

VARIATIONS ON THE STRUCTURE OF VIDEO REPORTING

Presentation by Jim McCarthy

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1. BUILDING BLOCKS OF VIDEO REPORTING

2. CREATIVE MODELS TO CONSIDER



CHARLIE BROOKER



BBC FOUR

G GUIDANCE: Some strong language

Establishing Shot



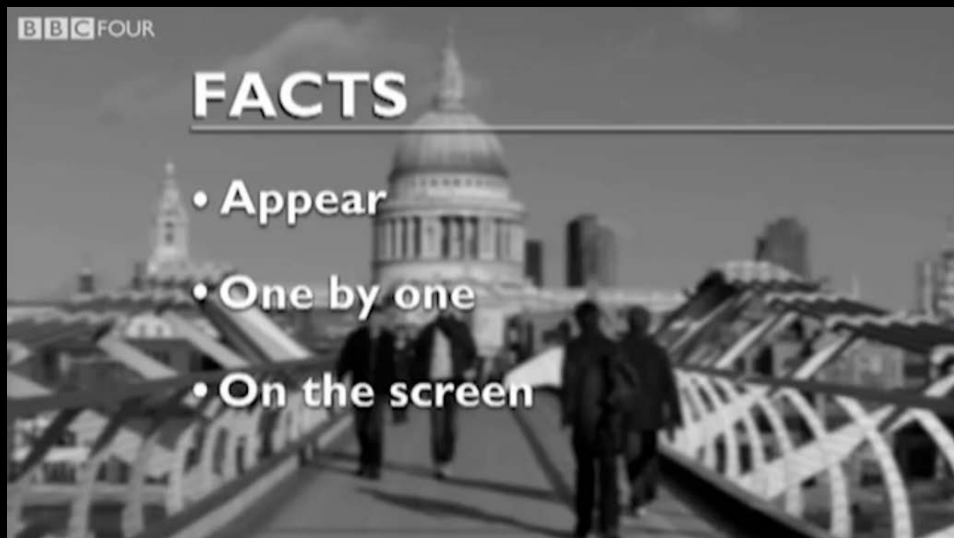
Reporter Stand-up



B-roll Sequence (Generic)



Text Graphics



B-roll Sequence (Generic)



Soundbites (brief interview comments)



B-roll Sequence (Generic)



Interview Sequence



Series of Charts/Graphics

BBC FOUR



BBC FOUR

AVERAGE

The word 'AVERAGE' is written in large, bold, red, slanted capital letters across the center of the image. Behind the text are the black silhouettes of four people of varying heights standing in a row.

BBC FOUR



B-roll Sequence (Generic)



Reporter Stand-up



"Wry sign-off"



A-Roll

The viewer can see the lips move on the speaker and hear what he or she is saying.



A-Roll

The viewer can see the lips move on the speaker and hear what he or she is saying.



B-Roll

Visual footage that shows what reporter or interviewees talk about. In this case, the sequencing and shot choice is intentionally bad.



Brooker Video Pattern

B-roll

Brooker Video Patterns

B-roll + A-roll

Brooker Video Patterns

B-roll + A-roll + B-roll (sequence)

Brooker Video Patterns

B-roll + A-roll + B-roll (sequence) + Text/Graphics

Brooker Video Patterns

B-roll + A-roll + B-roll (sequence) + **Text/Graphics** +

B-roll (sequence)

Brooker Video Patterns

B-roll + A-roll + B-roll (sequence) + **Text/Graphics** +

B-roll (sequence) + **A-roll** (sequence)

Brooker Video Patterns

B-roll + A-roll + B-roll (sequence) + **Text/Graphics** +

B-roll (sequence) + **A-roll** (sequence) + **B-roll** (sequence)

Brooker Video Patterns

B-roll + A-roll + B-roll (sequence) + **Text/Graphics** +

B-roll (sequence) + **A-roll** (sequence) + **B-roll** (sequence) + **A-roll** (sequence)

Brooker Video Patterns

B-roll + A-roll + B-roll (sequence) + **Text/Graphics** +

B-roll (sequence) + **A-roll** (sequence) + **B-roll** (sequence) + **A-roll** (sequence)

+ **Text/Graphics**

Brooker Video Patterns

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+ **Text/Graphics** + **B-roll** (sequence) + **A-roll** + **B-roll**

The basic pattern of reporting with video

B-roll + A-roll + B-roll + A-roll + B-roll + A-roll, etc.

TWO BASIC TYPES OF VIDEO FOOTAGE

A-Roll

The viewer can see the lips move on the speaker and hear what he or she is saying.

B-Roll

Visual footage that shows the story and illustrates the A-Roll.

A-Roll

The viewer can see the lips move on the speaker and hear what he or she is saying.



INTERVIEW FOOTAGE

A-Roll

The viewer can see the lips move on the speaker and hear what he or she is saying.



INTERVIEW FOOTAGE

REPORTER STANDUP

A-Roll

The viewer can see the lips move on the speaker and hear what he or she is saying.



INTERVIEW FOOTAGE



REPORTER STANDUP



MAN ON STREET

A-Roll

The viewer can see the lips move on the speaker and hear what he or she is saying.



INTERVIEW FOOTAGE



REPORTER STANDUP



MAN ON STREET



RUN & GUN INTERVIEWS

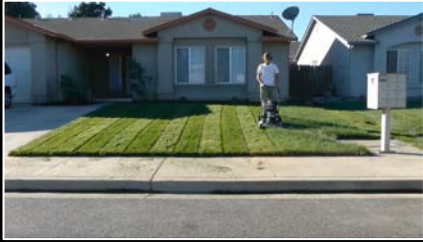
B-Roll

Visual footage that shows the story and illustrates the A-Roll.



B-Roll

Visual footage that shows the story and illustrates the A-Roll.



A-Roll
←

**First shot formula:
Always combine b-roll with natural sound**

COMBINING A-ROLL & B-ROLL ON THE TIMELINE

When A-Roll is combined with B-Roll, opportunities arise to merge and combine audio and visuals in new ways.

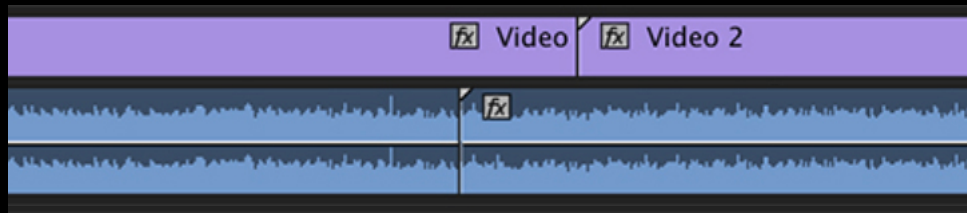
STANDARD CUT



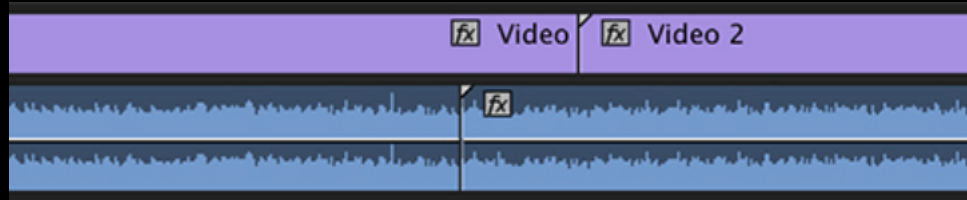
COMBINING A-ROLL & B-ROLL ON THE TIMELINE

When A-Roll is combined with B-Roll, opportunities arise to merge and combine audio and visuals in new ways.

J-CUT



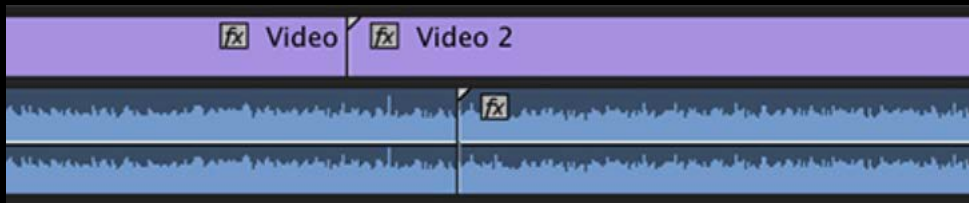
J-CUT



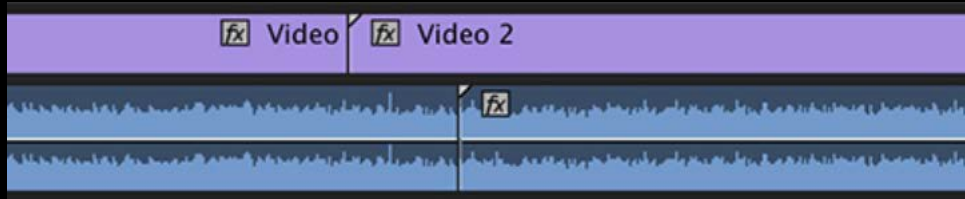
COMBINING A-ROLL & B-ROLL ON THE TIMELINE

When A-Roll is combined with B-Roll, opportunities arise to merge and combine audio and visuals in new ways.

L-CUT



L-CUT



The basic pattern of reporting with video:

B-roll + A-roll + B-roll + A-roll + B-roll + A-roll, etc.

EMPLOY THESE TOOLS NOW:

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EMPLOY THESE TOOLS NOW:

- 1. B-roll + A-roll + B-roll + A-roll + B-roll + A-roll, etc.**
- 2. First shot should combines B-roll with Natural Sound**

EMPLOY THESE TOOLS NOW:

- 1. B-roll + A-roll + B-roll + A-roll + B-roll + A-roll, etc.**
- 2. First shot should combines B-roll with Natural Sound**
- 3. Use J-Cuts & L-Cuts**

**Use Natural Sound to Put Your Readers
Into the Environment of Your Story**

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Into the Environment of Your Story**

Game Time!


**Listen for Natural Sound
and
Watch B-roll**

**Listen for Natural Sound
and
Watch B-roll**

What are the 9 Words?

**Record Audio of Subject
Separately from Video**

Combine with Voiceover



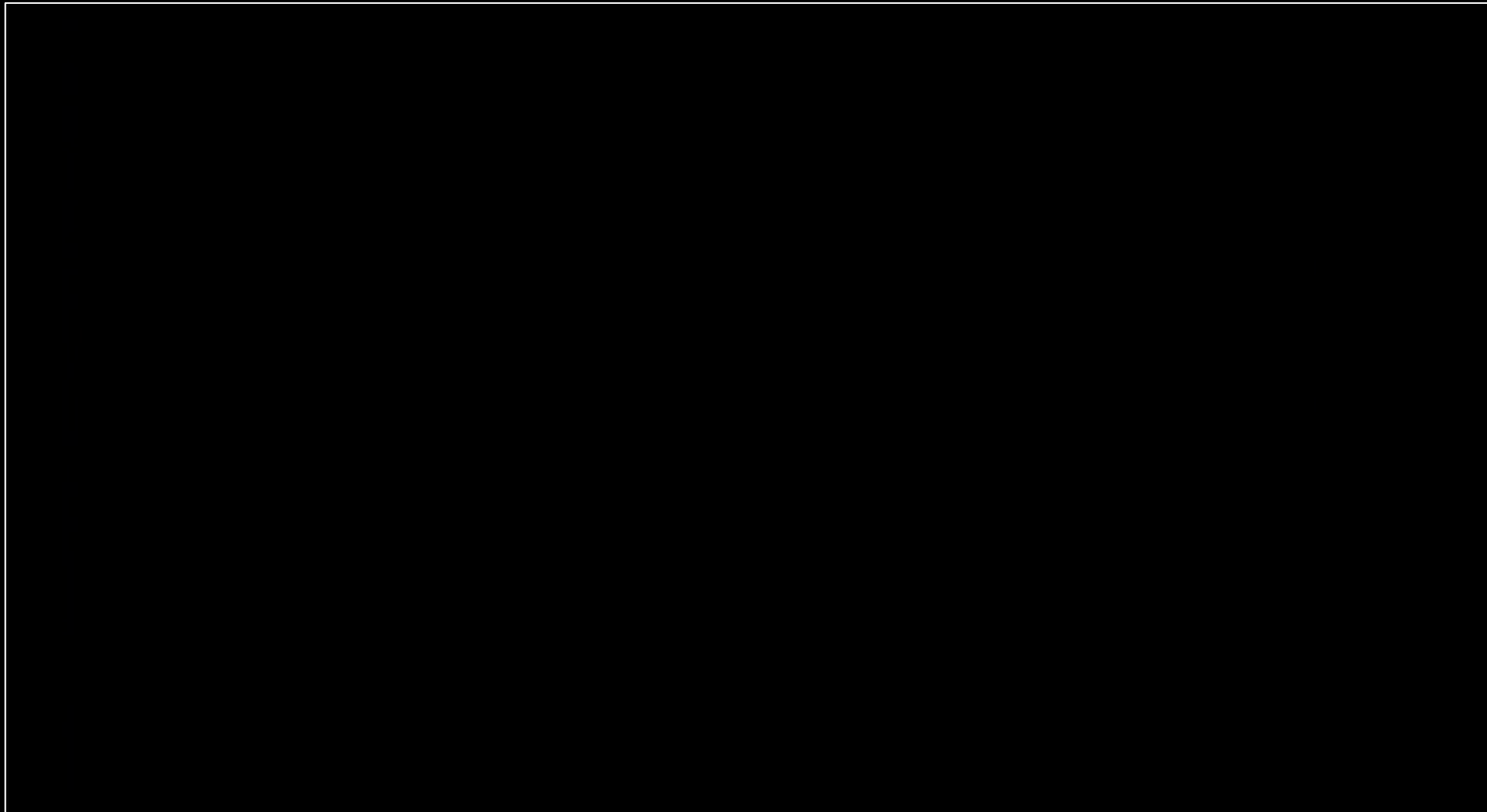
HUMAN POSTCARDS

**Present A-Roll and
also Combine Non-Speaking B-Roll
with Voiceover**





Creative Uses of the Lavalier Mic



A Special Piece of History

In this old railroad town...But there's a big turnout Tuesday morning to watch...the movers. The original homeowners are long gone. But neighbors line the sidewalks. This historic home built in the 1880's...will have a new address. It is being moved...from Main St. to Oklahoma Ave. Spectators stake out the best vantage points while movers admit they've hit a road block. While repairs are made...the tension escalates. Finally...with everything secure...the movers begin the dangerous journey. Spectators hold their breath. It's a one truck parade. It's a small slice of America's past. Now preserved for the future.

**Broadcast Story Script Autopsy:
"A Special Piece of History"
<https://vimeo.com/9826357>**

Time Code	Reporter's VO Script	NAT SOUND/ C-Roll	Formal Interview
00:04:07		It doesn't happen everyday in this little town.	
00:07:09	In this old railroad town...		
00:11:14		The town is called Sikesville. Nothing's unusual, it's always quiet here	
00:14:17	But there's a big turnout Tuesday morning to watch...		
00:16:18		[inaudible] I seen it done a couple of times	
00:18:19	...the movers.		
00:19:21		It's going to be an interesting move.	
00:22:23	The original homeowners are long gone.		
00:24:26		I don't think anybody lives in here.	
00:26:28		Woah, what was that?	
00:29:31	But neighbors line the sidewalks.		
00:32:33		It has a screen, it has a screen.	
00:33:35	This historic home built in the 1880's...		
00:35:37		It has lots and lots of windows.	
00:37:40		Think about it. A hundred and thirty years is a long time.	
00:40:42	...will have a new address.		
00:42:44		Is that truck named Mack?	
00:44:45		We chose to actually save the building.	
00:46:47	It is being moved...		
00:44:45		All the way up against this one. Right there.	
00:48:51	...from Main St. to Oklahoma Ave.		
00:51:53		They are going to drive it right down there and put it on the end...	
00:53:55		I like this old house.	
00:51:53		They must have built the house pretty good, right You'd think it would	

time	Reporter's VO Script	NAT SOUND/ C-Roll	Formal Interview
01:00:06	Spectators stake out the best vantage points while movers admit they've hit a road block.		
01:07:09		The end of the house, when they lifted it up, fell off.	
01:09:11	While repairs are made...		
01:11:12		That one got her.	
01:12:14	...the tension escalates.		
01:14:15		Look up there. See where the trim	
01:15:16	Finally...		
01:16:18		It's not everyday we move a house.	
01:19:26	...with everything secure...the movers begin the dangerous journey.		
01:26:27		That's gonna be tricky.	
01:27:29		What if it falls down?	
01:29:30		Ew, tricky part.	
01:30:33	Spectators hold their breath.		
01:32:32		Ew...	
01:33:36		Do you think that house is going to fall off that truck? Mmm hmm.	
01:42:46	over	I think they are going to back it the top of it and lower it	
01:46:49	It's a one truck parade.		
01:51:55		I think it's great. I think old structures like that should be preserved if they can be.	
01:55:57		There goes some more.	
01:57:59	It's a small slice of America's past.		
02:00:03		The house survived. So everything is fine.	
02:03:06	Now preserved for the future.		
02:06:09		Oh and they have those little shutter things.	
02:09:10	In Sikesville...		
02:10:12		It's a special piece of history.	
02:12:13		It's true.	
02:09:10	...Kathleen Carons, FOX 45, News at ten.		

**Reporter voiceover combines
with interviewee to create conversation**

**Split the frame to create symmetry
(dual shots that create meaning)**

JIMMCARTHY.ORG/ANAHEIM