

JOUR 3280 Video Journalism

PKG #2 (P2): Local News Package

You will work by yourself to produce an original “nat sound” news package (PKG). This story should be suitable for dissemination on a local broadcast or digital news outlet such as [Grady Newsource](#). It will include soundbites, b-roll and nat sound, but **will not have a reporter’s voice track**.

Subject: Your story can be hard news or soft news. You can cover a local event, or explain a local issue, or even do a profile story about an interesting local person. The story must be relevant to people in Athens or surrounding parts of Northeast Georgia, not just a few people on campus.

Ethics: Remember to follow the NPPA code of ethics and the other guidelines in your syllabus. You must do all of the work on this PKG! Nobody else can shoot, write, or edit any part of the story. It’s just like taking a test. If you get another student to take a test for you, you’ve violated the university’s academic integrity policy. Same rule applies here.

Story Pitch: Send your pitch via e-mail to your instructor. This should be a paragraph that briefly identifies the story, lists the sources you’ll be interviewing, the date/times you’ll be shooting and describes the b-roll you intend to shoot.

Required PKG Elements & Technical Standards:

Review the production techniques we’ve covered this semester, and review our [Story Guidelines](#) before shooting, writing and editing your PKG. This is your chance to demonstrate all the video production skills you’ve learned thus far. Your story must meet the following standards:

- TRT: total running time must be between 1:30 and 2:00. If you are more than :05 over/under, you will be penalized.
- The PKG must include these elements:
 - Compelling b-roll sequences with natural sound.
 - Soundbites from at least two people (you may interview more than two, but at least two people must speak on camera in your PKG)
 - The soundbites must provide context and answer basic questions: who, what, when, where, why and how.
 - A lower-third graphic for each person that has a SOT, plus the reporter if you do a stand-up.
- All video must be properly white balanced and exposed. Shots must be in focus, steady and well framed
- Soundbites must be audible in both the Left and Right channels.
- Audio should NOT peak above -12 dB.
- Audio should have average peaks around -18 dB.

Deliverables: Submit video to correct folder on the server. If you miss deadline, you get a grade of ZERO! Your edited video PKG should have the following settings:

- Resolution: 1,280 x 720 (720p)
- Frame rate: 29.97 or 59.94
- Video codec: AVC/H.264
- Audio codec: AAC, audio sample rate: 48000 Hz
- Container: mp4
- Filename: “yournameP1”.mp4 (ex: ChrisShumwayP2.mp4)