



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP

June 29-July 3, 2020

VIDEO JOURNALISM

Jim McCarthy

Joseph Gregori High School
Modesto, CA

Don Goble

Ladue Horton Watkins High
School St. Louis, MO



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

INTRODUCTIONS



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

WEBSITE & HANDOUTS
LINK SENT TO EMAIL



WEBSITE



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

STUDY & PRACTICE MODEL

3 INFORMATIONAL SESSIONS IN THE MORNING / PRACTICE & COACHING IN THE AFTERNOON

MORNINGS

STUDY

9:30 – 10:15

10:30 – 11:15

11:30 – 12:15

AFTERNOONS

PRACTICE

2 – 5PM



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

STUDY & PRACTICE MODEL

3 INFORMATIONAL SESSIONS IN THE MORNING / PRACTICE & COACHING IN THE AFTERNOON

MORNINGS

STUDY

9:30 – 10:15

10:30 – 11:15

11:30 – 12:15

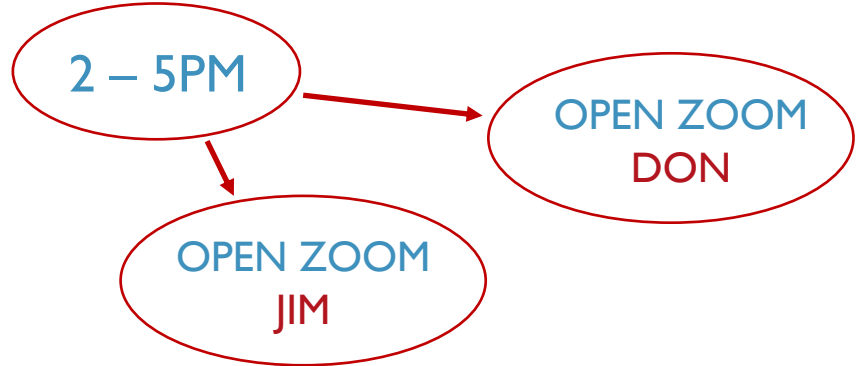
AFTERNOONS

PRACTICE

2 – 5PM

OPEN ZOOM
JIM

OPEN ZOOM
DON





GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

WORKSHOP ASSIGNMENTS

BEGINNERS

Short, individual assignments that provide students the opportunity to learn specific aspects of video journalism.

ADVANCED

Students apply individual aspects of video journalism to complete single story that is due Thursday at _____.



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

ADVANCED ASSIGNMENT DETAILS

ASSIGNMENT

- 1:30-2:00 minute feature story
- 1 or more people (characters) interviewed
- Each person interviewed MUST be included in a series/sequence of BROLL= **WIDE, MEDIUM & TIGHT**
- If the "say it" SHOW IT
- #YOSO
- Have a back up plan!

PLANNING - #YOSO

1. What is your story? What is the focus statement?
Does your story have conflict? No conflict, no story.
2. Have a **back up plan!**
3. B Roll is appropriate
4. "Must Have's"
5. VO's are facts - SOT's are emotion/story
6. Create a shot list
 - Plan for NAT Sound



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

LET'S TALK SCHEDULE



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

MONDAY

3-5PM

INSTRUCTOR INTRODUCTIONS

SHARE WEBSITE URL: VIDEO LINKS, HANDOUTS

INTRODUCE COURSE

EDITING STATION CHECK

EQUIPMENT CHECK

BEGIN FUNDAMENTALS OF VIDEO (If time permits)



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

TUESDAY MORNING

9:30 FUNDAMENTALS OF VIDEO JOURNALISM

A-Roll + B-Roll (+ C-Roll)



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

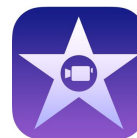
VIDEO JOURNALISM

TUESDAY MORNING

10:30 INTRO TO VIDEO EDITING/ PUBLISHING TO THE WEB

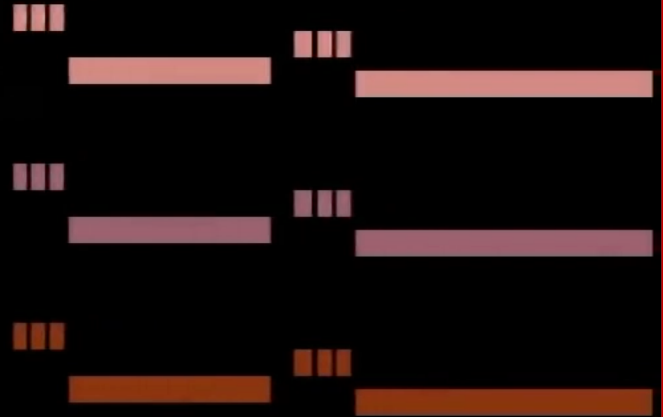


JIM



DON

Shooting and editing video is like composing a symphony





GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

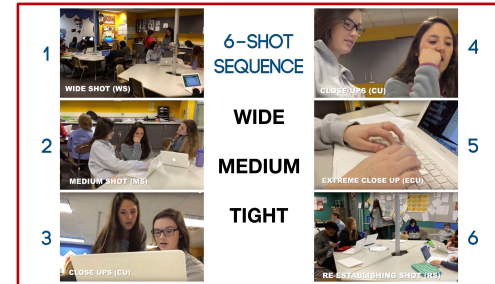
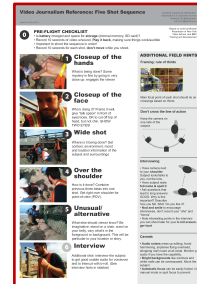
TUESDAY MORNING

11:30 VIDEO SEQUENCING:

B-ROLL SEQUENCE PATTERNS

1. Moment-to-Moment
2. Action-to-Action
3. Wandering eye (aspect-to-aspect)

TYPES OF SEQUENCE COMBINATIONS





GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

TUESDAY AFTERNOON

3- 5PM ASSIGNMENT:

SHOOT & EDIT A VIDEO SEQUENCE

Pick a topic, choose a B-roll sequence combination, shoot and edit into video sequence.

Stop by **OPEN ZOOM MEETINGS** to seek guidance, review skills, and/or receive a critique. Don & Jim will host separate meetings (**Beginners** → **Jim**, **Intermediate/ Advanced** → **Don**)

HOMEWORK: Visit course website for two viewing assignments.



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

WEDNESDAY MORNING

9:30 CAPTURING EFFECTIVE AUDIO



FORMAL INTERVIEWS



REPORTER STANDUP



MAN ON STREET



RUN & GUN INTERVIEWS



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

WEDNESDAY MORNING

10:30 INTERVIEWING WITH VIDEO





GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

WEDNESDAY MORNING

11:30 ADVANCED EDITING WORKFLOW



JIM



DON



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

WEDNESDAY AFTERNOON
2-5PM ASSIGNMENTS:

SHOOT NATURAL SOUND, INTERVIEW SUBJECT, PRACTICE EDITING WORKFLOW

Stop by **OPEN ZOOM MEETINGS** to seek guidance, review skills, and/or receive a critique. Don & Jim will host separate meetings (**Beginners** → **Jim**, **Intermediate/ Advanced** → **Don**)



**GLORIA SHIELDS
NSPA MEDIA
WORKSHOP**
June 29-July 3, 2020

VIDEO JOURNALISM

THURSDAY MORNING 9:30 THE VIDEO AUTOPSY

STORYBOARD: "Shredding for a Shot" / CCCN Live / <https://youtu.be/0KoaDqFv0>

STORYBOARD: "Shredding for a Shot" / CCCN Live / <https://youtu.be/0KoaDqFv0>

TRANSCRIPT: "Shredding for a Shot"

REPORTERS: Joseph Fernandez, Christopher Gomez, Joseph Gonzalez, Steven Lee
PRODUCER: CCCN Live / Christopher Gonzalez High School Music Faculty
<https://youtu.be/0KoaDqFv0>

NATS + B-ROLL: [Teen playing guitar]

Reporter Voiceover: Many people across the world dream of becoming a musician, but with the odds stacked against them their chance seems like a million to one.

Interview #1: I mostly play guitar and bass and piano. I can play some drums, and I want to learn how to play brass instruments. Cause those are really cool. I mostly like writing music, and I really creating music. So, I have a lot for that to be my life in the future. I just have to take that chance and see if I can make it.

Interview #2: I mean, it's very difficult. It is the music industry is cutthroat, and I mean honestly if we were to take a survey of 50 people, everyone would probably name, the same kind of big, big musicians. You have to find a good core group of people to work with, and people who believe in you and you have that star power.

Reporter Voiceover: Collazo's career path is competitive. He possesses an array of talents the same apart from others.

Interview #2: I think he's electrifying on stage as a musician. I definitely think certain people when it comes to music, they have something. You know they just like certain people hear things a certain way. And it's a feeling. And there's a certain style about him that people are just like wow that's fascinating and, you know, and it's unique.

Interview #3: He is definitely a leader and typically when people come into band scenes they pay attention to the singer most of the time but with him it's like they definitely pay attention more to him. He just has a very badass atmosphere to him and then the instrument and he's always doing some crazy stuff with his pedals.

Reporter Voiceover: And one of the first people to see this unique set of musical skills was Daniel's father Ross Collazo.

Interview #4: We got him a little, my play guitar one time for Christmas. And one day I'm sitting around the house and I'm hearing "Across the Universe" coming out of his room. And I walk, and he's six years old and he's strapping "Across the Universe" on this little toy guitar.

Reporter Voiceover: Even with all these abilities, it's still difficult to make it big in the music industry.



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

THURSDAY MORNING
10:30 STORYTELLING



Essential elements in every developed story:

1. Anecdote
2. Conflict & Resolution (think Man in Hole)
3. Questions Raised
4. Moment(s) of Reflection



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

THURSDAY MORNING

11:30 PUBLISHING VIDEO TO MULTIPLE PLATFORMS





GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

THURSDAY AFTERNOON
2-5PM ASSIGNMENTS

EDITING WORKFLOW TO PRODUCE STORY

Students review and improve individual assignments / Students complete workshop story

Stop by **OPEN ZOOM MEETINGS** to seek guidance, review skills, and/or receive a critique. Don & Jim will host separate meetings (**Beginners** → **Jim**, **Intermediate/ Advanced** → **Don**)



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

FRIDAY
4:30-6PM

GLORIA SHIELDS CLOSING ASSEMBLY AND AWARDS



REPORTING WITH PURPOSE

The importance of **modality** for video journalists:

Modality is the type of behavior, expression or way of life that belongs to a particular person or group of people. An example of modality is the type of behavior a doctor uses to treat a very ill patient. **Question: what types of behavior do video journalists exhibit?**

REPORTING WITH PURPOSE

The importance of **modality** for video journalists:

Modality is the type of behavior, expression or way of life that belongs to a particular person or group of people. An example of modality is the type of behavior a doctor uses to treat a very ill patient. **Question: what types of behavior do video journalists exhibit?**

“Hi, my name is _____ and I am a reporter for _____.”



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

VIDEO JOURNALISM

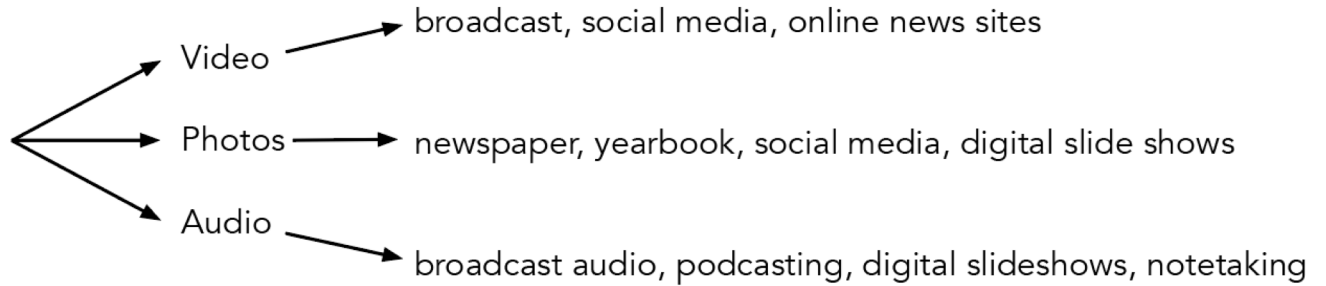
EQUIPMENT:



THE VIDEO CAMERA IS THE SWISS ARMY KNIFE OF PHOTOJOURNALISM



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020



Broadcast station: edit video, audio, photo / upload content to internet



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

THE BEST CAMERA SET UP IS THE ONE YOU HAVE IN HAND



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

THE BEST CAMERA SET UP IS THE ONE YOU HAVE IN HAND

REQUIRED EQUIPMENT



VIDEO CAMERA



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

THE BEST CAMERA SET UP IS THE ONE YOU HAVE IN HAND

REQUIRED EQUIPMENT
RECOMMENDED EQUIPMENT*



What camera will you use?

VIDEO CAMERA



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

THE BEST CAMERA SET UP IS THE ONE YOU HAVE IN HAND

REQUIRED EQUIPMENT RECOMMENDED EQUIPMENT*



VIDEO CAMERA



TRIPOD*



EXTERIOR MICROPHONE*



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

STABILIZING CAMERA WITHOUT TRIPOD



How will you stabilize your camera?



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

GETTING THE BEST AUDIO WITHOUT EXTERIOR MICROPHONE



How will you capture the best audio?



GLORIA SHIELDS
NSPA MEDIA
WORKSHOP
June 29-July 3, 2020

EDITING STATIONS

What software and computer will you use to edit your video?





GLORIA SHIELDS
NSPA MEDIA
WORKSHOP

June 29-July 3, 2020

[TRANSITION]