

Profile your academics as part of the British Council's global Shakespeare Lives campaign

The British Council's Shakespeare Lives project involves a host of activities across the world to mark the 400th anniversary of Shakespeare's death on 23 April – a chance to celebrate the impact of a writer who has had an effect across centuries, spanning all areas of culture, arts, science, philosophy and more.

The British Council's Education UK website will be producing **13 short films** as part of Shakespeare Lives. These will complement our existing efforts to inspire students to study at the UK's world-class universities and colleges. They will be used as part of Shakespeare Lives and British Council promotions across the world, from digital campaigns to on-the-ground activities ranging from student outreach workshops and exhibitions to high profile in-country talks about the impact of Shakespeare.

Five Shakespeare academics films will be included in this series, alongside our **Alumni of Shakespeare** and **Students of Shakespeare** films (please see separate information).

The deadline for applications is Wednesday, 23 September 2015.

Who are we looking for?

Films will feature UK academics in a range of fields who explore Shakespeare in interesting and innovative ways. They will draw on academics who represent the breadth of the UK higher education sector. Academics will each feature in an individual film.

We would like academics to respond to one of the following themes:

- Shakespeare and language
- Shakespeare and literature
- Shakespeare and society/history
- Shakespeare and science
- Shakespeare in performance

Academics should choose one of these themes and give an introduction to an area of their research that is related to Shakespeare.

These films are intended to engage a wide UK and international audience across the Shakespeare Lives project - as well as our primary audience of international students considering studying in the UK. In making our selection, we will be looking for:

- Subjects that are interesting, fresh and innovative and that make people sit up and listen
- Speakers who can make their topics understandable to those with little or no prior knowledge of the subject
- Speakers who make the audience want to tune in, listen and watch to the end of the film

- Academics should be:
- Expert in Social sciences, Humanities, Performing and Visual Arts, Business or STEM fields
- A strong preference will be given to academics with prior video/audio interview experience and with a demonstrable interest in advocacy work for their field of study.
- Our aim is for our series to represent the diversity of UK academics (geographical, gender, ethnicity)

Film Specification

- 2-3 minutes in duration
- Filmed using Shakespeare Lives identity which has been designed to complement all partners: British Council, GREAT, Education UK and the institution participating
- Previous examples of shoot style (we are contacting design agencies to develop a unique look and feel for this series in line with Shakespeare Lives campaign identity) : <https://www.youtube.com/watch?v=LQsyFhwiQ8Q>
- Subtitled in English
- Institution brand and logo featured
- British Council retains all rights and footage.

Distribution and Promotion Specification

- Hosted on British Council YouTube
- British Council website (93.6 million annual visitors) and online communities (15.6 million following); Education UK (international student facing): website, 2.2 million; social media, 115k; exhibition attendance over 200,000 annually.
- Promoted by Shakespeare Lives and GREAT campaign partners, e.g. VisitBritain: 2.9m on Facebook, 290k Twitter; FCO channels: Several million worldwide. [Please see here for more details.](#)
- Used as backdrop to Shakespeare Lives events, e.g. Education exhibitions, in-country events led by British Council and FCO

How you can participate

We are looking to UK institutions to nominate academics for us to choose from. We will be making selections primarily based on the fit between the academic and our campaign objectives but a strong consideration will also be to ensure that the breadth of institutions types and locations is represented.

- Nominations by institution international office. Institutions can nominate as many academics as they choose
- Please indicate what background footage you can provide: High-quality B-Roll or images of institution; films or digital images of academics or their work. We will be commissioning a design agency to produce an eye-catching look and feel for the films in line with Shakespeare Lives identity. We will need confirmation that the British Council has the right to use this background footage, if selected.
- The academic will be asked to answer a series of questions to show us why they are suitable for the campaign

- Academics must be available for a short 20-minute audition-style pre-shoot consultation over Skype to assess their media suitability
- Academics must be available to travel to London or Manchester (based on your preference) between 26/10/2015 and 13/11/2015 (you will be asked to identify any individual dates in this range that you know will not be possible)

Costs

- Institution must make an £800 (exc. VAT) contribution to the costs of filming.
- Institution must cover all transport and subsistence costs associated with participation.

Timeline and location

- Application deadline: **Wednesday 23 September (23.59 UK time)**
- Participant notification: Monday 5 October
- Skype consultations will take place on 8, 9, 12 and 13 October (to be arranged individually)
- Final notifications will be made on Wednesday 14 October
- Filming: Academics will be required on one day between 26/10/2015 and 13/11/2015
- Filming will take place in Manchester or London, based on your preference

Application

Please complete the following application form by the deadline above:

https://britishcouncil2.formstack.com/forms/shakespeare_academics

International offices should complete sections one and two of the application form and ask the academic to provide answers to section three.

For more information

Please email educationuk.student@britishcouncil.org