is responsible for guiding shows in the creation of promotional medias, namely commercials. They're also responsible for creating the commercial blocks that go into your shows during both live broadcasts and pre-edited episodes, which will be the primary reason you'll be in contact with them.

This guide will focus primarily on the promotional video and commercial block aspects of marketing on the Emerson Channel. In the following sections, this handbook will break down the ins and outs of creating promos for your show, and the what's and where's of using commercial blocks.

Thank you for reading this handbook! Should you any questions, please email promotions@emersonchannel.org for answers.

Matt Walting '22
Promotions Producer

COMMERCIAL BLOCKS

I. Finding Commercial Blocks

The most up-to-date commercial blocks can be found on Isilon, under the following directory:

Shows > Show Resources > Commercial Blocks > Current

Outdated commercial blocks (deemed by including old shows or ads that are date-specific) are moved to the folder titled “All (YYYY)” should you need an older block, or to relink media that may show up as missing. At the end of each year, the “All (YYYY)” folder gets moved into the “Previous Years” folder.

II. File Types

In Isilon, all commercial blocks are available as both a .mxf file and .mp4 file. The type of file you'll need depends on your purpose.

Commercials for shows edited or broadcast live through the studio control rooms will need the .mxf file for the Playback Operator. The .mp4 file is available for shows edited in Premiere, since it's an easier file type to work with while editing. The .mp4 also makes it easier to preview commercials on a computer, since .mxf files aren't compatible with default Mac software.

III. Naming

Commercial blocks are named based on the duration, so you can easily identify what you need. Commercial blocks starting with a 0 are under a minute long, 1 is between one and two minutes long, 2 is between two and three minutes long, and so on.

Example: 04_CB_45s.mxf or 103_CB_1m30s.mp4 or 31_CB_3m30s.mxf

IV. Using Commercial Blocks

Like almost all broadcast television shows, episodes are divided up into segments, with commercial blocks being used to separate each segment. For example, a half-hour episode would consist of two roughly 12-minute segments and the credits each separated by roughly 4-minute commercial blocks.

IV. Using Commercial Blocks (continued)

The exact timing of the segments versus commercials is up to the shows' editors, as there are a variety of lengths in which pre-made commercial blocks are available (from 30s up to 3 minutes or more.) There are no obligations to how many commercials play or how long they play for, unless you have your own. If you'd like a certain commercial block that doesn't already exist, feel free to ask the Promotions Producer to make a new one for you.

As mentioned earlier, it's important to note which file type you'll need. The .mxf file is intended for playback in the studios' control rooms, and the .mp4 file is intended for editing in an external program such as Premiere Pro.

CREATING PROMOS

I. When to Create a Promo

Thus begins a sort of promotional paradox: in order to have commercial blocks in your shows, the shows need to create videos to be in the blocks.

Because Emerson Channel shows are typically released and aired as soon as episodes are completed, it is recommended that shows create commercials BEFORE beginning actual production on episodes. This gives everyone enough time to edit and complete up-to-date commercial blocks for shows once they all start getting released. Ideally promos will be completed by the end of the first month of the semester (end of September or middle of February.)

II. Conceptualizing a Promo

No one knows your show better than you, and the directions your show takes is your responsibility to begin with! A promo can consist of whatever you'd like it to, but when conceptualizing, it's important to keep the following in mind:

- Promos should be one minute long, or less, and should be adaptable to various lengths (15s, 30s, 1min)
- Should be energetic and engaging to an audience
- Aren't just sizzle-reel highlights of the show
- Must follow Emerson Channel content guidelines. *See page 8 of this handbook for a reminder of what our guidelines are.*

If you're ever stumped on what to include in your promo, watch some ads for shows similar to yours. See how they advertise and take inspiration from them.

Feel free to schedule a meeting with the Promotions Producer to help conceptualize, or determine a starting point, for your promo.

III. Making a Promo

Should you need assistance in coordinating the filming and editing for your promo, reach out to the Promotions Producer! It's what they're here for. If you are ever uncertain that you'll be able to get your promo done in time, you can reeve tasks to the Promo Producer, or your own show staff if hiring is done quickly enough. You could also hire a show-independent marketing team solely devoted to creating promotional materials for your show, which could yield you per-episode promos and more!

The sky's the limit with what you could create, but if you're ever uncertain about if you're heading in the right direction, don't hesitate to ask for aid.

IV. Promo Delivery

Regardless of who ends up completing the edit of a show's promo videos, it is the responsibility of one party to notify the other when it's complete, either by sending it to them directly, or notifying them of the files location in Isilon. That way it can make it's way into commercial blocks and onto social media.

All promos should be exported with the following settings. You can use the web export preset located in Isilon to acheive this.

Codec: H.264

Resolution: 1920x1080

Aspect Ratio: 16:9 (Square Pixels - 1.0)

Frame Rate: 29.97 or 59.94 fps

Encoding: VBR 1-Pass at 10mbps

Audio: AAC at 48000 Hz, 16 bit

GENERAL MARKETING

I. Social Media

Each show is encouraged to create their own social media accounts to help promote their show. What you post is entirely up to you, just make sure it is within the same guidelines that show content has to follow. *Consult the “Content Guidelines” of the Producer Handbook or page 8 of this guide for specifications.*

If there is anything that you wish to be posted to the Emerson Channel social media accounts (Facebook, Instagram, Snapchat), please reach out to marketing@emersonchannel.org to make arrangements.

II. Content for Social Media

In order to post on social media, you'll need content to include!

Shows have the option of hiring a Production (or Behind-the-Scenes) Photographer to capture stills and video to use in posts for marketing online or in print. They can be tasked with photographing only stills from production (of what is seen on camera) or behind the scenes media as well.

If you ever have any questions about marketing, photography, or anything else promotional related, don't hesitate to reach out.

OUTSIDE ADVERTISING

I. Who Can Advertise?

Anyone has the opportunity to advertise on the Emerson Channel, however slot priority is given to Emerson Channel's own shows, and Emerson-based organizations and events. We accept advertisements for anything, so long as the content falls within our content guidelines. These guidelines are outlined on page 8.

It is free of charge to advertise on the Emerson Channel! To get in contact with us, all you need to do is fill out the form on our website:

www.emersonchannel.org/submissions/

Submitted advertisements will be seen in shows broadcasted live, released on air, and on the taped recordings that are posted online. Please note that if you choose a time period for your ad (see below), the ad won't be changed for shows posted online. Unfortunately, we cannot offer direct advertising posts on social media, such as shout-outs.

II. Delivery Specifications and Submitting

All submissions must follow these technical delivery specifications:

Duration: 60, 30, or 15 seconds
Codec: H.264
Resolution: 1920x1080
Aspect Ratio: 16:9 (Square Pixels - 1.0)
Frame Rate: 29.97 or 59.94 fps
Encoding: VBR 1-Pass at 10mbps
Audio: AAC at 48000 Hz, 16 bit

Properly encoded videos can be submitted using the same form as mentioned in Section I. When submitting, you'll have the option of picking a time frame that you'd like your ad to air. This isn't required,

Emerson Channel staff will review your submission and issue a response within 3 business days.

III. Content Guidelines

In an effort to maintain professionalism in collegiate television, we attempt to follow the broadcast guidelines that are outlined by the Federal Communication Commission (FCC). The FCC states “It is a violate of federal law to air obscene programming at any time or indecent programming or profane language from 6am to 10pm.”

As a creator, it is your duty to monitor and sensor any inappropriate content that is to be aired on the Channel. It is at the discretion of the Director of Production and Director of Programming what content is deemed inappropriate for the Channel.

If you have a question about a particular word, phrase, topic, or idea that you are concerned about airing, please reach out to the Director of Programming as soon as possible. We will work with you to explore whether or not the content in question is appropriate for the Channel.

If you wish to see a full list of words that are prohibited from being aired on the Channel, please email promotions@emersonchannel.org, and we'll provide you with a copy of our production guidelines.