

# Video Journalism

handy tips

tell good stories

**(1) The anecdote**, a sequence of actions, a story in its purest form, one thing following from another (rather than just disjointed “facts”).

(1a) Raise questions. Provide the “bait.”

The anecdote should raise a question right from the beginning. Implied in any question that you raise, however, is that you are going to answer it. Constantly raise questions and answer them. The shape of the story is that you are throwing out questions and answering them along the way.

**(2) The moment of reflection.**

What is the key point? What does this all mean?



visuals

**Get five shots.** Close up on the action; Who’s doing the action; Point of view; Where’s the action taking place; Creative fifth shot.

**Hold it:** Each shot should be a 10-second still photograph.

**Seriously, hold it:** Don’t pan and zoom Remember composition: Fill the frame. Apply the rule of thirds. Simple composition is important.

## develop characters

**Viewers connect with people**, not concepts. Character driven, narrative stories are essential. Use a character as a vehicle to tell a larger story.

## audio

### Develop your ear:

Include natural sound. Wear headphones. Use an external microphone. Monitor your levels.

**Shut up:** Stop talking. Don’t say uh-uh. Record ambience.

**Ask good questions:** Ask questions that allow people to respond in complete sentences.

editing

**Be invisible:** The viewer should not notice your edits. Be consistent.

**Cut the crap.** Have precise timing.

**Be objective.** Follow the NPPA Code of Ethics.

## your assignment

**Find a story** or we will assign you one about a unique, local shop or restaurant. Think about questions and visual possibilities (5 shots). Do interview(s). Get your five shots. Be sure you have enough audio from the source to tell the story so that it stands on its own (without narration). (PLAN TO SHOOT AROUND 20 TO 30 MINUTES. Don’t shoot much more than that. It will take longer to edit). Tomorrow we’ll import your footage and you’ll do a rough cut. You will lay down your interviews/audio. Then, you’ll lay in your five shots, etc. Edit, export, view and critique!

