

## Video Journalism Story

### Make a TV story that can air on “The Mane Event.”

Remember the 5W’s of Journalism: Who, What, Where, When and Why.

Your story should:

- have a clear introduction as to what the story will be about.
- be school related and positive.
- be approved by Mr. Devaney before you start.
- be under two minutes (get right to the information and then conclude.)
- be “evergreen.” We don’t know it when we will air it so it should not be time dependant, (instead of being about tonight’s play, make it about drama class.)
- have “B” roll footage – supporting visuals that enhance your “A” roll informational speaker. (Touchdowns being scored while the coach talks about the football team.)
- not be visuals alone. There must be a reason to watch. Volleyball highlights set to music is not a news story.
- not contain music with words. It detracts from your info. Find an instrumental song or part of a song and loop that.
- remember who your audience is. A” Remember to Vote,” or “Don’t Drink and Drive” Public Service Announcement” wouldn’t make sense for an all freshman class.
- keep PSAs short. You don’t want to lose your audience by being too “preachy.”
- not have you stand out more than your subject. Make it about them.
- indentify all speakers (and their titles if appropriate) with a “lower third” title.
- have a conclusion that either recaps the most important info, or thanks the participants or gives a call for action (PSAs and editorials mostly.) You can add “back to you in the studio,” if you want to.

Pick a topic you care about or you think needs to be covered and your job will be easier. Think about something that you will be glad that you brought to the school’s attention.