

news

# newscast

- Newscast – Combines live breaking hard news, filmed produced soft news, weather, sports, human interest
  - Hard News – Immediate impact – “Bleeds it leads”
  - Soft News (Feature)– Timely pieces – “How-To,” “Top Tips,” “Seasonal Stories”

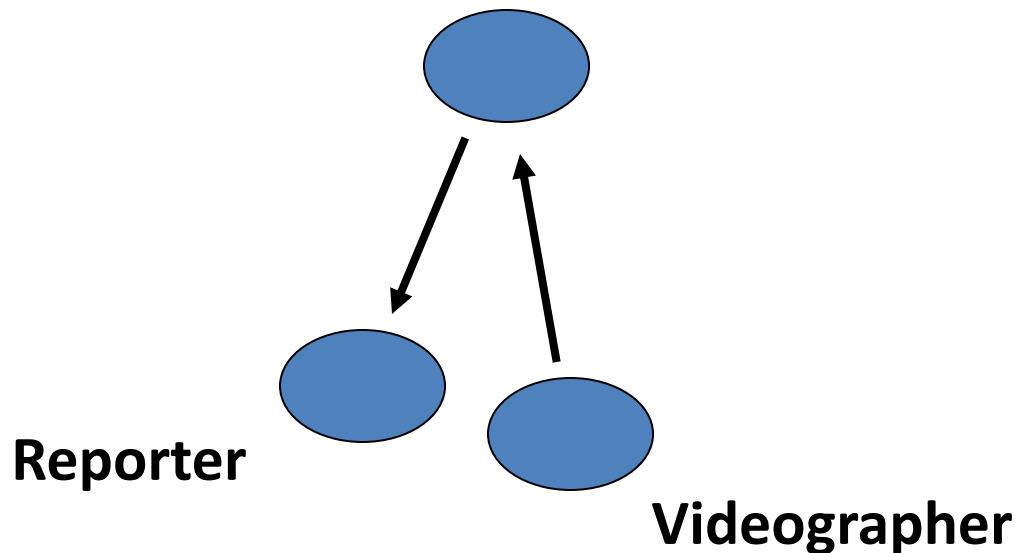
# package

- Open with dynamic b-roll footage
  - A-roll – Interviews (Actualities) and Stand ups
  - B-roll – Stock footage related to theme of story
- Include 3+ Soundbites– Brief statement from newsmaker related to story (Actuality)
- Voice Over b-roll footage – Coordinate script and footage – Intro all soundbites – Avoid wallpaper
- Include 1+ standups – Use as middle bridge or personal face or as wrap up and sign off
- Conclude segment with tag/voicer – Identify reporter and station – Can be stand up or voice over
- Use natural sound throughout feature – Sound puts viewer in story better than video

# soundbites

**Background – Color, Depth, Shape, Relevancy – No Walls!!!**

**Interviewee**



# script

- **Lead** – Gain audience attention immediately
  - Fact/Stat
  - Rhetorical Question
  - Paint a Scene
- People centered – Make story relevant, meaningful, and emotional to **target audience**
- 5 Ws – Cover who, what, when, where, **why!!!**
- Active Voice – Write subject\*verb\*object sentences – Use short, direct, conversational sentences
- Strong Diction– Use powerful verbs and descriptive adjectives – Create mental pictures and sensory details
- **Attribute** – Identify all soundbites and cite all references to avoid **libel** (Publication, Identification, Damage, Fault)
- **Broadcast Style** – Cap, mark, space, **slug** (report, topic, deadline in upper left corner)

# cuts

- **Cut In** – Long Shot (full action detail) to Close Up (small action detail) **Cut Out** – Close Up to Long Shot
- **Cut on Action** – Conveying completion of an action by showing details of the stages of the action
- **Cut Away** – (Point of View) – Cutting to another person to show reaction to something or to an object to show perspective of actor
- **Cross Cut** – Switching between two stocks of broll footage – telling two stories simultaneously or repeating images for effect
- **Jump Cut** – Placing two shots together with similar backgrounds but different actors or Placing two shots together of similar action from slightly different vantage – Avoid jump cuts

# getting the story

- Interviews –
  - Preschedule all interviews –
  - Do not ambush people –
  - Ask permission and find mutually appropriate times
  - Discuss what will be covered or asked
  - Be mature and professional to get respect
- Footage –
  - Get close ups
  - Look for new perspectives of action
  - White balance
  - Prefocus
  - Use pre and post roll
  - Use short controlled movement -- Tripod
  - Use backlighting