Broadcasting hubs

A call for participation

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The project

This is a call for participation in the latest phase of our network-broadcasting project.

Save time and money on travel
Connect to network broadcasters
Advertise your brand internationally

Our plan is to strengthen relationships between research and education institutions, and broadcasting networks, by supporting the creation of three "broadcasting hubs" in the UK.

Broadcast hubs are sites that host equipment that enables them to connect to network broadcasters. They are then able to film and stream their half of an interview to the broadcasters, in real-time. They will allow other institutions access to this equipment to conduct their own interviews. For more information go to our website:
https://community.ja.net/groups/sending-broadcast-content-over-janet.

The broadcast hubs will be located at Janet-connected host sites, selected during an application process. The successful host sites will be awarded with funding to assist the procurement of equipment (camera, lighting, etc.) necessary for an HD broadcast and streaming. This equipment will enable the sites to connect to all national and international broadcasters and news networks, including BBC, Sky, ITN, CNBC, Bloomberg and Al Jazeera.

The hosts selected will offer the broadcasting facility to other research and education institutions, managing free access to the facility for interviews for the next three years on request. This will provide broadcasters with a wider range of experts that they can contact, and open opportunities for a larger number of Janet-connected sites to access this resource.

The partnership
What Jisc will provide

» **Seed funding** – Jisc will provide a one-off payment to each of the three host sites of up to £15,000, to support a portion of the purchase, installation and operational costs for three years. This is to be spent on equipment necessary to set up the broadcast hub. All other costs will need to be covered by the host site. After three years, the three chosen sites will take full ownership and responsibility of the equipment.

» **Contacts** – Jisc will work with Globelynx to ensure that broadcasters are aware of the new hosts (and their nearby Jisc Community sites) as experts in a wide spectrum of disciplines relevant to public interest.

» **Marketing** – Jisc will help to promote these hubs as a facility to the Jisc community.

» **Legal** – An agreement between Jisc and the host sites will be created, which will state the roles and expectations for all involved in order to help govern the process of creating the hubs, and the usage after.

What host sites will provide

» **Space** - Provide a suitable space to set-up a permanent broadcast location.

» **Expertise** - Global experts in a wide variety of fields for news interviews.

» **Up to date information** – Host sites will use the Globelynx booking system to more easily schedule interviews with broadcasters, and will keep relevant sections updated promoting their own expertise so that broadcasters are aware of that expertise.

» **Maintenance of the equipment** – Maintain the supporting building and networking infrastructure to keep the system in working order.

» **Access** – Allow access to other Janet-connected institutions (at the hosts' reasonable discretion) in order for them to reserve time and broadcast from the hub.

» **Local support** – Be able to provide local, on-site technical support when required.

» **Statistics reports** - Regularly submit reports to Jisc with statistics about the way the broadcast hub is being used during this three-year period (how many people are using it, what are they using it for, how many are from the Jisc community etc.).

» **Marketing** – Host sites will be expected to promote the hubs to institutions within their catchment area.

» **Financial backing** – From past investigations we estimate host sites will need to be able to budget up to £50,000 for initial costs.

Benefits

For the host sites

» **Access to equipment** – The system will be located on site, so staff members will be able to easily access the system and be able to make last-minute bookings.

» **Involvement with broadcasters** – It is expected that being a host site will provide you substantially more use of the equipment than other nearby institutions. This will lead to closer ties with broadcasters.

» **Brand awareness** – By having these closer ties and connections to broadcasters, host sites can expect a higher level of presence on TV, and therefore greater brand awareness.

» **Subsidised purchase** – With Jisc's contribution, the amount a site will pay for this system is significantly lowered. There will also be financial benefits with regards to time and travel costs, as the system is located on campus.

» **Ownership** – After the three-year period is complete, the host sites will claim full ownership of the broadcasting equipment and associated costs.

» **Training** – There will be some training provided by Globelynx for communications teams to help them more efficiently make use of the systems, and book interviews for the institution.

For our community

» **Involvement with broadcasters** – These hubs will enable our community to be more involved with broadcasters. Local institutions will be able to add their researchers/experts to the Globelynx database, and join international conversation about current events.

» **Brand awareness** – You will be able to get your institution on TV, over a range of broadcasters, nationally and internationally, talking about relevant, breaking news items. This can be enhanced by placing a logo in the shot, e.g. on the backdrop.

» **Financial benefits** – Where previously an interview might have required travelling across the country, these broadcast hubs will provide a local site for many community members. This means cost to travel to the interview location will decrease, as well as lowering time spent travelling.

» **Training** – The training provided by Globelynx for communications teams at hub sites, to help them get interviews and more efficiently make use of the systems, will also be available to other local Janet-connected sites.

Globelynx

We will be working alongside Globelynx for this project. Aside from providing the necessary equipment, technical support and training, we have selected Globelynx because they provide a booking system with their equipment that will ease the process of finding interview slots.

The training they have offered will help communications teams at Host Sites and other interested Janet-connected institutions to more effectively provide media and news to networks, allowing them to secure more interviews and TV appearances.

Application

To apply to receive the Jisc contribution and become one of the three Jisc broadcast hub locations please write a short proposal. This proposal should be no more than three or four pages. It should include:

» Unique benefits for your institution if you were selected as a hub

» Details on the space that will be used to house the system (size, connectivity, how soon it can be used, how easily it can be accessed by external visitors, security)

» High-level budget approval for spending on the project over the three years, which describes the use of the Jisc contribution, any other spending on hardware or the room and the host's commitment to any supporting staff time.

» Mention of how many staff members/technicians that could be trained to be able provide local, on-site support, should any support be needed.

» Discussion of your location with regards to the number of other nearby institutions that can make use of the system, their size and your relationship with them.

» How you plan to use the system (i.e. other than for broadcaster interviews)

» Any plans for commercial availability

» Marketing effort available (any marketing should include Jisc references and branding)

» Any history of working with broadcasters

» A main contact person for your proposal and a higher-level sponsor from within the organisation.

Selection criteria

Host sites will be selected based on the following criteria:

» **Geographical location** – Host sites will by definition need to be located far apart from each other, yet will be close in proximity to other Janet-connected sites.

» **Quality of proposal** – Demonstrate significant thought behind the proposal, and capability to support this.

A panel comprising of Jisc employees and community members will select the host sites.

The deadline for applications is **midday (12pm) on Friday 17th April**.

Successful applicants will be informed by Friday 1st May.

Contact us

If you have a question, please email **kieran.campbell@jisc.ac.uk.**

If you are interested and would like to apply to make your institution a host site, send your proposal to **kieran.campbell@jisc.ac.uk.**