

Guidelines for Short Videos on www.exeter.edu

Communications plans to start launching occasional short videos on www.exeter.edu as links from Lion's Eye stories. They will supplement text in Lion's Eye stories. These videos are intended to provide short glimpses into the experiences of students on campus.

These videos will meet the following guidelines:

- 90 seconds or shorter in length
- Produced from still images (slideshow format) or video
- Converted to flash for viewing on the website
- Subject matter and prioritization to be determined using the editorial guidelines for Lion's Eye content

These short videos are not intended to document events (Assemblies, speakers, etc.) or provide long commentary.

Editorial Objectives for the Lion's Eye

The editorial objectives of the Lion's Eye are to:

1. Communicate to Exeter's many website audiences an authentic view of the student experience at Exeter
2. Engage Exeter's website audiences with www.exeter.edu
 - a. Topics are appealing
 - b. Responsiveness is supported
3. Provide changing content of interest to Exeter's website audiences
4. Develop content that supplements the larger website needs

Editorial Guidelines for Lion's Eye Content

The Communications Office follows these editorial guidelines when selecting stories for the Lion's Eye:

1. **Content must be of broad interest to Exeter's major constituencies:** current students and their families, prospective students and parents, alumni/ae, faculty, staff.
2. **Current students are typically highlighted.** Most often, Lion's Eye stories include direct quotations from students to authentically represent the Exeter student voice and experience.
3. **Lion's Eye topics vary throughout the year** in an effort to represent the richness and diversity of student experiences at Exeter. Lion's Eye will revisit

broad themes or areas several times a year (for example, dining services, music, ESSO, non sibi) but will not repeat the same theme or topic in quick succession.

4. Lion's Eyes cover diverse subjects:

- Campus events/news (ex: opening of Phelps Academy Center, Halloween, Community Action Day)
- Themes or topics (ex: non sibi, political activity on campus, sustainability efforts, technology in the classroom)
- Programs (ex: Junior Studies, ESSO)
- Classroom activities (ex: Shakespeare folio in English class)
- Outside-of-classroom activities with significant student involvement (ex: engineering competitions, prom, Assembly)

5. All submissions will be reviewed and edited for suitability by the Communications Office before they can go live on the website. Content comes from various sources including copy developed by the Communications Office, submissions from students, faculty, staff or other members of the Exeter community.

6. Submissions must be fully verified for accuracy by the original author.

7. Photos and videos need to be in a usable form. Photos should be jpgs with subjects identified. Videos must be prepared to accommodate the resources of the Communications Office (see below).

Short Video Guidelines

Video/slideshow content submitted to the communications office should meet the following requirements:

- Avi format (video) OR wmv format with all supporting project files
- Clear definition of authorship/production (who took and/or edited the video)
- List of people shown in the video and approval from subjects to show video online (as applicable)
- No longer than 90 seconds if provided in wmv format
- No longer than 7 minutes if provided in avi format (the Communications Office will cut and edit to 90-second length, following editorial guidelines and school policies)
- Supplied to the Communications Office on a portable drive or CD/DVD

Prepared by the Communications Office August 14, 2008