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Business TV
& Audio

A Guide to Business TV & Audio

Graham Bannerman

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The people that subscribe or click to view video on your website have made a positive decision to be part of your world and that commitment needs to be carefully looked after by creating great content that's produced in a professional and credible way.

Think about listening to the Radio or watching TV, it's a highly intimate experience where attention is usually guaranteed, providing the content is compelling. This can also be achieved with an embedded video, webcast, or audio podcast.

These are the main points to remember when planning your company's corporate video or audio podcast;

- **Design the right format**

Make sure your production elements and presenter choice match your target audience.

- **Make sure that the editorial is entertaining**

No matter how 'dry' or serious the information you have to relay, the viewer or listener still needs to find an element of 'entertainment' and news value in what you are doing. This does not mean telling jokes in the middle of a programme about company financial results, but it does mean careful attention to the way the item is presented.

For example, in an interview situation, the presenter needs to aim at getting the interviewee to face the big questions that the audience would like to hear about, that way viewers and listeners will get real value from the programme and not feel like it's a 'lecture'. A probing question will win over a skeptical audience, but it needs to be put in the right way for the interviewee as well!

Other guests should be also be interviewed in this credible way, guard against the orchestrated 'voice of the company' approach.

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- **Strive for Broadcast quality**

Anything less than the quality someone would expect from mainstream media will damage brand values. Audiences are very quick to dismiss something that they perceive as unprofessional.

- **The Process**

Business audio and TV is a really efficient process in terms of your key personnel's schedule. Most location interviews take place in a quiet room somewhere or if you need atmosphere to illustrate an item, head to where the action is!

Video can be shot and made to look good in most offices through skillful lighting and direction.

Today's camera technology means that interviews can easily be produced either with a 'live' backdrop of a busy office or in front of a 'green screen' which enables the option of putting pretty much any image behind a speaker.

Sometimes audio interviews can take place remotely either via the phone, ISDN, or a conference link.

Either way, there is much less technology to worry about at this stage, which means your CEO is not kept hanging around for ages.

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- **Areas of use**

Business or corporate broadcasting can be used to add value to your internal and external communications.

- **Internal communications**

General company news – keeping staff up to date with the latest company and marketplace news

Change management – these can be amongst the hardest messages to effectively convey. A podcast can really dig in to key issues though its flexibility and speed.

Induction – an audio podcast or video could provide an overview of your corporate structure

Home working – regular news updates can mean home or remote workers feel more connected.

- **External Communications**

As a marketing device podcasts can be a valuable way to promote products, services, and events.

A subscribed podcast can gain a loyal audience and has great scope for connecting with various sectors- Finance, Retail, Media, Technology to name a few. This is particularly powerful when a well made, credible podcast arrives on a listener's iPod via iTunes for instance.

Brand extensions, spin offs from products, publications all can work well with podcasting. VSEO is an increasingly important area for marketing as well, and your company needs to look and sound good on platforms such as Youtube.

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- **In Conclusion**

Business video and audio media works best when it's well made and credible, yes it is technically possible to plug a mic in to your computer or record a video on your phone and get podcasting but that may not be the best route.

- **About the writer**

Graham Bannerman has spent his whole working life in Radio and TV.

For over a decade Graham was one of the main announcers heard across the UK on ITV1, and presented on camera in the London ITV region.

As a Radio Presenter Graham has worked extensively for the BBC, where he has presented shows for Radio 1, BBC World Service, BBC Five Live and most recently BBC Essex.

His company, Wave Communications has produced corporate audio and video projects for over 10 years. Amongst its clients are Astra Zeneca, Avios, Civil Aviation Authority and Magnox.

Graham also works as a presenter and voiceover. He has voiced numerous TV and radio commercials for national advertisers together with many narration voiceover projects for corporate video, e-learning and web audio.

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