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BROADCAST Broadcast & Editorial

Broadcast History Segment: Faster Research, Stronger Historical Context

A broadcast team needed historically grounded footage to support a deadline-driven segment on post-war cultural change. Stockfilm's searchable archive and verified provenance cut their research time in half.

63%	3 days	10 day
RESEARCH TIME SAVED	FOOTAGE SELECTION	FULL TURNAROUND

CLIENT TYPE
Broadcast & Editorial

TIMELINE
10-day turnaround from script approval to final delivery

FOOTAGE DECADES
1940s, 1950s

01 The Challenge

The broadcast segment covered the transformation of American suburbs in the decade following World War II. The producer needed footage that specifically showed post-war suburban development — new housing, young families, consumer culture — rather than generic "1950s" imagery.

Previous segments had been criticized for using footage that didn't match the stated time periods. The research team needed verifiable provenance to withstand editorial scrutiny.

The segment had a 10-day turnaround from script approval to final delivery. Traditional archival research — contacting film archives, requesting screening copies, negotiating licenses — would take longer than the entire production window.

Footage needed to be visually distinct from clips commonly seen in other documentaries about the same era. The producer wanted to avoid the overused "stock footage" look.

> ***"The searchability and provenance documentation were key differentiators — our team requested ongoing access for all future historical segments."***

02 Our Approach

The research phase started with geographic specificity. Rather than searching for "1950s America," the team used Stockfilm's location-tagged clips to find footage from specific suburban regions that matched the script's narrative. The ability to search by city and decade — and see verified provenance for each clip — eliminated the usual back-and-forth of "is this footage really from where and when it claims to be?" The research team identified primary and alternate clips for each segment in under three days, compared to the eight or more days they typically spend on archival footage research for similar projects.

Key Steps

1. Used route-stable location pages to narrow options by exact era and geography.
2. Filtered by decade and region to find footage showing specific post-war visual markers: tract housing, new automobiles, suburban shopping centers, and family activities.
3. Provided clips with clear historical cues for script alignment and narration support.
4. Organized alternates so producers could adapt quickly during final timing passes.
5. Delivered usage-ready files with clean metadata to eliminate last-minute rights questions.

03 Footage Used

- 1940s–1950s post-war suburban development and new housing construction
- 1950s family life in newly built suburban neighborhoods
- 1950s consumer culture — shopping, automobiles, appliances
- 1940s wartime and immediate post-war urban scenes for contextual contrast

04 Results

The segment shipped on schedule with clearer visual storytelling and less last-minute asset churn.

- Research time was cut from 8+ days to under 3 days, freeing the team to focus on scripting and editorial refinement.
- The segment received positive editorial feedback for its visual specificity — footage matched narration points rather than serving as generic backdrop.
- The production team requested ongoing access for future historical segments, citing the searchability and provenance documentation as key differentiators.

05 Key Takeaway

For broadcast teams on tight deadlines, the ability to search by verified decade and location isn't a convenience — it's a production necessity. Unverified footage creates editorial risk and wastes time on validation that should have been handled upstream.

Related Footage

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