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The University of North Carolina at Pembroke Recruitment Video

A THESIS PRESENTED TO
THE CHANCELLOR'S SCHOLARS COUNCIL
OF THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE

IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR COMPLETION OF
THE CHANCELLOR'S SCHOLARS PROGRAM

by
Gerald E. Morrow
April 27, 1997

00270180

A Special Thanks

I would like to thank everyone for their help and guidance throughout the project and throughout my years here at The University of North Carolina at Pembroke. This project would not have been possible without Dr. Patterson and everyone over at WNCP-TV. The use of the equipment and facilities at WNCP-TV have given me the opportunity to excel in my field of broadcasting. I would also like to thank Dr. Williams for supporting and guiding me through the Chancellor's Scholars Program. And last but not least, a very special thank you to Chancellor Oxendine and the Vice Chancellors.

The University of North Carolina at Pembroke

If one looks around they are able to see that things are changing everywhere. This is also true in the broadcasting industry as a whole. For example, the television part of the broadcasting industry is trying new and innovative things. Everything that most people in their 30's and up remember as being unheard of on television, is now alright. Most people in the industry refer to the new audience that television stations are trying to reach as the "MTV" generation.

What is meant by the "MTV" generation? Well, if one was to turn to "MTV" then one would see very up beat short programs that throw lots of pictures and general information at the viewer. This is also true in the case of commercials and even in recruiting or advertising type videos. Also change is taking place even in the news part of the industry.

When designing a recruitment video, there are a few things that one must first determine. The first rule of the business is, know your audience and what they like. The audience in this case is high school students which are a big part of the "MTV" generation.

Finding out what they like is somewhat of a challenge because they are always in a hurry and don't want to waste time. They want things to be short and sweet. Over 75% of the students that I surveyed said they would not sit and watch a video about a school for more than 5 minutes. Also they were tired of hearing about all the details. They want to see what the school looks like and then if it is eye catching they would go visit.

Students at high schools in Cumberland, Robeson, Scotland and Hoke County all had the same basic idea of what they wanted in a video. They want it to be quick enough to watch during a short break in the guidance office, without taking up most of their lunch break or having to take it home and watch in the evening.

Right off the bat one is able to see that these students are pressed for time. When asked to fill out a short survey, most responded as if they did not have time for this and it was wasting their time.

Luckily they were in a classroom setting and filled them out right on the spot. The survey was short and to the point as far as finding out what they (the audience) hate and like the most about television and music videos.

The first question: "How much time would you spend watching a video about a college or university?" The available answers were 15 or more minutes, 10-15 minutes, 7-10 minutes, 5-7 minutes, or less than 5, and not at all.

The answer to this question was the basis for determining how long the recruitment video should be. Around 75% of the students answered the question with 5 or less minutes. The next highest was 12%, who said 5-7 minutes.

The other questions were: "What channel would you watch if you had to choose? "MTV", PBS, FOX, ABC, ESPN, NBC, or other. "How often do you listen to music during a day?" less than one hour, 1-3 hours, 3-5 hours, more than 5 hours. "Do you watch music videos?" Yes or No.

These were the main questions on the survey. The answers were as I had expected in terms of the majority of the students surveyed answering that they watch "MTV" or Fox. They listen to music for more than 5 hours during a day, and watch music videos.

These results allow one to determine that the video must be short, have music and have the look of a music video. Henceforth, one has a recruitment video for The University of North Carolina at Pembroke which is short, has a variety of music, and has the look of a music video because of the way it was shot and edited during the post production process.

Recruiting Video Script

The University of North Carolina at Pembroke

Gerald E. Morrow

April 25, 1997

The University of North Carolina at Pembroke

VIDEO

3-D Animated Graphic

Campus Video

Student

Student

Graphic (Campus Life)

Campus Video

(More)

AUDIO

The University of North Carolina at Pembroke. Come be a part of our family.

(Music)

The University of North Carolina at Pembroke offers a variety of majors and minors ranging from Business to TV Broadcasting.

Class sizes are small...allowing for a personalized education and the one on one help students like.

(Sound On Tape)

(Sound On Tape)

(Music)

Outside of class students have lots of opportunities to become involved in the UNC Pembroke family.

UNC Pembroke has a variety of clubs, fraternities, and organizations

to allow students to get that little extra out of the college experience.

(More)

The University of North Carolina at Pembroke (Continued)

VIDEO

AUDIO

Graphic (Athletics)

(Music)

Student

(Sound On Tape)

Sports Video

(Music)

The University of North Carolina at Pembroke enjoys a hearty tradition in athletics. There are a variety of men's and women's varsity sports to participate in and/or watch.

The Braves are part of the NCAA Division II Peach Belt Conference and have been ranked nationally.

Graphic (Information)

(Music)

If you are interested in being a part of The University of North Carolina at Pembroke family then call or write for more information.

Campus Video

We hope to see you here next semester.

Fade to Black

(Fade Music Out).

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Shot Sheets

The University of North Carolina at Pembroke

Gerald E. Morrow

PRODUCTION TITLE Recruitment Video VTR REEL # 1

PRODUCTION NUMBER _____ VTR DATE _____

SCENE/SHOT	TAKE	GOOD	NG	TIME	NOTES	HR	MIN	SEC	FR
1/1	1		✓		old main		00	00	00
1/1	2	✓			old main		1	00	00
1/2	1		✓		students walking		1	30	12
1/2	2	✓			"		1	57	22
1/2	3	✓			"		2	10	01
1/3	1	✓			Student Center		2	45	17
1/3	2	✓			"		3	55	13
1/4	1	✓			Students sitting outside		4	45	05
1/4	2		✓		"		5	30	06
1/4	3		✓		"		5	57	09
1/4	4	✓			"		6	25	07
1/5	1		✓		Student on bike		7	12	12
1/5	2	✓			"		7	45	11
1/5	3	✓			"		8	32	06
2/1	1		✓		Students walking		9	35	13
2/1	2	✓			then campus		10	25	27
2/1	3	✓			"		11	45	11
2/2	1	✓			Dorms		12	30	03
2/2	2		✓		"		13	37	21
2/2	3	✓			"		14	21	13
2/2	4		✓		"		15	09	18
2/3	1		✓		Bell Tower		15	57	04
2/3	2		✓		"		16	45	07
2/3	3	✓			"		17	30	12
2/4	1	✓			Courtyard		18	45	11
2/4	2		✓		"		19	53	24
2/5	1	✓			Performing Arts Center		20	39	00
2/6	1	✓			Jones Center		21	57	05
2/6	2		✓		"		22	39 09	09

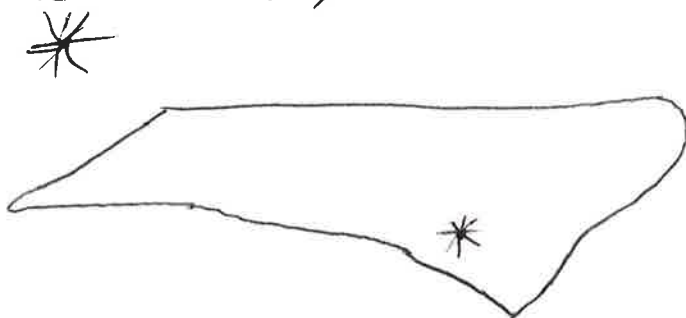
Story Boards

The University of North Carolina at Pembroke

Gerald E. Morrow

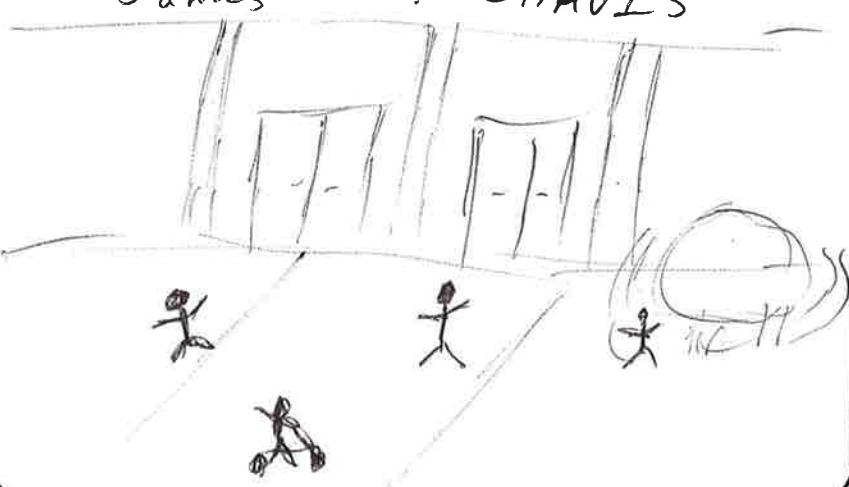
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DATE: _____ TIME: _____ TIME TO BE COMPLETED BY: _____

PLEASE LIST IN ORDER THE PRE-PRO THAT IS TO BE COMPLETED... TO COMPLETE PRE-PRO AS FAST AS POSSIBLE, PLEASE LEAVE THE NEEDED TAPES. (RECORD TAPE, SOURCE TAPE OR OTHER MATERIALS).

The University of North Carolina

 AT PEMBROKE

PAGE 1.

3-D Animation

James B. CHAVIS


PAGE 2.

Campus Video
(Students outside walking, students in front of University Center, students around campus)

COMPLETION OF PRE-PRO
DATE: _____ TIME: _____ INITIALS: _____

2

REQUESTED BY: _____

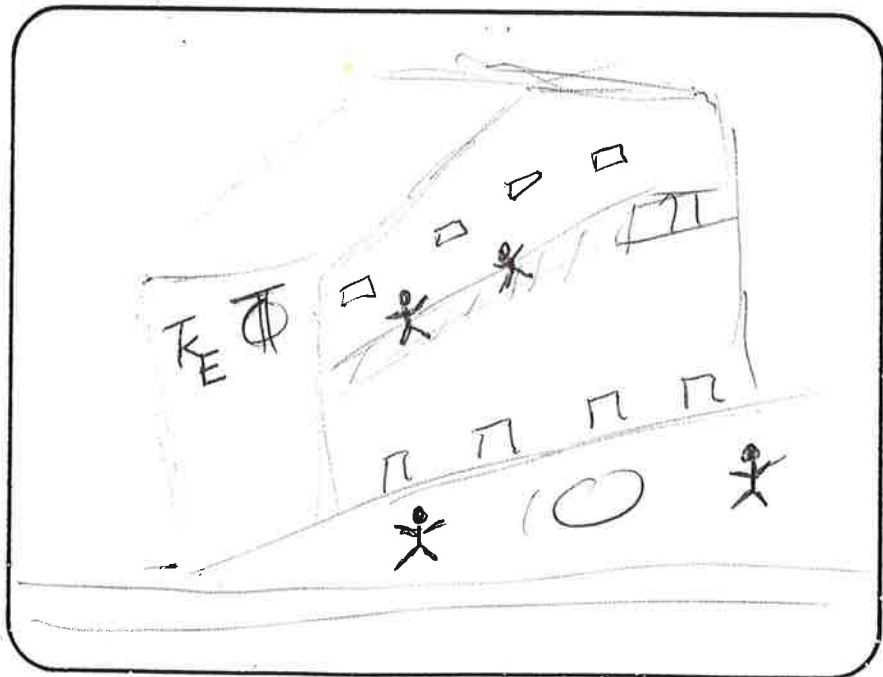
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PAGE 1.

Graphic



PAGE 2.

Campus Video
(Students socializing,
Fraternity gatherings,
Students sitting
outside in groups)

COMPLETION OF PRE-PRO

DATE: _____ TIME: _____ INITIALS: _____

3

REQUESTED BY: _____

DATE: _____

TIME: _____

TIME TO BE COMPLETED BY: _____

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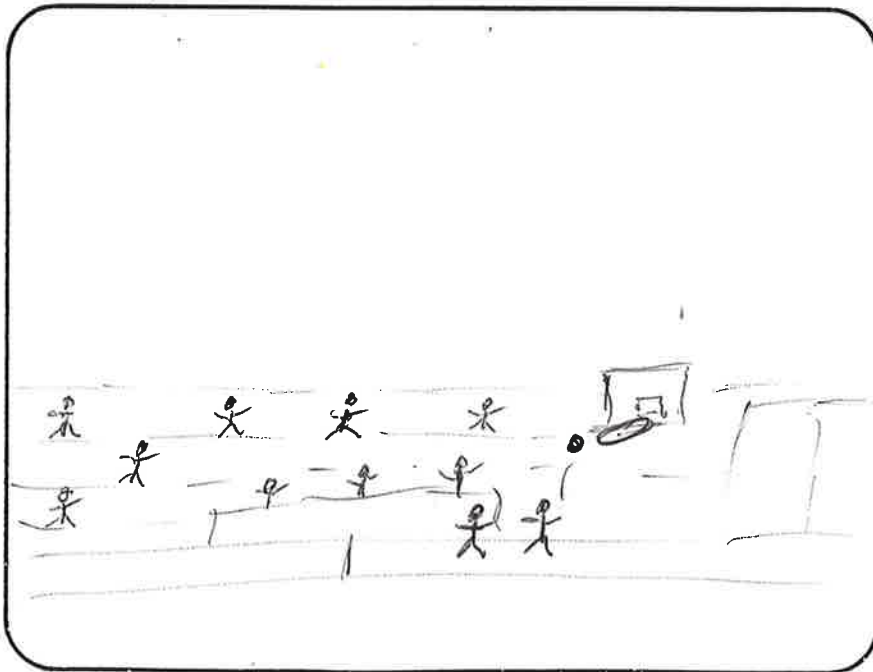
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PAGE 1.

Graphic

PAGE 2.

Sports Video
(Basket ball, Baseball,
Volleyball)



COMPLETION OF PRE-PRO

DATE: _____ TIME: _____ INITIALS: _____



PRE-PRODUCTION

4

REQUESTED BY: _____
DATE: _____ TIME: _____ TIME TO BE COMPLETED BY: _____

PLEASE LIST IN ORDER THE PRE-PRO THAT IS TO BE COMPLETED... TO COMPLETE PRE-PRO AS FAST AS POSSIBLE, PLEASE LEAVE THE NEEDED TAPES. (RECORD TAPE, SOURCE TAPE OR OTHER MATERIALS).

For More Information:
800-949-8627 (NC only)
OR
(910) 521-6262

PAGE 1.

Graphic

ADMISSIONS
P.O. Box 1510
Pembroke, NC 28372

PAGE 2.

Graphic

COMPLETION OF PRE-PRO
DATE: _____ TIME: _____ INITIALS: _____