

# News

Unit Subtitle:  
Producing a News Package



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## News Package Crew



### PRODUCER

- Has the final authority over the production.
- Works well with others
- Instills confidence
- Well organized
- Keeps production on schedule
- Provides critique and encouragement

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## News Package Crew



### RESEARCHER/WRITER

- Searches for new and interesting story angles
- Communicates story in clear, concise, interesting manner
- Contacts experts, checks background information
- Gets all sides of a story
- Provides the script
- Communicates information to editor

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## News Package Crew



### REPORTER

- Speaks clearly
- Communicates to audience
- Communicates to those involved in production
- Communicates interest and enthusiasm for the story
- Guides uncomfortable on-camera people

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## News Package Crew



### VIDEOGRAPHER

- Technical know-how
- Organized
- Gathers and transports equipment
- Anticipates problems
- Artistic eye
- Insures visual appeal of shots
- Varies composition to hold interest

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## News Package Crew



### EDITOR

- Technical skill
- Artistic eye
- Turns video and audio into seamless story
- Pays attention to details
- Insures voice-overs reinforce visuals

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## Steps to producing a Package



1. Determine the focus
2. Gather background information
3. Write the interview questions you need answered on camera
4. Write a preliminary script
5. Prepare a list of all B-roll video needed

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## Steps to producing a Package



6. Tape the interviews
7. Tape the B-roll
8. Log footage
9. Rewrite the script  
Include—voice-over, interview sound bites verbatim, natural sound and video that will be used with out a V/O.

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## Steps to producing a Package



10. Record the reporter's voice-over (VO)
11. Edit the A roll  
Include  
the voice over  
the video and audio from stand-ups  
the video and audio for the sound bite

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## Steps to producing a Package



Sound bites should be of equal quality from equally knowledgeable and charismatic sources

Sound bites are usually less than ten seconds

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## Steps to producing a Package



12. Edit the B roll -

Video must match and reinforces the audio  
B-roll includes video and the natural sound

Natural sound should be under the V/O  
Adds to, doesn't distract from V/O

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## News - Preparation

Unit Subtitle: Preparing for the News Story Interview



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## The Interview



- One person seeks information from another person or group
- The most common technique used by reporters to get information
- May be a quick telephone call, a ten minute interview or a two hour talk
- Need to be courteous and well mannered

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## Interviewing Guidelines



- Decide on the type of interview
- Know what you want to find out
- Decide whom to ask
- Interview as many people as necessary
- Go to the primary source
- Identify yourself as a reporter
- Make appointments
- Get permission to tape before the interview

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## Preparing Questions



- Do research
- Get background information on the topic
- Prepare questions before the interview
- Write questions down
- Ask what you do not know
- Clarify what you know

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## Preparing Questions



- Ask open-ended questions
  - What do you think about....
  - What do you hope to accomplish with ....
  - What obstacles stand in your way of ....
- Avoid yes/no questions

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## Preparing Questions



Change these questions from yes/no questions to open ended questions.

1. Do you enjoy skating?
2. Does your calculator do calculus functions?
3. Has your father influenced you?

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## Preparing Questions



- Be sure to ask the W's and H
  - (who, what, where, when, why and how)
- Avoid two part questions, ask one at a time
- Prepare more questions than you will need
- Last question should be "is there anything else you want to add?"
- Practice the interview with a friend

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## Make an Appointment



- Practice your business call
- Make a professional business call when making an appointment
- Identify yourself as a reporter
- Make an appointment
- Get permission to tape before the interview
- Confirm on the day of the interview

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## Developing Open-Ended Questions

**DIRECTIONS:** Change these questions from yes/no questions to open-ended questions. Write the open-ended questions in the space provided below each yes/no question.

1. Do you enjoy skating?
2. Does your calculator do calculus functions?
3. Has your father influenced you?
4. Do you have a favorite hobby?
5. Do you like learning about media technology?



## News - Taping

Unit Subtitle: Taping the News  
Story and Interview



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## The Interview



- The most common technique used by reporters to get information
- Get all sides of the story
- Interview as many people as necessary
- Go to the primary source

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## The Interview



- May be a quick telephone call, a ten minute interview or a two hour talk
- Get permission to tape before the interview
- Confirm your appointment on day of the interview
- Be courteous and well mannered

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## During the Interview



- Identify yourself as a reporter
- Dress appropriately
- Be on time
- Take notes even if you are taping

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## During the Interview



- Build rapport
- Be polite and friendly
- Get to know the interviewee
- Establish eye contact
- Conduct a good interview

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## During the Interview



- Ask one question at a time
- Start with some easy questions
- Double-check information
- Get the person's opinion and reasons for it
- Open-ended questions get better sound bites
- Get sound bites

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## During the Interview



- Listen to the answers
- Listen actively, look interested
- Use part of or refer to the answer in the next question
- Let the interviewee answer the questions
- Do not interrupt an answer
- Provide adequate wait and thinking time

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## During the Interview



- Do not argue with interviewee or insert your opinion
- Ask follow-up questions
- Ask follow up questions as open-ended questions

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## Before You Leave



- Get exact spellings of names and titles
- Ask the interviewee to spell and say their name
- Verify or ask their title or grade
- Say that you may need to call back
- Thank the interviewee before you leave

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## Taping the Interview



- Use basic camera care to insure best possible camera operation
  - Be cautious when going from an air-conditioning to a humid place; Dew can form in the camera
  - Record before your first shot so you have ample pre-roll time on the tape

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## Taping the Interview



- Use a tripod
- Keep the camera at the interviewee's eyelevel
- The reporter should stand or sit beside the camera
- The interviewee should look at the reporter
- The reporter should be at the interviewee's eyelevel

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## Taping the Interview



- Get a tight shot of the interviewee
- Generally a bust shot (BS) or close up (CU)
- Compose the shot so you can see both of the interviewee's eyes in the shot
- Avoid profiles
- Get appropriate lead room
- Get appropriate headroom

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## Taping the Interview



- Move the camera for a purpose
- When a person moves, move the camera or zoom
- Vary the angle or type of shot in lengthy interviews
- Most interview shots are stationary

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## Taping the Interview



- The reporter holds the microphone
- Do not let the interviewee hold or take the microphone
- Check the microphone position in the shot
  - The mic should not block the interviewee's mouth
- Keep the microphone in front of the interviewee, even while the reporter is asking questions

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## Audio Hints



- Monitor the audio with headphones or built in speaker
- Check the VU meter on the camera
- The microphone should not be a distraction
- Hide the cord on a lavalier microphone
- Use a windscreen when taping outdoors
- Listen for noises - try to wait for the noise to pass to tape

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## B-roll



- Pictures tell the story
- Try to anticipate the action
- Tape the action of the event and
- The reactions to the event
- Move in close to get the sounds of the event

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## B-roll



- Get a variety of shots
- Need wide, medium, close-up, and extreme close-ups
- Wide shots-show perspective and relationship
- Close-ups-show feelings and details

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## B-roll shots



- Use a tripod when possible
- Allow action to move into and out of the frame
- Get stationary shots
- Avoid excessive panning and zooming
- Get more shots than you think you will need
- Tape each shot long enough for it to be usable in the package

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## After the Interview



- Follow basic camera use procedures to preserve your interview
  - Wait until the mechanisms have stopped before pressing eject
  - Remember the tape moves when you eject the tape.
  - Do not accidentally erase what you just recorded when you reinsert the tape
- Follow basic tape care procedures to preserve your interview
  - Heat can damage tape; do not leave the tape in your car
  - Keep the tape in the protective case and store vertically when not in use

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# Media Technology

## Personnel and Responsibilities



## PRODUCER



- In charge of the entire production or program series
- Organizes and schedules the production or a production series
- In charge of budgets
- May also be the director and/or writer

## WRITER



- Writes the script
- May be freelance or work full time for a station or production
- May also be the producer or director

## DIRECTOR



- Is responsible for everything that happens during the production of the program
- Directs all aspects of the program, actors and crew during rehearsals and taping
- Make sure every crewmember is doing their job correctly

## ASSISTANT DIRECTOR



- Assists the director during the actual production
- May ready shots and equipment
- Times rehearsals and the taping of the production
- Makes sure all crewmembers are in their places
- While the director is on the studio floor, uses the headset to talk to the camera operators for the audio director and technical director..

## VIDEOTAPE OPERATOR



- Runs the videotape machines during rehearsals and taping
- Gets all necessary videotapes for playback and recording
- Checks that all videotapes are cued up and ready prior to the start of the rehearsal
- Ensures that the recording VTR is recording both audio and video
- Makes sure the program is recorded



## TECHNICAL DIRECTOR



- Does the switching, operates the video switcher
- Operates the switcher as cued by the director or assistant director during the rehearsals and taping
- Coordinates the technical aspects of a production

## AUDIO DIRECTOR



- Responsible for the sound of the production
- Sets up the microphones and audio board
- Operates the audio board during the production
- Picks-up and puts away all audio equipment and cables

## CHARACTER GENERATOR ELECTRONIC GRAPHICS



- Enters all necessary information titles, credits, graphics, into the character generator
- Operates the CG during the production and rehearsals
- Checks all keys and rolls over a video source

## CAMERA OPERATOR



- Operates the studio camera
- Frames and compose shots
- Often is responsible for studio, set, and camera set-up
- Camera operators should not talk during a production
- Also responsible for studio clean up, strike and putting the cameras away
- Called videographers in news production, operate camcorders

## FLOOR MANAGER



- In charge of all activity in the studio
- Director's representative in the studio
- Gives cues to talent during the production
- Must be sure the talent is familiar with the signals
- May be responsible for setting up the set and props

## TALENT



- Anyone who appears in or is heard in a production
- Actors, announcers, interviewees, reporter, anchors, guests, hosts...



## ANNOUNCER

- Does not appear on camera
- Reads script/copy



## CONTINUITY DIRECTOR

- Keeps track of all details to maintain continuity
- Used in productions with multiple takes
- Generally found only on crews for large productions



## LIGHTING DIRECTOR

- Designs the lighting
- Sets up the lights
- Operates lighting board



## EDITOR

- Operates the editing equipment
- Makes editing decisions



## MASTER CONTROL OPERATOR

- Runs the main switcher that puts the programs on air

