

PR & Marketing Committee Description and Duties
PR&M Committee Members, Event Volunteers, and Deliverable List
Indiana FIRST

August 24, 2016 – By Hugh Meyer

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PR & Marketing Committee Members

News Release Publisher

- Create, write, publish and promote press releases with updates about the IndianaFIRST program. This includes kick-off announcements, competition event promotions, state championship promotion, and district site announcements. Collect quotes at events to feature in press releases and future blog posts.
- Maintain media list.
- Work with other team areas to maximize effectiveness.
- Collect and compile information appropriate for the quarterly report.

E-Newsletter Editor

- Create content for a monthly E-newsletter that highlights major news, upcoming events, blog posts, and press releases that have been posted. Maintain a publishing calendar for when material has to be submitted and when the E-Newsletter goes out to the IndianaFIRST mailing list.
- Maintain E-Newsletter mailing list. Develop process to grow this list with new names and remove names no longer appropriate.
- Work with other team areas to maximize effectiveness.
- Collect and compile information appropriate for the quarterly report.

Television Advertising Director

- Identify locally produced special interest television programs that could reach possible sponsors.
- Develop advertisement concept to reach these potential sponsors
- Develop editorial content that could be part of the program.
- Contact local producers to pitch idea.

Radio Advertising Director

- Identify locally produced special interest radio programs that could reach possible sponsors.
- Develop advertisement concept to reach these potential sponsors
- Develop editorial content that could be part of the program.
- Contact local producers to pitch idea.

Newspaper Advertising Director

- Identify newspapers that could reach possible sponsors.
- Develop advertisement concept to reach these potential sponsors
- Develop editorial content that could be part of possible articles.
- Contact local editors to pitch idea.

Website Webmaster

- Post upcoming local FIRST competition events on the website.
- Post upcoming outreach events on the website.
- Post upcoming team recruitment events on the website.
- Remove expired events in a timely manner.
- Update photos on the website with event material from recent events.
- Work with other team areas to maximize effectiveness.
- Collect and compile information appropriate for the quarterly report.
- Work with Blogmaster to keep the blog running smoothly.
- Develop a team to apply creativity and ingenuity to further enhance the effectiveness of the website.
- Review performance of website on various platforms and take appropriate action to maximize usability for our student and adult audience.
- Create and maintain a dynamic section on the homepage used to link our audience to event web casts. This link would come and go as appropriate for seasonal events.

Website Blogmaster

- Publish several posts throughout IndianaFIRST competition events.
- Works with writers and reports directing them as needed to generate content for the blog.
- Publish weekly posts throughout the build and competition season.
- Publish periodic posts throughout the year as appropriate.
- Work with other team areas to maximize effectiveness.
- Collect and compile information appropriate for the quarterly report.
- Work with Webmaster to keep the blog running smoothly.
- Work with photo and video editors to utilize images and video in posts.

Social Media Director

- Coordinate social media posts during competition events
- Coordinate social media posts during outreach events.
- Develop a competition event spotter team to be on the watch for appropriate activities and events that could be posted to social media outlets.
- Direct spotter team members at events to identify useful content.
- Direct writers, and reporters posting at events.
- Work with other team areas to maximize effectiveness.
- Collect and compile information appropriate for the quarterly report.
- Work with photo and video editors to utilize images and video in posts.

Video and Photo Curator

- Organize photo and video content as it is dumped at events.
- Organize photo and video content as it is uploaded throughout the season and off season.
- Flag photos and video content for maximal random access.
- Directs video and photo editors at events.

IT Director

- Setup servers and network in the press room at events

- Maintain servers at peak efficiency.
- Setup video editing computers and keep them running smoothly
- Backup all data as needed

Multimedia Team Director

- Create event highlight video to be shown near completion of event.
- Create Mentor Inspiration video to be shown near completion of event.
- Create Student inspiration video to be show near completion of event.
- Create B roll reel supplied to news release publisher for inclusion in competition concluding news release.
- Continuously update kiosk content as event unfolds.
- Create short interviews.
- Create long interviews.
- Direct video editors.
- Direct photo editors.
- Develop team to produce requested content.
- Direct and assist producers to have tools and resources to complete their assigned task.

Multimedia Training Program Manager

- Host events to train video editors.
- Host events to train photographers.
- Qualify people for event production work.
- Bring in professional people to help with training
- Organize activities to help develop team.
- Using blender as a video editor. - Teach video editing using Blender
- Leverage Purdue Forums for training and qualifying people

Event Volunteers

Video Editor

- Needs to have a keen eye for good video.
- Capable of creatively edit video.
- Must be proficient using video editing software. Should be pre-qualified before event.
- Will work under direction from various content producers.
- Scans, classify, sorts, and tags video
- Sorts incoming photos for team photographers
- Sorts incoming photos from media team photographers.
- Must be proficient using DigiKam digital content management software. (Easy OTJT)
- Tags photos and video as directed by photo and video curator.
- Ideally will have taken and passed assignment from Purdue Form training or similar.

Photo Editor

- Needs to have a keen eye for good photographs
- Sorts incoming photos for team photographers

- Sorts incoming photos from media team photographers.
- Must be proficient using DigiKam content management software. (Easy OTJT)
- Tags photos and video as directed by photo and video curator.

PowerPoint Editor

- Creates PowerPoint slides as needed by AV production team.
- Must be proficient using PowerPoint software.
- Works with assignment editor to capture photos needed for AV production team.
- Ideally will submit sample of work or be pre-qualified to satisfaction of Multimedia Team Director.

Highlight Video Producer

- Responsible for completion of the Highlight video on time.
- Works with other team members to complete the video.
- Must be pre-qualified to satisfaction of Multimedia Team Director.

Mentor Inspiration Video Producer

- Responsible for completion of the Mentor Inspiration video on time.
- Works with other team members to complete the video.
- Must be pre-qualified to satisfaction of Multimedia Team Director.

Student Inspiration Video Producer

- Responsible for completion of the Student Inspiration video on time.
- Works with other team members to complete the video.
- Must be pre-qualified to satisfaction of Multimedia Team Director.

B-Roll Reel Producer

- Responsible for completion of the B-Roll Reel video on time.
- Works with other team members to complete the video.
- Must be pre-qualified to satisfaction of Multimedia Team Director.

Kiosk Video Wall Producer

- Responsible for completion of the Kiosk video on time.
- Updates the presentation on regular cycle during event.
- Works with other team members to complete the video.
- Must be pre-qualified to satisfaction of Multimedia Team Director.

Assistant Producer

- Work with Producers as directed.
- Sorts and organizes content as directed by producers.
- Willing and able to learn video production techniques.
- Will get OTJT.

Assignments Editor

- Maintains shoot list for Photographers and Videographers.
- Keeps track of content as it is dumped to server to be sure a wide variety of content is collected.

- Assigns Photographers and Videographers specific assignment as needed.
- Sees that all areas of an event are covered. For instance the pit, field, audience, volunteers, and any other area of interest.
- Works with producers to get content as needed.
- Works with field AV team to get photos of award winners needed for production power points.

Videographer

- Shoots video as directed by assignments editor
- Dump video to server after filming on a frequent schedule.
- Works with assignments editor as assigned.
- Willing to bring and use your own equipment is an advantage for this position.
- Some OTJT may be available on a limited basis.
- Assignments will be appropriate for skill level.

Photographer

- Shoots photos as directed by assignments editor
- Dump photos to server after filming on a frequent schedule.
- Works with assignments editor as assigned.
- Willing to bring and use your own equipment is an advantage for this position.
- Some OTJT may be available on a limited basis.
- Assignments will be appropriate for skill level.

Writer

- Writes captions for photographs.
- Writes headlines
- Help write press release as directed by News Release Publisher.
- Help write blog entries as directed by the BlogMaster.
- Help write Twitter and Facebook posts as directed by the Social Media Director.
- Posts content to social media as directed by Social Media Director.
- Willing to bring and use your own equipment is an advantage for this position.

Reporter

- Hunts down interesting stories at events.
- Creatively writes content usable by all various media.
- Interviews people both on camera and off.

Event Spotters

- Watches for field and off field events that could be tweeted, blogged, or posted on Facebook.
- Works with other team members as directed by Social Media Director.
- Reports events back to media room as directed by SMD.
- Helps writer create content correctly describing identified event.

Match Recording

- Operated recording system.
- Starts and stops recording system at match start and end times.

- Names file appropriately as per the file naming convention.
- Posts recorded file to media server.
- Must be able to concentrate and pay attention to field action.
- Works with AV production team field side.

Match Posting

- Uploaded recorded match files to YouTube.
- Names files according to naming convention.
- Posts entry to Blue Alliance linking to YouTube video.
- Verify Blue Alliance acceptance.

Media Room Event Deliverable List

- PowerPoint segments for event production use.
- Highlight Video
- Mentor Inspiration Video
- Student Inspiration video
- B-Roll robot action content reel
- Kiosk video wall PowerPoint
- Twitter stream
- Facebook stream
- Blog post
- Press releases
- Photo repository
- Video repository