

MARKETING AND ENGAGEMENT

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# Production Handbook

Version 04.0  
August 15, 2022

VANDERBILT  HEALTH

# Production

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# MARKETING AND ENGAGEMENT

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# Production

## Contact Information

### **Vanderbilt University Medical Center (VUMC) Marketing and Engagement**

Video production questions may be sent to [videoproduction@vumc.org](mailto:videoproduction@vumc.org). We try to respond within 24 hours.

Questions about logos and trademarks may be sent to [design@vumc.org](mailto:design@vumc.org).

For new projects, we recommend you start by contacting your Market Development Manager. If you don't know who that is, contact [lynn.purdy@vumc.org](mailto:lynn.purdy@vumc.org).

For social media questions, contact [linda.zettler@vumc.org](mailto:linda.zettler@vumc.org), For our regional hospitals, contact [andy.nichols@vumc.org](mailto:andy.nichols@vumc.org).

### **VUMC News and Communications**

Contact News and Communications as soon as you have a filming date scheduled. Vanderbilt University Hospital will have final authority over filming in clinical spaces at all locations. All video crews must be accompanied by News and Communications staff while filming at Monroe Carell Jr. Children's Hospital at Vanderbilt.

Vanderbilt University Hospital  
Craig Boerner  
[craig.boerner@vumc.org](mailto:craig.boerner@vumc.org)

Monroe Carell Jr. Children's Hospital at Vanderbilt  
Christina Echegaray  
[christina.echegaray@vumc.org](mailto:christina.echegaray@vumc.org)

### **Learning Solutions Team**

Contact the Learning Solutions team first about projects for patient, staff or faculty education.

Brandon Whitworth  
Assistant Director, Learning Solutions  
[learningsolutions@vumc.org](mailto:learningsolutions@vumc.org)

### **VUMC Parking Services**

(615) 322-2554

# MARKETING AND ENGAGEMENT

# Production

## Scope and Priority

Use this information as a starting point to estimate how long your project could take to complete.

### **SCOPE: How much work will it take to do this project?**

Tiers of Effort (Timeline to completion)

#### **T1 Large scale project (10-12 weeks+)**

- Deliverables: Broadcast TV with multiple versions that can be repurposed for social media, digital, web, marketing automation
- Production Level: High end professional or in-house production and post-production (music, color correcting)
- Examples: Large institutional brand marketing campaign

#### **T2 Medium scale (8-10 weeks+)**

- Deliverables: Video for specific audiences or events with potential to be repurposed later for website, marketing automation. 1-2 versions of different lengths included.
- Production Level: Professional videographer, animator/illustrator and post-production (editing, color correcting, music, captions)
- Examples: Patient stories, program videos, explainer videos, tour videos

#### **T3 Small scale (6-8 weeks+)**

- Deliverables: Videos intended for single use that will not be repurposed outside intended audience, social media or YouTube.
- Production Level: Zoom interview, handheld camera
- Examples: Instructional videos, reshooting and editing an additional version of an existing video, provider bios

#### **T4 Small ask, quick turnaround (1-2 weeks)**

- Quick edit to an existing video project such as changing of an end card, updating captions or lower thirds.
- Review of department created video content before publication to YouTube or social media, CEO videos/townhalls

# Production

## Scope and Priority (continued)

**PRIORITY:** What is the priority of this project?

### Tiers of Priority (Urgency of Completion)

#### P1

Urgent need, emergency or crisis situation, work needs to begin immediately on a pre-approved, expedited timeline

- Examples: Priority project request from D-3300, natural disaster or crisis communications/EOC support
- Authorized approvers: Stuart Dill

#### P2

Hard deadline with or without a pre-approved expedited timeline

- Timeline is set to meet specific external request or event and deadline is not moveable
- Examples: sponsorship or media buy fulfillment, Nashville Holiday Special, Time to Remember
- Authorized approvers: Stuart Dill, Dave Smith

#### P3

Soft, self-imposed deadline but work still needs to be completed within the scope timeline

- Provider videos, service support videos, some media campaigns

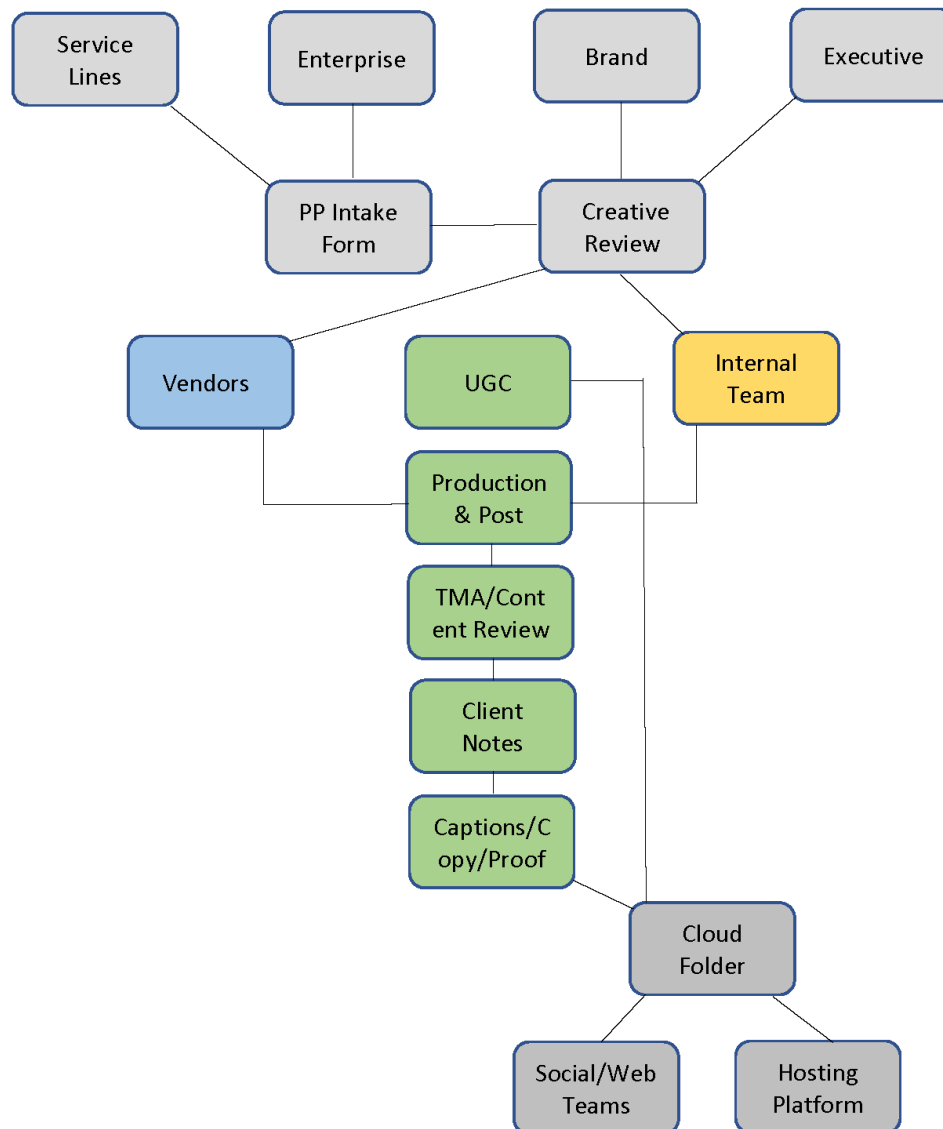
#### P4

Backlog. Nice to have, will work on this when time permits

# MARKETING AND ENGAGEMENT

# Production

## Video Production Workflow



# MARKETING AND ENGAGEMENT

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# Production

## Frequently Asked Questions

Contact us at [videoproduction@vumc.org](mailto:videoproduction@vumc.org)

### **Does my video project need to be reviewed by Marketing and Engagement?**

If your project will be branded with VUMC logos or hosted on a branded web page, yes. Marketing and Engagement needs to review your video for style, trademark and brand compliance. Please get in touch before you start work. If you would like to get clearance for a production crew to film for an external project, contact News and Communications.

### **How do I get Marketing and Engagement to help produce my video project?**

If you need a video for marketing purposes, start by talking to your Market Development Manager. If you don't know who your Market Development Manager is, contact us and we'll try to help.

### **I own my own production equipment. Can I make videos for my department?**

Probably not, but we need to know more about you want to do. Contact us.

### **Does VUMC have a list of preferred video production vendors?**

Here is our [Preferred Vendor List](#).

### **Can I use a vendor that's not on the list?**

Sometimes, if VUMC Procurement approves. Contact us.

### **How much does video production cost?**

Cost for video production varies a lot depending on the type of project, deliverables, and technical approach. A budget of \$5,000 is usually enough to cover a single, basic video. More complex projects usually start around \$15,000. We're always happy to review a quote for you, if helpful.

### **I know someone who will do my video project for free. Can I work with them?**

We don't recommend doing this.

### **How do I pay for my video project?**

You'll need to arrange payment with your department's financial team. In most cases, Marketing and Engagement is not able to handle payment. Make sure you've got a payment method worked out before you hire a vendor.

# MARKETING AND ENGAGEMENT

# Production

## Frequently Asked Questions (continued)

### What needs to be included in a quote from my vendor?

- All production and post-production services for your project
- All original footage and other media assets, delivered to you on an external hard drive upon request
- Proofread caption file(s) for all deliverables in .srt format
- Open (burned in) caption versions of all deliverables
- Poster frames for all deliverables (less than 2MB in size)
- For projects with more than (5) deliverables, labor to upload videos, captions and enter metadata on our hosting platform

### What production guidelines do I need to follow?

Here are our [Production Guidelines](#).

### Who owns the footage that was gathered for my video project?

In most cases, if it's a project Vanderbilt Health paid for, then Vanderbilt Health owns all the raw media assets associated with the project, with the exception of copyrighted assets that were licensed. These assets shouldn't be shared outside Vanderbilt Health without first checking with Marketing and Engagement.

### Do the people in my video need to sign a release?

Patients or other people who appear in your video will need to sign a release. Contact us to request a downloadable file. Current employees of VUMC don't need a release.

### Can I use music in my video?

Yes, but in most cases not popular music. This includes original performances of popular songs. Here are some places where you'll find royalty-free music to license. License-by-attribution agreements and verbal agreements with copyright owners are never acceptable. If your video contains unlicensed, copyrighted music, in most cases, VUMC will not publish it.

- [Soundstripe](#)
- [Artist](#)
- [Pond 5](#)
- [Audio Jungle](#)

### Why are the rules about music so strict?

Vanderbilt Health makes every effort to respect the intellectual property of others.



# MARKETING AND ENGAGEMENT

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## Frequently Asked Questions (continued)

### What are the guidelines for filming on a Vanderbilt Health campus?

- Don't film patients or other people who haven't signed a release. Not even in the background.
- Avoid filming in common areas like cafeterias. If you must film in common areas, be careful not to film anyone who isn't participating in your video.
- Let VUMC News and Communications know as soon as you have a filming time scheduled. A minimum 24 hour notice is appreciated.
- If you plan to film in Monroe Carell Jr. Children's Hospital at Vanderbilt, your shoot must be approved ahead of time and your crew will need to be accompanied.
- All drone operations must be approved well ahead of time. This includes all flights, anywhere, for any video project. Drone pilots will need to send us a copy of their FAA certificate, proof of insurance and a flight plan.

### Can Marketing update or fix a problem with an existing video?

In most cases, you'll need to work with the person who created the video. You can check with us first, though.

### Does Marketing have footage (broll) of VUMC I can use in my project?

Here's our [Stock Footage Policy](#). Strategic Marketing does not share footage of people (even with faces hidden) in common areas of the hospital such as hallways, waiting rooms or common outdoor spaces.

### Can you send me a copy of a video to use in my presentation?

We recommend you embed a url link from our YouTube channel in your presentation. If this isn't possible, let us know and we'll try to help.

### Can you help me turn my PowerPoint presentation into a video?

Here's a [tutorial](#) to help you with that.

### How do I get my video posted on a VUMC web page?

Talk to your Marketing Development Manager or contact us. Please don't create new social media accounts or accounts on video hosting sites such as YouTube or Vimeo to share your video(s).

### How do I get a YouTube channel for my department?

VUMC YouTube channels are granted by Marketing and Engagement on a case-by-case basis, according to our Social Media Guidelines. You'll need to fill out a request and a Moderator Agreement. Contact us.

### How can I publish my video on a Vanderbilt Health social media account?

Contact us and we'll help if we can.

# MARKETING AND ENGAGEMENT

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# P r o d u c t i o n

## Preferred Vendors

We ask that you check with these vendors first about availability and a quote for your project. These vendors have been vetted by Marketing and Engagement and orientated to working with Vanderbilt Health, with our patient's safety and privacy as a top priority. They have active purchasing agreements for easier payment.

### **Contrast Visuals**

[contrast-visuals.com](https://contrast-visuals.com)

### **Cumberland Creative**

[cumberlandcreative.co](https://cumberlandcreative.co)

### **GSF Media (based in Lebanon, TN)**

[gsfmedia.com](https://gsfmedia.com)

### **KGV Studios (woman-owned)**

[kgvstudios.com](https://kgvstudios.com)

### **Viz Village**

[vizvillage.com](https://vizvillage.com)

# MARKETING AND ENGAGEMENT

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## Production Guidelines

We ask that vendors and in-house content producers follow these project and brand guidelines.

### I. PROJECT GUIDELINES

#### Included as deliverables with every project

- All original footage and other media assets, including project files, delivered on an external hard drive upon request
- Perpetual streaming licenses for all music
- Proofread .srt caption files
- Open (burned-in) caption versions of all deliverables
- Poster frames (thumbnails) for all deliverables. Poster frame files should be less than 2MB in size
- For projects with more than (3) deliverables, labor to upload videos, captions and metadata on our hosting platform
- Originals of all signed releases
- Copies of valid licenses for all copyrighted material used in deliverables

#### Original footage technical specifications (unless otherwise specified)

- Frame rate: 23.98
- Minimum horizontal resolution: 1080
- Minimum audio resolution: 4800Hz/16bit

#### Deliverable specifications (unless otherwise specified)

- Frame rate: 23.98
- Frame size: 1920x1080
- Audio: 4800Hz/16bit
- Codec: .mp4 (h.264 or h.265)

#### Preferred post-production applications

- Adobe Creative Suite (Premiere)
- DaVinci Resolve

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## Production Guidelines (continued)

### Pre-Production

- External vendors must maintain production insurance and show proof of insurance upon request.
- News and Communications staff should be notified as soon as a filming date is set. At Children's Hospital, production crews must be accompanied by a representative from News and Communications. Vanderbilt University Hospital has final authority over filming in clinical spaces at all locations.
- Parking arrangements for crew and grip trucks should be made through [VUMC Parking Services](#). Permits may need to be purchased and should be included in the production budget.
- All drone operations must be approved by Marketing and Engagement and VUMC Flight Operations. This includes all flights, at any location.
- Marketing and Engagement should have an opportunity to review all deliverables for content, trademark compliance and style before final delivery.
- Two (2) rounds of review and corrections for each deliverable should be standard practice.
- All copyrighted material must be appropriately licensed. License-by-attribution agreements and verbal agreements are never acceptable. Vendors must be able to show proof of license upon request. Perpetual streaming licenses are required for all deliverables, in addition to any other applicable licenses.
- Filming in clinical spaces will not be permitted when the Centers for Disease Control (CDC) has characterized transmission conditions for COVID-19 to be high (red) in the related county.

## II. BRAND GUIDELINES

### Length

Keep videos as short as possible. If it's over 5 minutes, in most cases, it's too long.

### Music

Avoid music with lyrics, chorus or choir, is overly dramatic, or cute. In most cases, minimal tracks that complement the tone of the video are preferred.

### Lower Thirds

Use approved fonts and keep titles as short as possible. Lower thirds should not be overly large. In most cases, the provided lower third motion graphics template should be used.

### Graphics

External motion templates may be used for graphics, but animation should be subtle.

# MARKETING AND ENGAGEMENT

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## Production Guidelines (continued)

### Colors

Use colors that are consistent with Vanderbilt Health Brand Standards as described in the [Color Palette](#)

### Logos

Use only approved logos. A motion graphics template with lockups for various art cards has been provided.

### Things to Avoid

- Sound effects should be used sparingly, if at all.
- Animated transitions (in most cases, straight cuts are preferred)
- Re-enactments
- Numerous or prominent references to religion
- Humor that might be considered inappropriate or offensive
- Teleconference (Zoom) footage, when possible
- Pictures or video that show blood, medical apparatus, surgery or treatments that a reasonable person who is not a clinical professional might find disturbing or in poor taste
- Prominent display of external brand names or logos
- Content that might suggest endorsement of external products or services

### Monroe Carell Jr. Children's Hospital at Vanderbilt

The first mention in a video must use the correct name, "Monroe Carell Jr. Children's Hospital at Vanderbilt." Mentions thereafter must be "Monroe Carell." The phrases "Children's Hospital" or "Vanderbilt Children's Hospital" are not acceptable.

### Other Hospital Names

"Vanderbilt University Medical Center" should be used in connection with projects having to do with research or Graduate Medical Education. "Vanderbilt Health" should be used for consumer facing video content.

### Community Hospital Names

Vanderbilt University Hospital

Vanderbilt Wilson County Hospital

Vanderbilt Tullahoma-Harton Hospital

# MARKETING AND ENGAGEMENT

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## Production Guidelines (continued)

### Art Card References

An art card with appropriate logo should appear at the end of each video for at least one (1) second.

### Motion Graphics Templates

A motion graphics templates file (.mogrt) may be included with your project folder. This file contains layers with lock-ups of each art card. Turn layers on or off to show the card you need. Subtle animation may be added to the card.

### “Making Health Care Personal”

The phrase “Making Health Care Personal” should appear below the Vanderbilt Health logo on all 16:9 art cards branded Vanderbilt Health.

### Stacked Logo

The stacked Vanderbilt Health logo should be used with all 1:1 aspect ratio deliverables. A guide to keep 1:1 graphics safe has been provided.

### 16:9 Reference Vanderbilt University Medical Center



# Production

## Production Guidelines (continued)

### 16:9 Reference Vanderbilt Health



### 1:1 Reference Vanderbilt Health



# MARKETING AND ENGAGEMENT

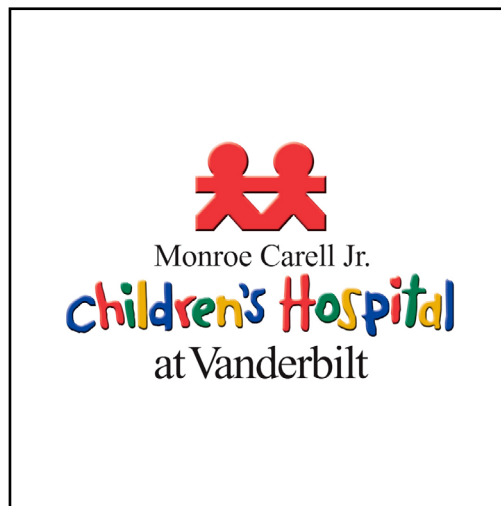
# Production

## Production Guidelines (continued)

16:9 Reference Monroe Carell Jr. Children's Hospital at Vanderbilt



1:1 Reference Monroe Carell Jr. Children's Hospital at Vanderbilt (no vignette)





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# P r o d u c t i o n

## Stock Footage Policy

In most cases, production vendors should plan to film or purchase (license) all footage for a project. Requests for stock footage of VUMC will be considered on a case-by-case basis. All media assets remain sole property of Vanderbilt Health and shall not be sold or shared without permission. Production vendors should be prepared to pay for an external hard drive and shipping, if needed.

Marketing and Engagement will not share footage of people (even with faces hidden) in common spaces such as hallways, waiting rooms or common outdoor spaces.

To submit a request, email us at [videoproduction@vumc.org](mailto:videoproduction@vumc.org).

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## File Naming

Your project may be assigned a number by Marketing and Engagement. If not, we ask that vendors follow this naming convention for project files and deliverables. This helps us streamline distribution and keep our archive organized.

### Project files

Two-digit calendar year|two-digit month|sequential project number|VENDOR NAME

#### Example

210901VENDOR\*

### Clean deliverables

Project name\_SequenceName\_sequential version number\_FINAL

#### Example

2109001VENDOR\_SequenceName\_v1\_FINAL

### Open-caption deliverables

Project name\_SequenceName\_sequential version number\_FINAL\_OC

#### Example

2109001VENDOR\_SequenceName\_v1\_FINAL\_OC

### .srt caption files

Project name\_SequenceName\_sequential version number\_FINAL\_CC

#### Example

2109001VENDOR\_SequenceName\_v1\_FINAL\_CC

# MARKETING AND ENGAGEMENT

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# P r o d u c t i o n

## File Delivery

We ask that vendors and in-house content creators follow this procedure. In most cases, Microsoft SharePoint should be used to review and deliver files.

### Delivering files via SharePoint

- If you haven't been given access to a delivery folder, contact us
- Name all deliverables according to the naming convention
- Proofread all captions
- Upload all deliverables to the appropriate subfolder
- Let your Market Development Manager or [videoproduction@vumc.org](mailto:videoproduction@vumc.org) know when all files have been uploaded

### If you're uploading to our hosting platform

- Follow all the steps above
- Ask your Market Development Manager or [videoproduction@vumc.org](mailto:videoproduction@vumc.org) for access to the hosting platform
- Upload clean versions of deliverables to the hosting platform
- Upload captions files for all deliverables and check
- Enter metadata (title, description etc.) as directed
- Let your Market Development Manager or [videoproduction@vumc.org](mailto:videoproduction@vumc.org) know when the upload is complete







# MARKETING AND ENGAGEMENT

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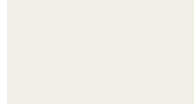


## Color Palette

These colors should be used for Vanderbilt University Hospital and regional hospitals.

### Primary






Academic Dark Blue	Academic Medium Blue	Academic Light Blue	Vanderbilt Health Ochre	Vanderbilt Black	White
					
CMYK 95, 90, 50, 50 RGB 26, 30, 59 HEX #1a1e3b	CMYK 100, 80, 25, 25 RGB 15, 60, 108 HEX #0f3c6c	CMYK 90, 50, 10, 0 RGB 0, 116, 174 HEX #0074ae	CMYK 4, 4, 9, 0 RGB 242, 238, 229 HEX #f2eee4	CMYK 0, 0, 0, 94 RGB 46, 46, 47 HEX #2e2e2f	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF

### Secondary





Clinical Dark Green	Clinical Medium Green	Clinical Light Green	Vanderbilt Health Ochre	Vanderbilt Cool Grey	White
					
CMYK 96, 63, 46, 31 RGB 0, 72, 92 HEX #00485c	CMYK 70, 30, 35, 0 RGB 85, 148, 159 HEX #55949f	CMYK 15, 0, 10, 0 RGB 215, 237, 230 HEX #d7ede6	CMYK 4, 9, 0 RGB 242, 238, 229 HEX #f2eee4	CMYK 0, 0, 0, 50 RGB 35, 35, 35 HEX #808285	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF

These colors should be used for Monroe Carell Jr. Children's Hospital at Vanderbilt.

### Primary

Red	Blue	Green	Yellow	White
				
CMYK 4, 100, 100, 0 RGB 228, 0, 43 HEX #e40003	CMYK 100, 99, 2, 3 RGB 16, 6, 159 HEX #10069f	CMYK 88, 24, 100, 10 RGB 0, 132, 61 HEX #00843d	CMYK 8, 35, 100, 0 RGB 234, 170, 0 HEX #eaaa00	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF

### Secondary

Light Blue	Light Green	Light Yellow	White
			
CMYK 37, 0, 16, 4 RGB 150, 207, 208 HEX #96cfd0	CMYK 15, 0, 10, 0 RGB 177, 200, 145 HEX #b1c891	CMYK 5, 3, 49, 4 RGB 233, 224, 147 HEX #55949f	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF

# MARKETING AND ENGAGEMENT

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## Appendix I.

For security and consistency, Vanderbilt Health uses Microsoft SharePoint for review and delivery of videos whenever possible. External vendors should plan to use SharePoint for review and delivery.

### Your Project folder

When your project is approved, you may be assigned a numbered project folder where all files related to the project should be kept, when possible. This includes:

- Contract and Budget (if using an external vendor)
- Completed Patient Release forms, non-patient release forms and location release forms
- Licenses for use of copyrighted material

+ New ▾

↑ Upload ▾

📄 Edit in grid view

🔗 Share

🔗 Copy link

🔄 Sync

⋮

☰ All Documents ▾

🔍

ⓘ

↗

Documents > Review and Delivery > 220301IM\_DemoProject

📄	Name ▾	Modified ▾	Modified By ▾	+ Add column ▾
📁	Budget and Contract	March 1	Montgomery, Iain	
📁	For Editor	March 1	Montgomery, Iain	
📁	Releases	March 1	Montgomery, Iain	

You may share individual folders and files with VUMC staff and external individuals by right-clicking the folder you want to share and selecting, “copy link” (fig 1, fig. 2) and adjusting the link settings (fig. 3).

# MARKETING AND ENGAGEMENT

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## Appendix I. (continued)

fig. 1

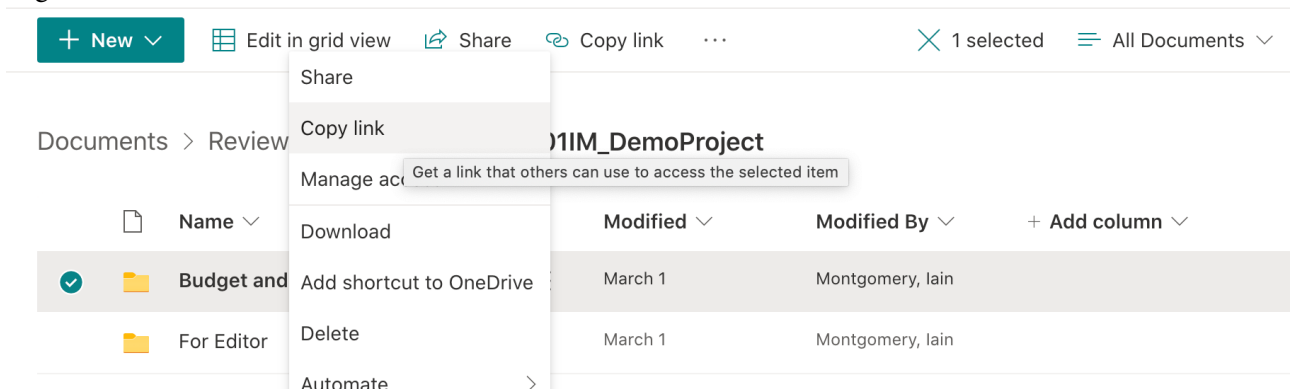
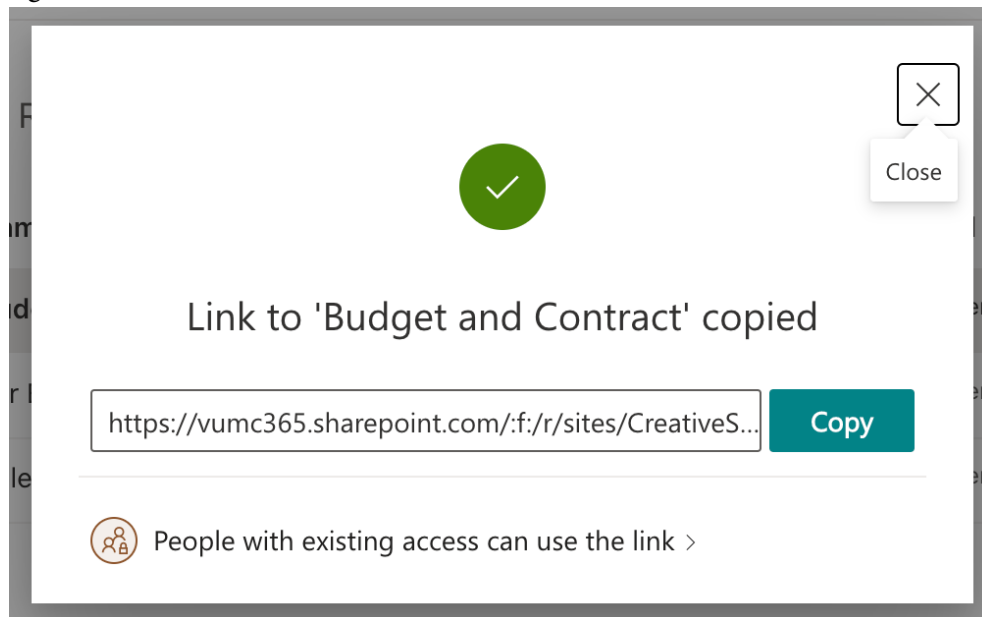


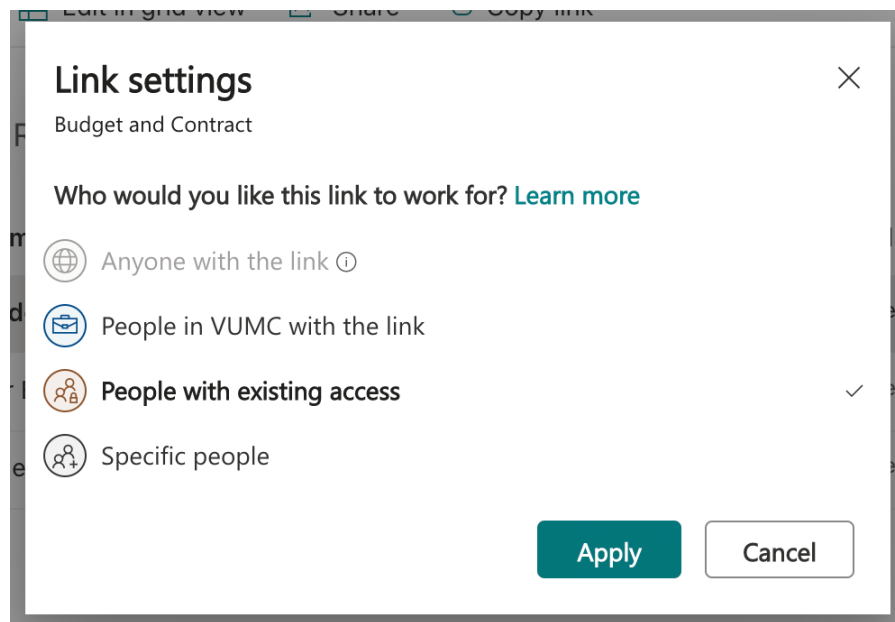
fig. 2



# Production

## Appendix I. (continued)

fig. 3



In the “For Editor” folder, you will find production assets to help your video comply with current brand standards. Included:

- Font files
- Guides files
- Motion graphics templates (.mogrt) files for lower thirds and art cards

# MARKETING AND ENGAGEMENT

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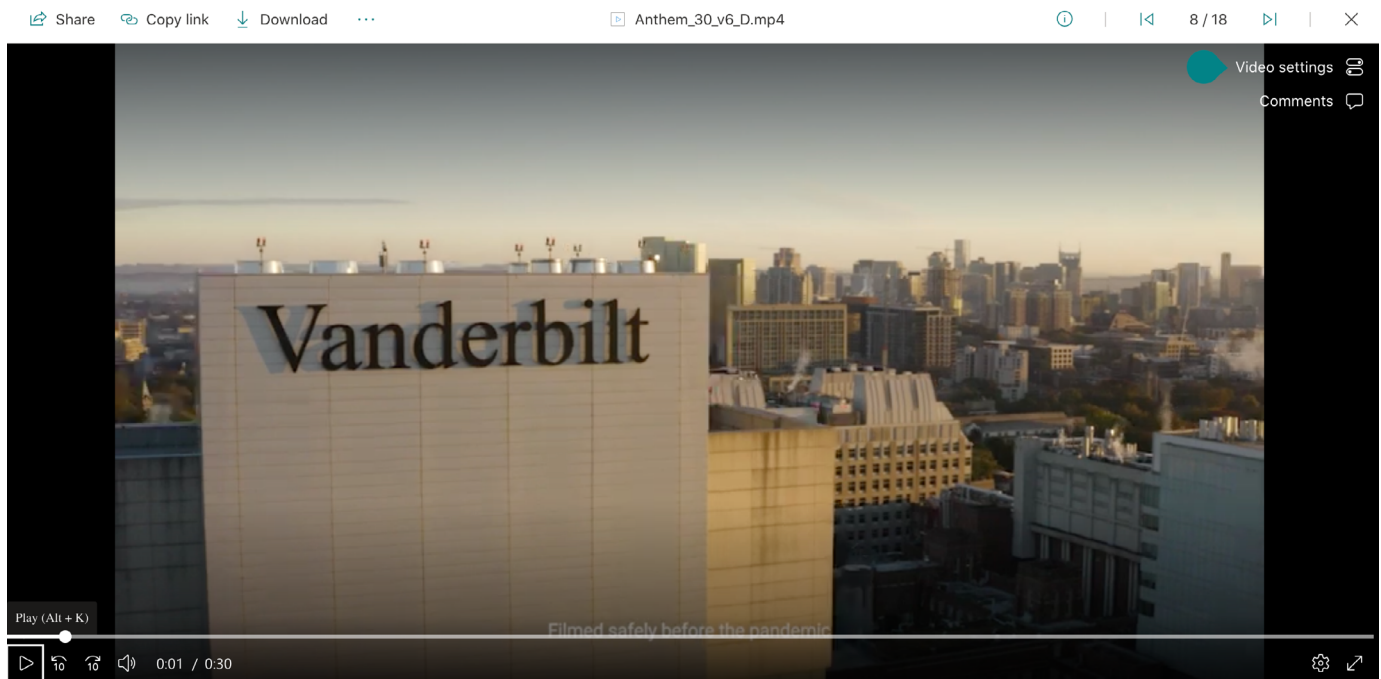
## Appendix I. (continued)

### Making Review Notes in SharePoint

Whenever possible, use the comments function in the SharePoint viewer to make notes on draft edits. This allows everyone to see what notes have been made. Avoid putting your notes in an email.

Open the comments pane in the SharePoint viewer by clicking “comments” in the upper right-hand corner of the screen (fig. 4).

fig. 4





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# Production

## Appendix I. (continued)

The comments pane will open on the right side of the screen (fig 5).

fig. 5

