CAMRA Learn & Discover Content Guidelines

For journalists and educators

Campaign
for
Real Ale

Contents

CAMRA's commitment to learning

In 2018 CAMRA's revitalisation process resulted in a groundbreaking amendment to our Articles of Association:

- Article 2 d) to play a leading role in the provision of information, education and training to all those with an interest in beer, cider and perry <u>of any type</u>

Learning & Discovery programme: CAMRA Membership and engagement = lifelong learning

CAMRA has set to work implementing this commitment in our publications, festivals Discovery Zone tastings programme, via the Learn & Discover pages of our website, our podcast and reshaping our concept of what it means to be a member.

We have developed the concept of a CAMRA membership syllabus. Members and the general public can gain knowledge and experience with CAMRA through a mixture of formal or informal learning and by doing so develop one or more of our 7 membership attributes.

Member attributes: These attributes underpin our Learning & Discovery programme and should be the foundation upon which any content is developed.

1 - A understanding: of the ingredients and processes behind the production of beer, cider and perry from field to glass

2 - An awareness: of how such processes develop the unique features and characteristics that distinguish real ales, ciders and perries from seemingly similar products.

3 - Confidence: In their ability to discern the condition of beers, ciders and perries served in on-trade establishments and to demand a higher calibre of brewing, cellaring and dispense

4 - Literacy:

- in the historic, social and economic importance of pubs, beers, ciders and perries.

- in the regulatory challenges and drivers for CAMRA campaigns

5 - Advocacy: for pubs, producers and sellers of real ales, ciders and perries and for CAMRA, its campaigns, aims and objectives

6 - Accreditation: In established and respected industry training (at all levels), building credence and well-founded authority within the membership via:

- internally provided training supporting MA's 1 - 3

- facilitating access to third party training

7 - Empowered: to act to the best of their abilities as educational ambassadors within CAMRA volunteer roles

CONTENT STRUCTURE

CAMRA website: Learn & Discover pages

We have created a home for online, self-guided learning content within the Learn & Discover pages of the CAMRA website.

Three layers/tiers of content

The beginner, the enthusiast and the connoisseur invite visitors to create their own informal learning journey through pubs, beer, cider and perry.

Choose which level you would like to pitch your content towards. We may steer you to a specific tier to keep the amount of content in each one balanced. Use the following user profiles to guide how you pitch your content to users.

CAMRA Learn & Discover user profiles

THE BEGINNER

Eager to learn the _basics_. No presumption of much prior knowledge, open to public view and free to access. Giving people a 'leg-up to gen-up'.

Text content word count: 750 max.

Video content runtime: 2 - 10 min's

Audio content runtime: 5 - 10 min's

Tone of voice: friendly and approachable, perhaps include humour. Unpacking jargon and welcoming people into the fold.

Example Content themes (this really is just a starter for 10)

- Threats to pubs and what to do about them

- Beginners guide to beer styles

- Who owns pubs?

- A day in the life of a cider maker

- The basics of beer tasting

- Pub operating models

- Top 10 Tips to brewing at home

THE ENTHUSIAST

Is thirsty to _learn more._ A more nuanced understanding of related topics. Moderate prior knowledge assumed. Could be a home brewer/cider maker. Educated consumer, lover of pubs and other venues where beer/cider are made served and consumed. Knows their basic beer styles, some cider and perry varietals. Basics of beer and cider fermentation and dispense

Text content word count: 1500 max

Video content runtime: 10 - 15 mins

Audio content runtime: 15 - 20 mins

Tone of voice: as if you're speaking to a friend in a pub and you want them to get involved in a hobby you care deeply about. Welcoming but challenging and encouraging people to act upon their new knowledge and to look further into how their favourite drinks are produced and dispensed.

Example Content themes (this really is just a starter for 10)

- Understanding beer characteristics

- A guide to cider terminology

- Beer & cider in the pub

- Correct use of beer and brewing terminology

- The future for pubs

- Style and flavour diversity amongst beer styles

- Introduction to beer judging – the basics

- Cellar hygiene standards at a glance

- Cellar Management for beginners

- How to become a beer sommelier

- How to brew X Style beer at home

THE CONNOISSEUR

Wants to _discover_, to be challenged and surprised by relevant detailed and credible information. They demand a more detailed and focused exploration of everything to do with how beer and cider are made, dispensed and the culture around producing and drinking them in England and abroad. Could be a member of the on or off-trade, brewer or distributor, a long-term activist or simply someone who is in love with beer, cider, perry or pubs and wants to deepen and broaden their knowledge.

Text content word Count: 2500 max.

Video content runtime: 15 - 25 mins

Audio content runtime: 20 - 30 mins

Tone of voice: Consistent, credible, clear reference to source materials and signposting to further avenues for learning.

Example Content themes

- Pub history and development

- Beer judging – key standards and processes for beer competitions

- Cellar Management – the essentials

- In-depth Focus on a key beer style

- International cider styles

- Topic deep dives

- Pub heritage and design

- Myth busting

- The hard science behind our favourite drinks

- Detailed histories

- Long read brewer and cider maker profiles

- The future for pubs

Text and photo content submission guidelines

Written tone of voice

Whether you're recording audio or video content, or writing text, you should make sure to have a casual, fun and engaging tone of voice. The aim is to excite people to learn more about their favourite drinks, you're chosen topic and to bring them along on a journey with you. Don't forget to mention the benefits of joining CAMRA and a like-minded network of beer-lovers and pub-goers!

Imagery:

Written content ideally should be accompanied by digital photographs illustrating the topic. In the interest of developing a consistent standard across our learning content we require photos to be of a high standard

By 'high standard' we mean:

Well lit: either by natural or artificial means, this doesn't preclude atmospheric shots or those with contrasting light levels. We simply mean that the subject of the photo should be easily discerned and the interplay between the device you are using to take the photo and the available light has been properly calibrated. Not doing so can impact on a camera's ability to focus resulting in an unintentionally blurred and dim image.

Resolution:

Max 3000x2000px

MP: 12 MP or higher

Depending on the content we may use your images for banners and other page elements other than simply as photographs to accompany text. The above specifications give us the flexibility to compress and resize according to our needs without resulting in graininess or other deterioration.

Format: .jpg only

Diversity & Representation

If your photographs are to depict people, please ensure that you have the rights to do so and that wherever possible they include people of colour, women, people of different abilities (wheelchair users etc.) and non-traditional family groups.

Content Guidelines for journalists and educators

A/V Content submission guidelines

- As a campaigning organisation we want to make as much content available to as many people as possible.

- Digital learning content is also a key part of our membership offer, the package of social, financial and educational rewards for paying to become a CAMRA member.

- We need to strike a balance, so we need to split video and audio talks, tutorials and tastings etc. into an introductory section and the remainder of the session = 1 Intro file + 1 complete file per piece of audio/video.

- Introductory sections should be no more than a 5th to a quarter of running time. They must introduce the topic, tasting, talk and tutorial etc. they need to be informative and engaging in of themselves but very much lead the viewer into wanting to watch or listen further.

- Introductory content sits in front of the CAMRA membership paywall and is accessible to all.

- You will need to segue towards the rest to the remainder of the audio or video content in the CAMRA members section of the Learn & Discover pages.

- We will provide intro, outro and transition video slates.

- All full content sits behind the CAMRA membership paywall.

- You are also welcome to plug your own channels, portals and websites however this audio/video content **must be exclusive to CAMRA**.

Video specifications

1 Intro file + 1 complete file per video

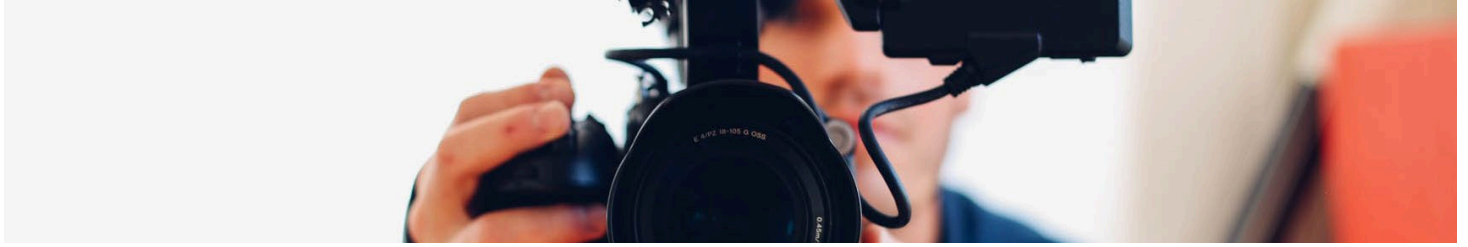**Format:** .mp4 compressed for Vimeo (see below guidance link)

We will need a clean, finished, and fully edited .mp4 sent to or shared with content@camra.org.uk. We won't have the capacity to make further edits to your piece.

We currently use Vimeo for external Video hosting. Please find Vimeo's guidance on compression here: https://vimeo.com/help/compression

For an overview of file formats and codecs see here: https://vimeo.com/blog/post/video-file-formats-101-containing-decoding-more/

Audio specifications

Format: .mp3 only.

Bitrate: around 128kbps – 192kbps**.**

Channels/Stereo mode: Joint stereo

Format: .mp4 compressed for Vimeo (see below guidance link)

See here: https://support.libsyn.com/knowledgebase/recommended-file-formats-encoding/

We will need a clean, finished, and fully edited .mp3 sent to or shared with content@camra.org.uk. We won't have the capacity to make further edits to your piece.

General A/V quality guidance

Video

- Make sure to use a tripod while recording to avoid shaking the camera

- Always introduce who you are and what the video will be about

- Great video content is easy to develop with a phone – apps like iMovie and Quick are a good place to start

- Always record in landscape, not portrait. Lock the focus and record on airplane mode

- A lapel mic is a handy way to ensure good sound quality with your video – needs to be loud and clear

- Avoid reflective or hard surfaces, electrical and mechanical noise

- Where possible, please caption your video for social media sharing

- Make sure you have good lighting – either natural light or you can even turn on flashlight function on your phone

- Multimedia feature examples - https://onemanandhisblog.com/multimedia-feature-examples/

- Video guides - https://buffer.com/library/social-media-videos

Audio

Recording conditions

- Make sure to record in an environment where you can control as many extraneous factors as possible

- A small, quiet room with carpets and furniture will produce better sound quality than a large, empty room where voices will echo

- Avoid recording outside without appropriate mic shields and equipment as wind noise can be an issue

- If there are any interruptions or disturbances, simply repeat yourself   or start again to get a clear soundbite

- If you have to record in noisy conditions such as a brewery floor intermixing these recordings with sections recorded in quiet conditions provides contrast and is more restful for the listener

Microphone method

- When it comes to audio it's really important that the sound quality is clear – it's incredibly hard to fix post-production

- Medium high-quality microphones geared towards podcasting are available to purchase online

- It's vital to test audio for quality and background noise. Phone cases can create noise if handled during recording

- A lapel mic is a handy way to ensure good sound quality with your video – needs to be loud and clear

- Use a simple voice recording app, such as Voice Memos, Voice Recorder or Recorder for iPhone or Audacity on a laptop.

See here for a quick guide to microphones for podcasting: https://www.buzzsprout.com/blog/best-podcast-microphones

Conducting audio/ video interview

- While any speaking segments will need to be as clear and devoid of background noise as possible, having some sense of the ambience is still possible!

- Make sure to practice read through the script and questions in advance to minimise pauses and ensure fluency and flow in your language (not too many 'ums' and 'ahs'!)

- You may need to improvise and follow conversational leads in an interview environment - just remember that we can edit the content, so if you get nervous or need to re-record a section just ask the question again!

- If your interviewee isn't experienced in being interviewed, do feel comfortable in guiding your subject to the best recording possible. Ask them to clarify or reword a particular sentence/topic, speak louder/quieter/more slowly for the recording or repeat themselves.

- If your interviewee does anything to disrupt the recording as well, do mention it to them - for instance, if you have set your recording device up on a table, and they are knocking on the table for emphasis, which might be heard in the final product.

F E E S

CAMRA is an independent member-funded campaigning organisation. We are accountable to our fee-paying members and as such it is our responsibility to ask that, wherever possible, content can be loaned or donated through partnership arrangements. This broadens our capacity to deliver on our mission of opening up learning opportunities about pubs and our favourite drinks to as many people as possible. However, CAMRA acknowledges and respects that as part of the wider ecosystem of the drinks industry drinks educators, writers, journalists, bloggers, photographers and broadcasters are professional roles requiring payment for services provided.

The following rates are based on recommendations set out by the National Union of Journalists and rates employed by CAMRA previously. Novel or unique work will be discussed on a case by case basis.

Text £0.30p a word

Audio £24 a minute of finished/edited runtime

Video £44 a minute of finished/edited runtime

Beginners

Text content word count: 750-word limit. Max = £225

Audio content runtime: 5 - 10 mins Max = £240

Video content runtime: 2 - 10 mins. Max = £440

Enthusiasts

Text content word count: 1500-word limit. Max = £450

Audio content runtime: 15 – 20 mins Max = £480

Video content runtime: 10 - 15mins. Max = £660

Connoisseurs

Text content word Count: 2500-word limit. Max = £750

Audio content runtime: 20 - 30 mins Max = £720

Video content runtime: 15 - 25 mins Max = 1100

Content Contributor Agreement

By submitting your content to CAMRA Ltd you're agreeing to the following terms:

1) That CAMRA Ltd has exclusivity rights to the content being submitted:

   - This means that, whilst your rights and intellectual property are protected under British copyright law, by submitting your content to CAMRA Ltd in exchange for payment you are hereby agreeing to grant CAMRA Ltd use of said content in perpetuity.

   - You commit to not reproduce the substance, headings, imagery, structure and content verbatim and unaltered in any other channel or platform.

   - Nor will you publish the content in any other form till 30 days after publishing on CAMRA's Learn & Discover platform.

2) That you signpost to your content on the CAMRA Learn and Discover pages via your social media accounts and other digital channels.

3) That you have copyright permission to use any stock photos, audio and music embedded in the post.

4) That the content you provide is original, not plagiarised in any way and explicitly acknowledges all contributing authors and sources.

5) Work submitted may be repurposed in modified forms for further learning content.

In return, CAMRA Ltd promises the following:

   - To give you full credit for the content you created, with links back to your site(s) and channels.

   - To, wherever possible, promote your content to our 190000+ members and the wider public on our website, our podcast, via press releases, membership emails, newsletters, branch e-mailouts and CAMRA Discourse.

   - To promote your content on CAMRA Ltd.'s social media accounts, including Facebook, Twitter, Instagram etc. with appropriate references to your own handles and hashtags.

Content Guidelines for journalists and educators

Further example content ideas

- Planning process and classes for pubs
- Pub licensing requirements / restrictions.
- A pubs perspective
- How to homebrew
- How to make cider at home
- How to use foraged ingredients in a brew
- How to become an expert beer or cider drinker
- Getting to grips with.... ingredients series
- History of beer
- Heritage styles
- The evolution of pubs in the UK
- A virtual tour around a historic pub
- What makes a pub a 'heritage' pub in CAMRA's eyes?
- How to write about beer
- How to get a job in beer
- What type of jobs are in the beer and brewing industry?
- How to keep real ale
- How to serve a great pint
- The evolution of the pint
- Belgian beers – what are they all about?
- Exploring craft beer styles from America
- Pubs and breweries really making a difference during COVID
- Dispense and maturation container guides

Example Formats to appeal to a variety of learning styles

- How to's
- Charts and Graphs
- Q&As
- Quick Guides
- Beginners Guides
- In-depth Guides
- "A Day in the Life of"
- Case Studies
- Infographics
- Interviews
- Photo Stories
- Timelines
- Checklists
- Lists
- White papers
- Downloadable PDFs