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Broadcast Journalism

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Overview

- Basic equipment
- Basic shot types and camera movement
- Scriptwriting
- Legal & ethical considerations
- Resources



Basic equipment



“The best camera is the one you have on you.”

It is very easy to use a cell phone, in a pinch, but it is also important to understand the basics.

- Basic equipment:
 - Camera
 - Tripod
 - Microphone(s)
 - Headphones
 - Editing equipment

Camera equipment



- You can very easily spend a lot of money on cameras for a broadcast program, so what you buy is up to what you have the budget for.
- Bare minimum:
 - A camera that shoots video
 - Has a microphone jack for audio interviews and NAT sounds
 - Preferably has a headphone jack to hear audio levels while filming

Tripod

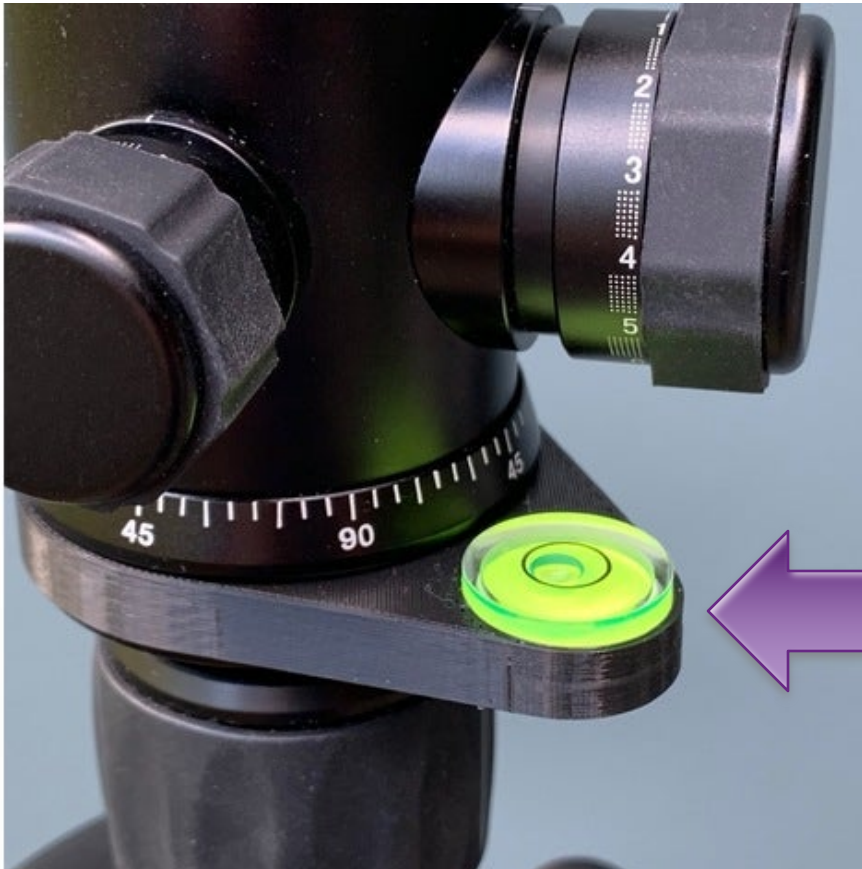
A tripod is a three-legged stand that attaches to the camera.



Like cameras, tripods can also range in price from Manfrottos (which are pricey) to smaller, cell phone tripods.

They are incredibly important to acquiring stable footage and students should be trained how to use them effectively.

Tripods



The legs on all tripods spread out from the center. Each one of the legs operates independently.

Most tripods have a level indicator that helps determine whether all three legs are correctly placed and anchored.

Tripods: why can't we just hold the camera?



- Students inevitably will want to hold the camera without a tripod, feeling like it gives them more movement.
- However, gravity can quickly take hold and no matter how strong or stable you feel like your body is, your arms will tire and you will begin to shake, ever so slightly.
- Larger, production quality cameras will typically rest on the shoulder of the camera operator, with one hand on the camera to keep it on the shoulder and the other on the lens in order to hold the focus ring of the lens.
- Students should never ZOOM but instead “pick up sticks”.

Microphones



Headphones



Editing Equipment



- Adobe Spark (online)
- iMovie
- Premiere Rush
- Premiere Pro
- Final Cut Pro



Basic shot types, camera movement



While there are a wide variety of different shot types and angles, it is important to begin with the fundamentals. Each shot is like part of a perfectly constructed paragraph, built to tell a story.

- What to know:
 - Wide
 - Medium
 - Tight
 - Establishing shot
 - Pan
 - Pedestal

Sequences are the foundation of any video.



- Basic (simple) sequence: wide shot, medium shot, tight shot



Wide shot



Medium shot



Tight shot

Establishing shot

- A variation of a wide shot, the establishing shot sets the location for the story you are shooting. It establishes for the viewer where this story is going to take place.



Camera movement



- **Pan**: Horizontal movement to follow action.



Camera movement

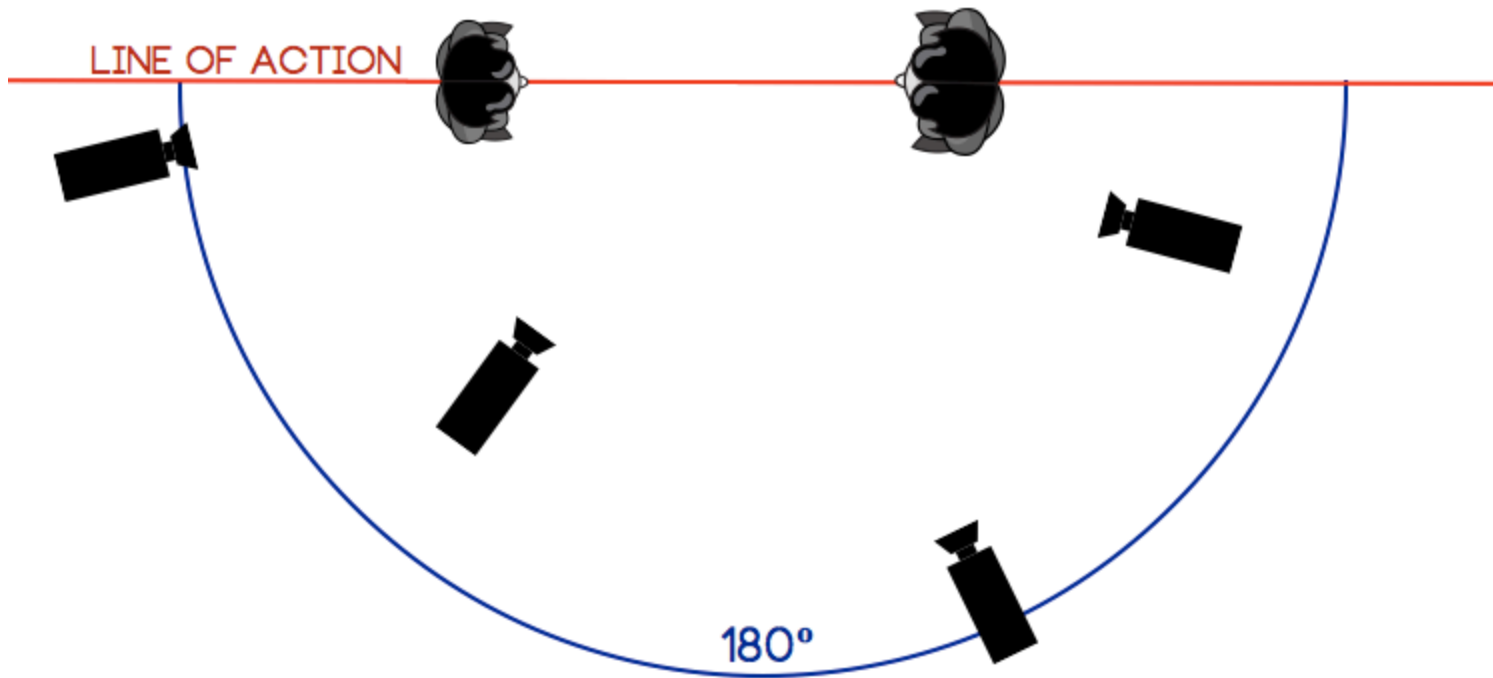


- **Pedestal**: Vertical movement with the camera.



180-degree rule

An imaginary line of action drawn between a subject and the item or person they are interacting with, used to establish and maintain the screen direction of actors and action in a scene.



Other things to note:



- When shooting footage, you want to hold your shots for around 10 seconds.
- General rule: When you edit your shots together, you should only remain on each shot for 3-5 seconds.
- A-roll: “Talking heads,” people being interviewed in a piece.
- B-roll: sequences that show what the talking heads are saying.

Broadcast packages



- Contain a-roll, b-roll, NAT sounds as well as a VO/SOT.
- **NAT sounds**: sounds from the environment a story takes place; enhances the story and is important to capture.
- **SOT** (sound on tape): Footage of an important voice in the story. Also called a soundbite or a-roll.
- **VO** (Voice over): When the audience hears a voice over the b-roll footage. It could be the anchor's voice or a soundbite from the interview.



Scriptwriting



Broadcast Newswriting differs in some ways from the journalistic form used in print and online mediums.

- Although the basics remain consistent, broadcast scripts, in general, are written...
 - Short sentences
 - Present tense
 - Conversational (sentences written for the ear)
 - Informal
 - Strong closing

Scriptwriting



- News information is accurately conveyed.
- Story exhibits news judgment.
- Necessary and interesting information; well-selected facts.
- Intro grabs listener
- Transitions move story
- Clear focus
- Appropriate quotations and paraphrase used to tell story
- Sequenced appropriately
- Strong closing

Broadcast Journalism Packages



- Much of what we know about journalism applies to broadcast journalism.
- Story packages still emphasize news elements.
- Format is more like a feature story than a news story.
- Ethical and legal considerations are, in many ways, the same.

Broadcast specific legalities



■ Releases

- Property release
- Talent release

■ Copyright

- Fair use
- Material from other media

Releases



- A release grants permission, typically in written form.
- Property releases grant a production team permission to shoot on private property.
 - Public property is owned by the local, state, or national government and typically include parks, streets or public sidewalks.
 - Private property is owned by individuals or private organizations or businesses. Some managers of businesses have to ask their corporation for permission for filming.
- Talent release gives permission to film the people in your video.
 - People who appear in the background typically do not need to sign a release.

Copyright



- Copyright law protects the original creator of materials.
- Music and video copyright are usually the most dealt with in broadcast.
- Fair use: educational fair use stipulates that copyrighted materials can be used within a classroom in educating the students, not “aired” outside of classroom.
- Royalty-free music: no one owns the rights to said music and no royalties must be paid, as long as you source the music as stipulated when you download the music.

Material from other media



- Bottom line is always to make contact with original publisher of work.
- Images on the internet are not free for use, even if you say “images from Google”.
- Movie reviews:
 - Using the film’s trailer, obtained by the production company or from film’s official website, in clip form is okay.
- Video games:
 - Brief shots of the game can be used.
- Music:
 - Must obtain permission from the copyright owner.

Additional resources:



- Student Press Law Center
- Journalism Education Association
- Student Television Network
- National Scholastic Press Association
- ASB Classroom

Getting answers

- **contact me:**
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- **Certification chair Amy Sorrell:**
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- **JEA web site –**
<http://jea.org/wp/certification/>