

HKS Broadcast Studio Operations 2022

OCPA manages operations for an on-campus broadcast studio used for live and taped network television interviews.

Videolink: The ReadyCam system is operated remotely by [Videolink](#), a third party vendor based in West Newton which operates dozens of similar facilities across the country. They are responsible for coordinating all technical aspects of the broadcast, including lighting, audio, camera, and backdrops for all interviews. [Note that the backdrops are designed by HKS with HKS branding, and uploaded onto a thumb drive plugged into the digital monitor.] HKS does not pay Videolink for their service. Videolink negotiates payment with the individual television networks who book the ReadyCam. HKS interviews only use the HKS backdrops.

On-site interview operations: The media relations team is responsible for maintaining the studio calendar, and arranging staffing for each interview. Our protocols dictate that the studio can be used by any Harvard University faculty member, or research fellow in residence. Staff/administrators may use the studio for interviews when the nature of the interview aligns with their recognized area of expertise. We have typically NOT facilitated student interviews in the studio, although exceptions are made for experienced professionals who are recognized experts on the subject matter. Rare exceptions are also made to accommodate guests with no Harvard affiliation, but who are on campus 'on Harvard business' (e.g. speaking in the Forum or in a class, or otherwise participating in activities here at Harvard). The ReadyCam can accommodate only a single guest at any one time. The studio is operational during Harvard business hours (9am-5:30pm M-F), but we can deploy a freelancer to help manage interviews during off-hours and weekends.

Our on-site staff person is responsible for greeting and seating the guest, applying power, affixing the microphone and IFB ear piece, monitoring the audio channels, and problem solving when the case arises. Our staffer should also be prepared to provide direction and interview suggestions for the guest, information on the program and anchors, and additional context when appropriate, depending on the guest's prior interview experience.

Staffing is a flat fee of \$300, payable by the requesting network and invoiced by the staffer.

Studio Charges: There is no charge for HKS studio use. Priority is given to HKS affiliates.

For more information, please contact [Susan Hughes](#).