

# Connecting Durham University to the World

Leighton Kitson, Media Relations Officer, Durham  
University

Janet Networkshop42, Wednesday, April 2, 2014

# About Durham University

Based in the North East of England

15,000 students & 3,000 staff



21 per cent of students/30 per cent of staff from overseas

Top 5 UK University and World Top 100 University

(Figures as of April 2014)

# Strategic aims

Durham aims to be a World Top 50 University by 2020

Raise awareness among (non-Durham) international students/  
academics

Research is key to raising international profile

Media contributes towards research profile raising

# Janet/Globelynx TV trial

Why we got involved:

- To raise the University's research profile
- Bring us closer to broadcasters
- Explore updates to web content

# Initial set-up

IT and Telecoms engaged at an early stage

TV camera and lighting installed July 2013 – training

Advertised to broadcasters

Trial ran August & September 2013

It worked instantly...

# Backdrop



Advised by Globelynx

Repeat logo

Blue background -  
favourable reaction  
from broadcasters

Can be altered

# Backdrop



# Easy to use

- Booking via Globelynx database – email notification
- Joystick controlled cue-ball camera
- Clip-on mic and earpiece
- Direct line – answers automatically
- Globelynx offer technical support
- Always staffed by Media Team



# What it looks like...



# Reaching global media

- Al Jazeera
- Russia Today
- CBS News
- BBC World News
- CBC
- Sky News
- ITN
- Channel Five News
- Press Association
- Reuters



# Teething problems

Thankfully not many and always minor...

- Sound delay – problem at broadcaster' s end
- Satellite slot timed out – remind broadcasters to extend slot
- Lighting too bright – removed media room' s main ceiling light

Globelynx are always on hand to advise us/broadcasters

# Next steps

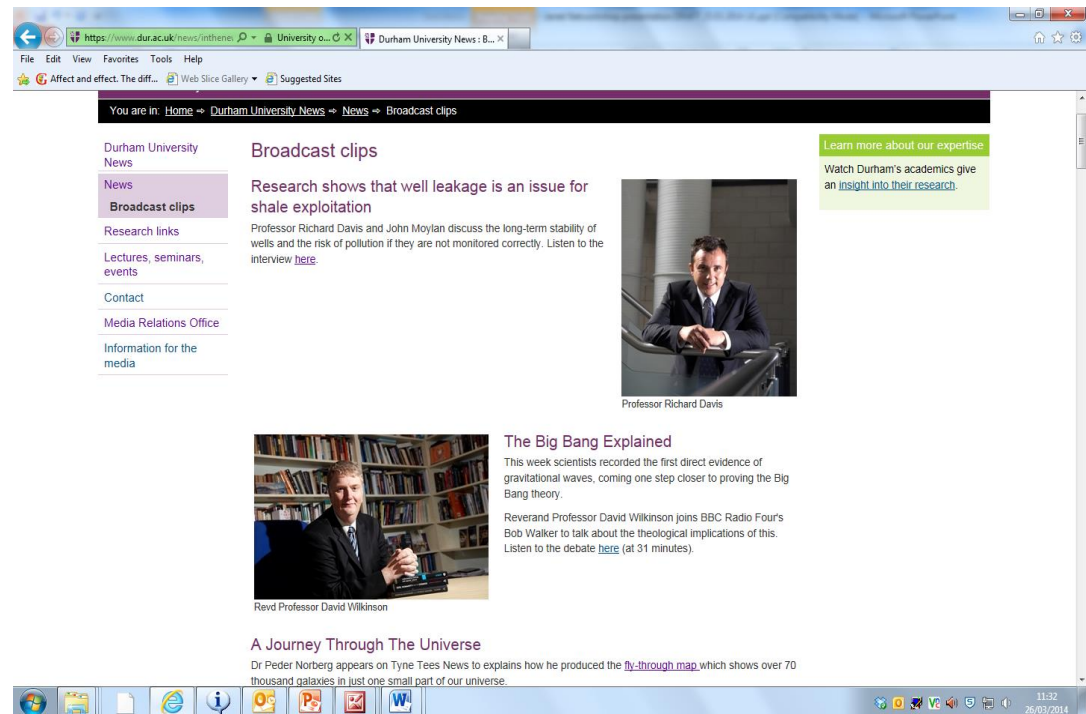
Recording software

Desktop editing

More video content

Enhanced  
media packages

Media training



# Contact and Q&A

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Any questions..?