

BURRELL COLLEGE OF OSTEOPATHIC MEDICINE

STANDARD OPERATING PROCEDURES

Videography		SOP #: MKT.002.01
Effective Date	4.12.22	
Last Revision/Review	7.29.24	

1. Purpose

The purpose of this SOP is to define the College's videography and photography processes, specifically as they relate to public recognition of the institution's brand and its programs, activities, and events. The Videography department provides assistance and counsel for all video communications in support of the College's mission and vision. Videography services are rendered free of charge.

2. Related Policy/Authority

Marketing, Communications, and News Media SOP

3. Faculty/Staff Responsibilities

Office of Marketing/Communications: oversee prioritization and completion of videography requests.

4. Definitions/Abbreviations

5. Procedural Steps

A. News Media

1. Videography services function in the Department of Marketing/Communications. The Videographer serves the College to produce videoed media to meet the needs of all departments on campus as requested.
2. Staff and faculty must contact the Director of Marketing/Communications via the videography request form on the College website ([link](#)) as the first step in the production of recorded content. The Director of Marketing/Communications will assist in prioritization of the scheduling of projects for the videographer and is responsible for oversight of the completion of the project.
3. The Director of Marketing/Communications will ensure videographer availability for the filming of all major events, including White Coat Ceremonies, Match Day Celebrations, and Commencements.
4. Videographer will handle the video needs of the College, including but not limited to the following engagements:
 1. Event recap footage
 2. Informational footage as requested by departments on campus
 3. Marketing related footage as needed by the communications director
5. Production requests must be made in advance
 1. Filming scheduling requests need to be made 2-4 weeks in advance
 1. Videographer will let requester know if their request conflicts with another recording project
 2. Production window for videos AFTER filming is 4-6 weeks.
 1. Requesters need to be mindful of this production time frame when submitting their requests

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2. Deadlines that fall short of the recording & production windows may not be met.
 3. Total time to product delivery from initial request is estimated 6-10 weeks. This time is variable and may be less or more depending on videographer workload and total scope of the project. Videographer will be responsible for providing updated time frames if adjustments are needed to the standard.
- B. All videographer requests must be submitted via the video request form available at:
1. Any request not submitted through the form will not be considered as officially recorded
 1. Examples of unofficial requests:
 1. Direct emails to the Videographer or Director of Marketing/Communications not utilizing the online submission form
 2. Verbal requests
 3. Requests sent by text message
 2. Requests sent utilizing the form but without all required information will not be considered.
 1. Videographer is not responsible for developing scripts
 2. Videographer is not responsible for identifying individuals to participate in shooting.
 3. Videographer is not responsible for gaining consent of individuals featured in the recordings.

6. Reports/Charts/Forms/Attachments/Cross References

7. Maintenance

8. Signature

Approved by	7.29.24
Director of Marketing/Communication	Date

9. Distribution List

Internal/External

10. Revision History

Revision Date	Subsection #	Summary of Changes	New/Cancellation/Replacement Procedure? (if applicable)	Approval Date
7.29.24	Title	Changed the SOP title from IA to MKT.		7.29.24