

Contest 42: Video Package Editing

INSTRUCTIONS:

- Entries must be uploaded by 6 p.m. CDT Oct. 18, 2021.
- Final package TRT is to be 1:30. Entries outside +/- 3 seconds of the required 1:30 will be disqualified.
- You are not to receive any help from anyone.
- Do not add any additional video.
- Name keys or lower thirds may be added using your school's standard graphics.
- Be sure to check your completed project to make sure it is playing back correctly before uploading it.
- Instructions for uploading videos can be found at jea.org/contests

WHAT JUDGES LOOK FOR

- Ability to edit the provided clips and interviews into the most informative and effective package
- An attention-grabbing establishing shot
- Quality transitions
- Use of b-roll to support claims being made in the interviews

ASSIGNMENT:

Students entering this contest are being tested on their ability to edit video and audio into a news package. JEA will provide a collection of video clips to choose from, including interviews and b-roll all relevant to the same story.

You will download all of the clips, choose what elements to use in your final product, edit the items into a broadcast package using your own equipment, and upload your final piece by the deadline.

Watch the footage provided and select the angle/story that you think works best with the material you have. The final Total Running Time is 1:30. Entries that are outside +/- 3 seconds of that time will be disqualified.

VIDEO TOPIC: LOST IN SAUCE

After winning an entrepreneurial competition at the University of Missouri-Columbia, a group of college seniors opened Lost in Sauce, a hot sauce store, on the main floor of the university's Student Center.

The group gained hands-on experience in entrepreneurship, including designing and pitching a business plan, building and leading a team, designing a space, marketing and more.

The four co-owners of the start-up — a marketing and political science major, a finance major and two engineering majors — received the store location rent-free and utility-free for one year, as well as \$2,000 from U.S. Bank to get started.

In these video clips, a co-owner of the new store and an employee discuss the creation of the business, its progress shortly after opening, and their hopes and plans for the store's future.

Students Interviewed:

Brian Dugan, store co-founder and marketing manager
Haley Reinhardt, store employee

Reporter Juliana Tornabene