

# Work Based Learning Webcasts

## Information for Contributors

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Institute for Work Based Learning  Work Based Learning  
at Middlesex University

# Quality preparation is essential for a good product

Information needs to come to the producer on time.

Contributors and PAs have all the details sent well in advance.

## **Absolute final deadline: the Friday before webcast date.**

- 1) A title, four lines of blurb for each talk and your photo, ready for PR webmail distribution on the Monday advertising the webcast to 1,000 + .
- 2) To get the idea how little is effort is needed see here:<http://www.mhmvr.com/wbwwmail>
- 3) But the webmail text is vital PR and focus for your preparation for the interview.
- 4) You will be interviewed. All introduction, info and links are handled in a script. In a changeover from one speaker to another, there will be a pause while the interviewer talks to camera.  
The speaker leaves the chair, the radio mic changed and the next person is introduced.
- 5) A list of ten short questions with bullet point answers sent to the producer (well in advance) give you both a chance to prepare and allow Skip to support you to sell the message develop a quality message.
- 6) The 'second person' needs the same list: a photo, brief webmail outline and list of questions.  
Please see the excellent results of Ed J Esche's 'second person' on MDX Play
- 7) **Ideas for post online 'to-camera' video:** Prepare a brief list of key points perhaps selling the School's wbl facilities and second person's positive experience of the wbl experience. See the quality that we are achieving. <http://www.play.mdx.ac.uk/videos/4lxc>  
We are finding that interviewees do these interviews quickly as they have 'rehearsed' their theme during the online interview.  
*Tips for to-camera:* look at the camera or slightly off to the interviewer, wait 4 seconds before answering, repeat the key elements of the question so it can be edited out, duration 2min - ish: main theme and an example, end smile and gentle gaze to camera for 4 seconds.  
**Please Note:** from 9th Dec week each webmail has links to previous week mdx play and audio podcasts. Extra valuable publicity!



Moderator/live text discussion/text in and out/powerpoint/text recording

Online mics

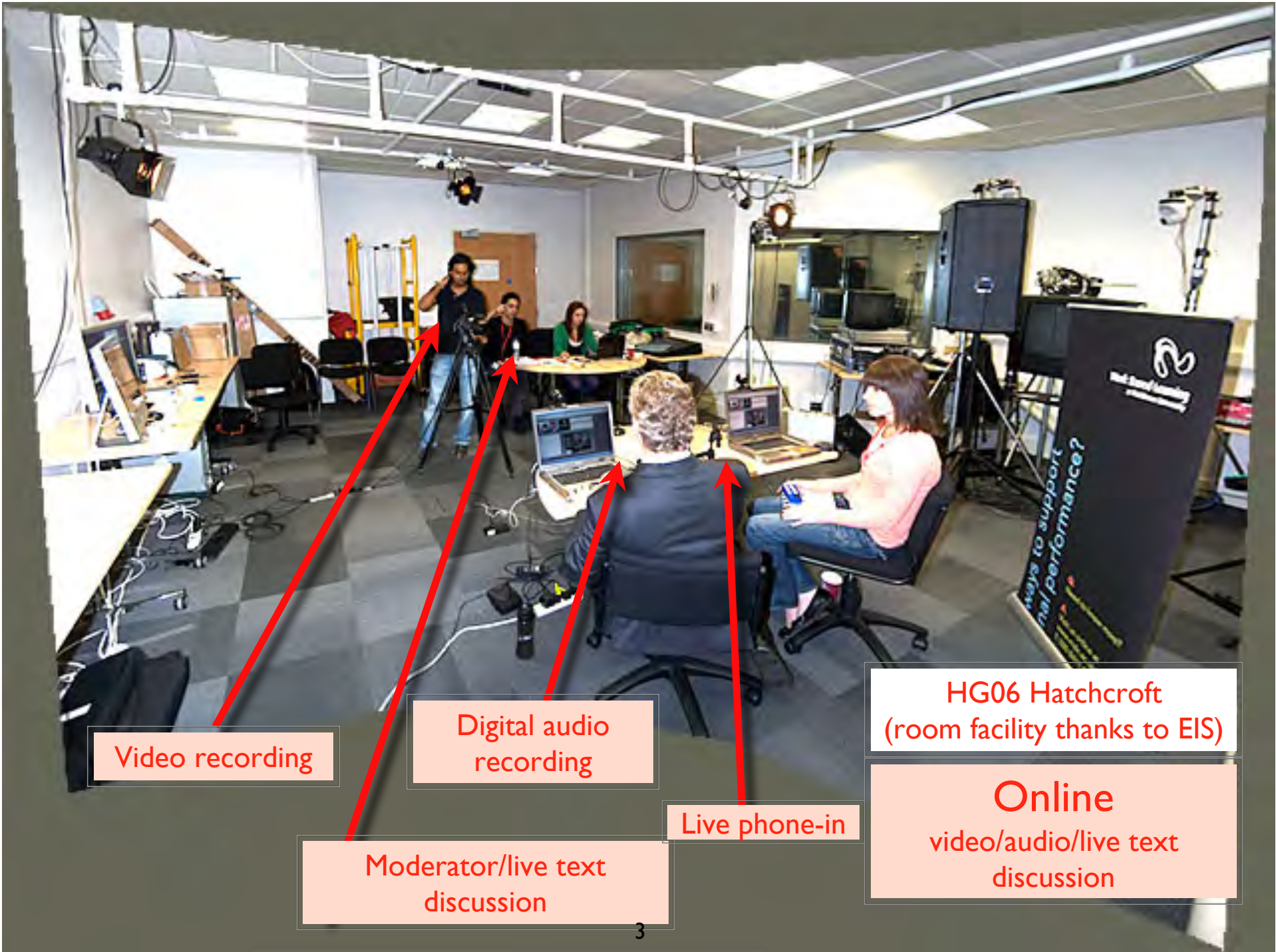
Online audio monitoring

Radio mics

Webcams

Video recording

Lighting



Video recording

Digital audio recording

Moderator/live text discussion

Live phone-in

HG06 Hatchcroft  
(room facility thanks to EIS)

Online  
video/audio/live text  
discussion

# Adobe Connect: Online Live screen view

The screenshot displays the Adobe Connect meeting interface. At the top, there are 'Meeting' and 'Help' menu items. The main area is divided into several panels:

- Camera and Voice:** Shows a video call with two participants. The left participant is identified as 'Edward - Jessica - Ralph' and the right as 'Dr. Anthony 'Skip' Basiel'. A logo for 'Work Based Learning at Middlesex University' is visible in the background. Below the video, there is a 'WBL Wednesdays' icon.
- Note:** Contains the text: 'You can call us now on 44 (0)207 131 0500 Participant Code: 587701#, alternative you can join us on the live chat text.'
- Attendee List (21):** Shows 'My Status: Active' and lists two attendees: 'Karen Gittins' and 'Karo'.
- Chat:** Contains the following text:

Bachelor of Arts (Hons)  
Professional Practice  
**David:** There is lots of good work going on in your school. What do you see as its strengths at the present time?  
**David:** That was a question for Ed plesae.  
**WBL Wednesdays:** thank you for your question david, we will get this to Ed shortly
- WBLpresentation 22ndjune:** A presentation slide with the following content:

**The Institute for Work Based Learning**  
Middlesex University  
College House  
The Burroughs  
Hendon  
London NW4 4BT  
Telephone: 020 8411 5050  
Email: business@mdx.ac.uk

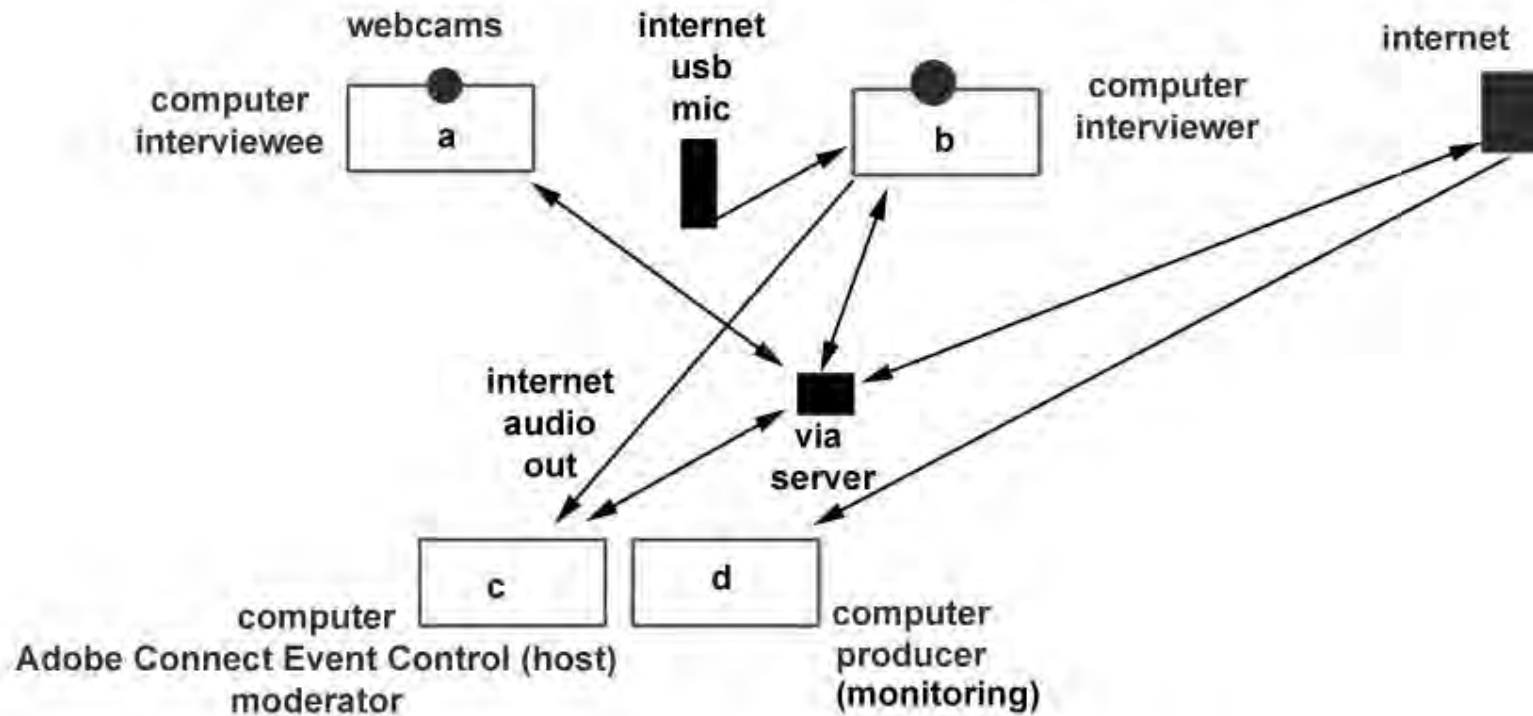
We offer  
**Work Based Learning**  
at every level of  
**Higher Education**  
and  
**Accreditation**  
of your  
**in-house**  
programmes

*A flexible learning experience that is delivered through work, in work, for work.*

**NOW LIVE !**

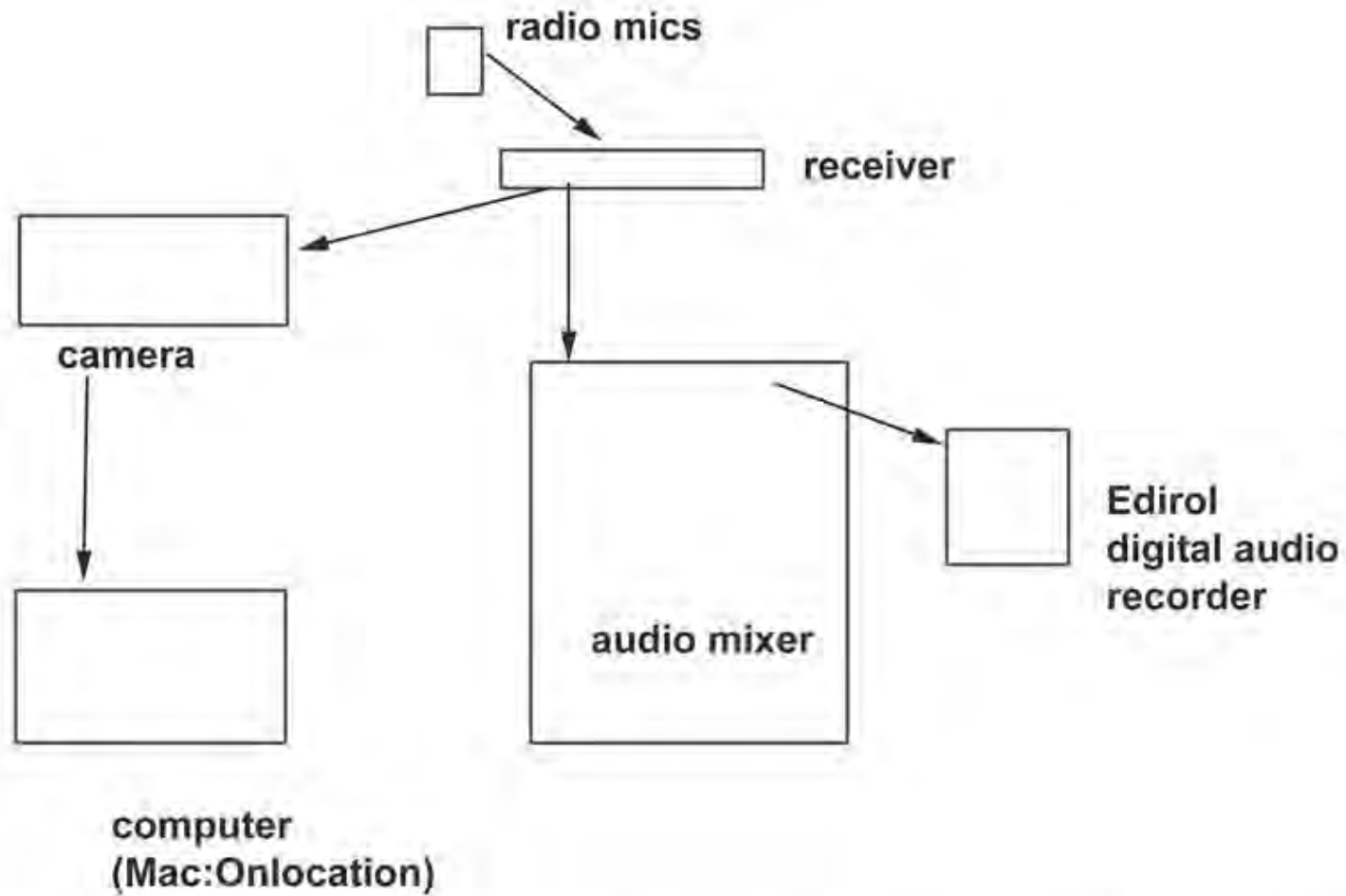
WORK BASED WEDNESDAYS  
**WEBCAST**

## Webcast Adobe Connect set up Diagram



computer  
Adobe Connect Event Control (host)  
moderator  
(live text  
audio output  
PowerPoint)

- Adobe Connect
- 1) computer a,b,c set up in sequence
  - 2) c sets up as host and gives host status to a,b.
  - 3) a,b switch on webcams and switch off mics
  - 4) c sets up usb mic.



**Webcast Audio Recording Diagram**



The key = good organisation - the producer's red book



11.30 Guest arrives- run through/mic up



Final system check: 11.45 - live at 12 noon - 1pm



Post broadcast: Highlights record to camera

# webcast + webmail/html email

Next webcast content

PR links

Contact info

Video links to MU TV (scroll down)

The screenshot shows a webpage for a 'WBL WEDNESDAYS WEBCAST'. The header includes the 'Work Based Learning at Middlesex University' logo and the title 'WBL WEDNESDAYS WEBCAST'. The main content area features the date 'WEDNESDAY 30TH SEPTEMBER 2009', the event title 'Work Based Learning Wednesday Webcast 7th October: 12 noon - 1.00pm', and the topic '"Work Based Learning for your staff"'. A photo of David Williams is shown, followed by a bio: 'David Williams Head of Business Development for the Institute for Work Based Learning is the speaker for the first of our webcasts of the year.' Below this is a call to action: 'Click [here](#) to express interest in taking part in the free easy to use Adobe Connect webcast on the 7th Oct.' and 'Join the event on the day by clicking [here](#)'. A section titled 'How your company can benefit' states 'David Williams will welcome your live text discussion questions'. On the right side, there is an 'IN THIS ISSUE' section with 'MODNet Latest links' including 'MODNet News Blog', 'IWBLMU (IWBL web channel)', and 'IWBL bookmarks'. Below that is 'Also this month' with 'Talent Management' and 'Look Behind the Scenes' sections, each with a 'Read More »' link. At the bottom right, there is a 'This is a web email' section with contact information for the Business Development team.

## The concept:

- 1) Selling the £ 8m MODNet (Middlesex Organisational Development Network) Project Work Based Learning message to staff internally and businesses externally.
- 2) WBL Staff + Deans from each of the schools + WBL students peer to peer advice

## The production sequence:

- Phone call to discuss interview - two weeks before
  - Title for webmail.
  - List of questions
  - Second speaker + (guest alumni?)(contact info).
  - Recommended email contacts for webmail.
- Interview guide/extra advice provided
- Arrive Quad reception 11.30 - Live 12-1
- Off air post recording 15min



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1st and 2nd Wednesday 12 noon - 1pm. Each month to July