How to Record and Distribute a Video About Your Duke Event

Do you have an upcoming event at Duke that you want to publicize or broadcast? Here's a step-by-step guide to highlighting your event on the university calendar, recording it and uploading it to iTunesU, YouTube and other media outlets.

**Announce.** The best way to let people at Duke and elsewhere know about your event is by listing it in the university’s free online calendar, Events@Duke. The process is quick and easy. If you are not yet a calendar administrator for your unit, email calendaring@duke.edu to set up an administrator account. You can then add your event to other sites such as Facebook and your personal Google Calendar. If you are planning to broadcast the event live, don’t forget to mark it under the “webcast” category in Events@Duke. Doing this will include your event in the “Live Events” feeds that are picked up by numerous sites across campus. If your event may interest a general audience, contact the Office of News and Communications for other publicity ideas. You might also announce it in an ad in the Chronicle, through email lists and flyers or in other ways.

**Prepare.** Consider recording your event. You’ll potentially reach a much larger audience and Duke offers several ways to help you make the recording. You can use your department’s AV services if available or coordinate with your venue’s AV staff to see if DukeCapture recording equipment is already installed there. (Click [here](#) for a list of DukeCapture enabled rooms.) You also can contact Duke Media Services for assistance with recording and/or live broadcast/webstreaming of your event.

When recording an event, don’t forget to get permission from those involved. (See a sample speaker release form [here](#).) For guidance about copyright and fair use, contact the Office of Scholarly Communications.

Finally, plan for how you might distribute the recording after the event on venues such as iTunes U, YouTube, Duke on Demand, DVD or DukeStream. A primer on multimedia production at Duke is available [here](#).

**Enjoy.** If the event isn't enjoyable, why bother with the other steps?

**Produce.** As a member of the Duke community, you are strongly encouraged by the university to use Duke's audio and video branding elements, which will also give your video a more professional appearance. You’ll find these guidelines in the web and multimedia resources for Duke Communicators (netid required). The format for produced pieces varies by delivery system; see the specifications for iTunes, YouTube and DukeStream. For assistance, contact the Office of News and Communications.

**Distribute.** Once your video is properly formatted, you should post it in the appropriate venues. (See the instructions for iTunes, YouTube and DukeStream.) When you do this, your video may be pulled by an RSS feed to Duke on Demand. The Office of News and Communications will then review your video and highlight it in easily searchable categories on the site. For questions about Duke on Demand, contact ondemand@duke.edu.

**Publicize.** Don’t be shy about highlighting your video. People won’t know it’s there unless you tell them about it! Consider using e-mail lists, blogs, websites, newsletters and other communication tools. If you think the video deserves to be featured on a main Duke website such as Duke.edu, Duke Today, Duke Research, Duke on iTunes U, the Duke YouTube channel, DukeNews Twitter or the Duke News Facebook page, contact the Office of News and Communications.