

# Broadcast Technology

## Directions

Plan, research, write, shoot and edit a 1:00-2:00 news package.

## Essential Questions

1. What is the story?
  - a. What happens in the beginning, middle and end?
  - b. What is the conflict in your story?
  - c. What is the resolution?
  - d. Is there a call to action?
  - e. What is the general theme ALL audiences can relate with?
2. Who is your story about?
  - a. Who are the characters?
  - b. Who is the main character?
  - c. Who is the supporting character(s)?
3. Why should your audience care?
4. Can you answer Bob Dotson's "Hey, You, See, So?"

<https://www.youtube.com/watch?v=K0Rp9kP8gVs&feature=youtu.be>

## Essential Qualities

Completed [News Package Planning Sheet](#)

Fully documented story, which includes the following:

- Variety of research – Interview, Online, Library, etc.
- B Roll (cutaway shots) for each sequence
  - Each person interviewed MUST be included in a series/sequence of BROLL= WIDE, MEDIUM & TIGHT
  - If the "say it" SHOW IT!
  - You will want 20-30 minutes of raw B-Roll footage in order to successfully complete the project.
- 2 or more sources: ALL information attributed correctly (correct spelling of names and titles)
  - A source is an interview. Begin by asking them to say their name and spell it, so we can create a graphic lower third to introduce them.
- Tone appropriate to subject
- Voiceovers - should lead into, or out of, soundbites. Help introduce the story in the beginning, offer a transition in the middle when the story evolves (conflict), and wraps up the story in the end with a common sign off by the reporter. Click in the Voiceover links below for two articles to help you write and record your voiceovers.
- All interviews and BRoll must be completed NO LATER than \_\_\_\_\_

## Mechanics

1. What is your story? What is the focus statement? Does your story have conflict? No conflict, no story.
2. B Roll is appropriate (audio over video makes sense)
3. Uses correct grammar
4. Write for the EAR
5. **Beginning** - Opening Sequence
  - NAT Sound BRoll
  - Soundbite (use sound bridge)
  - Voiceover (showing BRoll)

6. **Middle** - Interview soundbites continue, using sequences of BRoll at W-M-T.
7. Visuals change every 3 - 7 seconds
8. **End** - Closing Sequence
  - Soundbite
  - **Voiceover (with BRoll)** = "I'm (your name), reporting for LHS-TV News."
  - NAT Sound BRoll

### Technical Qualities

- Follows shoot to edit protocol (each shot should contain an extra 10-15 seconds on the front and end of footage you expect to use)
- Appropriate microphone technique
- Appropriate framing rules of thirds, centering, etc.)
- Appropriate voiceover technique
  - Write for the ear not the eye = casual, O.T.P.S
  - Use GarageBand, FCP or record on a mic into a camera and import the audio.
- Effective editing protocol followed.
- **MUST RECORD WIDE - MEDIUM- TIGHT**
- **Use WALLDO**

### Sample Student News Packages

(\*not all of these videos follow the SEQUENCE I am teaching you, but are excellent news package examples for story, voiceover, NAT sound, BRoll, rule of thirds and many other lessons you have learned.)

\*\*\* Top example: [Ladue Equality Protest News Package](#)

\*\*\* Top example: [St. Louis Jewish Cemetery Vandalism](#)

[Childhood Obesity](#)

[Envirothon at Ladue](#)

[Body of Work](#)

[Deandre "The Bull"\\*](#)

[Voice of the Cardinals](#)

[Mr Ladue 2013](#)

[Run for Chocolate](#)

[Gateway Search and Rescue Dog](#)

[Jake in the News](#)

[Peanut Allergy Awareness](#)

[Award winning videos from around the nation in 2016](#)

### BTech 1 examples from past semesters

[Ladue Walk Out](#)

[Cocoa and Cram](#)

[The Wizard of Oz at Ladue](#)

### Each group will turn in

- Upload their video to SchoolTube
- Embed their video in their Weebly site
- Blog 5-7 sentences about their final project and/or the overall class

\*\*\* Areas of concentration for grading purposes \*\*\*

- Storytelling with a beginning, middle and end.
- Camera angles and distances (WIDE, MEDIUM & TIGHT)
- Proper lighting
- Focused and steady shots
- Rule of thirds for ALL shots (not just interviews)
- Crossing the axis
- Color correction
- Proper MASTER audio levels between -6 to -12

**Scoring Guide**

Name(s)		Date		Due Date	POINTS
<b>Category</b>	<b>16 - 20 pts Proficient</b>	<b>11 - 15 pts Partially Proficient</b>	<b>6 - 10 pts Below Proficiency</b>	<b>0 - 5 pts Incomplete</b>	
<b>Objective</b>	The video clearly expressed a story with a Beginning, Middle and End throughout. A central character was identified and clear throughout.	The video included elements of a story with a Beginning, Middle and End, but the story was vague or unclear at times. A character was identified, but was not the central focus for the story.	The video did not include all three elements of a good story. Lacked true clarity in the Beginning, Middle or End. Characters were introduced, but did not accurately add to the subject matter.	The video failed to express a goal or objective and did not tell a story with any clear Beginning, Middle or End. No characters were introduced or developed throughout.	
<b>Videography Techniques, Clarity &amp; Interest Editing</b>	<p>Tripod was used, so video did not rock/shake, was straight, and the focus was excellent throughout.</p> <p>Camera was in focus for the duration of the video.</p> <p>Many different camera angles were used, and/or careful use of zoom provided variety in the video.</p> <p>Rule of thirds for interview and all shots were correct throughout.</p> <p>Lighting was appropriately used throughout.</p> <p>Color Correction was appropriately implemented throughout the video.</p> <p>Successfully did not cross the axis.</p> <p>Editing was clean, crisp, and met the desired sequence of shots only on screen for 3-7 seconds. No jump cuts and no unnecessary transitions. Sequences of wide, medium and tight were used correctly.</p>	<p>Tripod was mostly used, so video occasionally had slight movement or slightly crooked. But the focus was consistent throughout.</p> <p>Camera was in focus for most of the shots, but not all.</p> <p>Some variation in camera angles, and/or careful use of zoom provided variety in the video.</p> <p>Rule of thirds was correct most of the time for interview, but not all shots.</p> <p>Lighting was appropriately used most of the time.</p> <p>Color Correction was mostly implemented throughout the video.</p> <p>Crossing the axis was mostly</p>	<p>Tripod was used at times, so the video was unstable, crooked, or the focus was poor throughout.</p> <p>Camera was out of focus for more than half of the videos shots.</p> <p>Few different camera angles, and/or careful use of zoom provided variety in the video.</p> <p>Shots had the same look.</p> <p>Rule of thirds was incorrect for the interview and BRoll.</p> <p>Lighting was appropriately used sometimes.</p> <p>Color Correction was only implemented on a few shots in the video.</p> <p>Shots crossed the axis on more than half the shots.</p> <p>Editing didn't flow or</p>	<p>No tripod was used. Video was unsteady and moved while the focus was poor.</p> <p>Camera was out of focus for the majority of the video.</p> <p>Most shots taken from one camera angle, and the zoom was not well used.</p> <p>Rule of thirds was not used.</p> <p>Color correction was not applied and natural light in shots distracted from video.</p> <p>Lighting was not appropriately used.</p> <p>Shots consistently crossed the axis.</p> <p>Editing sequences were not used. Shots less than 3 seconds or longer than 7. Many jump cuts</p>	

		<p>Followed.</p> <p>Editing was mostly clean. Some shots less than 3 seconds or some longer than 7. A few jump cuts and a few unnecessary transitions used. Most sequences used wide, medium and tight were used correctly.</p>	<p>make sense. Most shots less than 3 seconds or some longer than 7. Jump cuts and a unnecessary transitions used throughout.</p> <p>Sequences of wide, medium and tight were used incorrectly.</p>	<p>and many unnecessary transitions used.</p> <p>No sequences of wide, medium and tight were used.</p>	
<b>Audio</b>	<p>The video's sound was sufficient, consistent and clear at all times.</p> <p>Proper microphone technique was used throughout.</p> <p>Average levels were within -6db to -12db.</p> <p>NAT Sound was correctly implemented in the sound bridges.</p>	<p>The video's sound sometimes faded out or was too loud, and was only clear part of the time. Inconsistent.</p> <p>Microphone technique was mostly correct.</p> <p>Levels were mostly between -6db to -12db.</p> <p>NAT Sound was implemented in the beginning or ending sound bridge only.</p>	<p>The video's sound was poor and not clear at all times.</p> <p>Microphone technique was not used or used incorrectly.</p> <p>Levels were over -6db or under -12db consistently.</p> <p>NAT Sound was included, but not properly used in either sound bridge.</p>	<p>The video's sound was insufficient and difficult to make out.</p> <p>No microphone was used.</p> <p>Levels reached 0db or fell below -18db.</p> <p>NAT Sound was not used.</p>	
<b>Style, Organization &amp; Preparation</b>	<p>Video was well conceived and shows good organization and follows required editing sequence.</p> <p>Student had pre-planned <u>all</u> of the events and facts s/he wished to include in the video before beginning to shoot. Names and titles were correctly submitted.</p> <p>Voiceovers were clear, concise, simple and easily understood.</p> <p>Opening and closing NAT sound bridge were correctly implemented.</p> <p>Shots were sequenced in Wide, Medium and Tight order.</p> <p>Video length met time requirements of :90 - 2 mins.</p> <p>Proper lower thirds were used. First and last name/title properly spelled correctly.</p>	<p>Video shows good organization and mostly follows required editing sequence.</p> <p>Student had pre-planned <u>most</u> of the events and facts s/he wished to include in the video before beginning to shoot. Some of the names and titles were submitted, but without correct spelling.</p> <p>Voiceover was complete but the message was confusing at times.</p> <p>NAT sound bridge was used correctly for only opening or close.</p> <p>Shots were sequenced, but not with the required 3 different distances - Wide, Medium and Tight.</p> <p>Video length was at least was less than :90 or more than 2 mins by at least 5</p>	<p>Video was not well conceived or shows poor organization and does not follow required editing sequence.</p> <p>Student pre-planned <u>some</u> of the events and facts s/he wished to include in the video before beginning to shoot. A few names and titles were submitted, but incorrectly.</p> <p>Voiceover was unclear, grammatically incorrect, or did not use simple, clear and concise language.</p> <p>NAT sound bridge was attempted but was not implemented correctly.</p> <p>Shots only included two different distances from the three requirements of Wide, Medium and Tight.</p> <p>Video length was less than :90 or more than 2 mins by at least 10 seconds.</p> <p>Proper lower thirds were not used correctly. First</p>	<p>Video did not follow directions or meet requirements.</p> <p>Student had not prepared before beginning the video. Names and titles were not submitted.</p> <p>Voiceovers were not included in the video as required.</p> <p>No NAT sound bridge was used.</p> <p>Only one distance of a camera angle was utilized.</p> <p>Video length was less than :90 or more than 2 mins by at least 20 seconds or more.</p> <p>Lower thirds were not used.</p>	

		seconds. Proper lower thirds were mostly used. First and last name/title properly spelled correctly.	and last name/title had incorrect spellings..		
<b>Resources</b>	Video shows a variety of 2 interview sources of information; BRoll, interviews, graphics, NAT sound.  Interview subjects were included in a sequence of BRoll.  Uploaded video to SchoolTube  Embedded video in Weebly site  Blogged 5-7 sentences about final project and/or the overall class	Video shows the use of only 1 interview source of information, and some BRoll elements were missing.  Interview subjects were included, but not in a proper sequence.	Video shows only 1 interview source and was either unrelated, incomplete, or sources were incorrectly applied.  Interview subjects were included in BRoll only from one angle.	Video looks as if only one source was used for information, and the source does not contribute to the story. Little effort was applied to add to the video.  Interview subjects were not included in BRoll.  Did not upload video to SchoolTube  or  Did not embed video in Weebly site  or  Did not blogged 5-7 sentences about final project and/or the overall class	

**TOTAL POINTS = \_\_\_\_\_/100**

Areas to improve

Areas you succeeded