JOUR 5280 Advanced Video Journalism

PKG 1: Local news package in your chosen topic/beat

Ethics: Follow the NPPA code of ethics and the other guidelines in your syllabus and those discussed in class. This is a solo project. 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.

Part 1: Story Pitch (10 points)
You must research the story before pitching it. Send your pitch to the instructor via e-mail by the deadline. You can type in the body of the e-mail or send an attached document. Your pitch must provide the following information in clear, concise sentences:
1. Tentative story slug (just a few words, ex: "Athens unemployement")
2. What's the "peg" for the story: why this story? why now?
3. Who are your main on-camera sources – the people you'll feature most prominently in the story? List only people you've already confirmed for shooting.
4. Provide three pieces of important new data/information such as: public documents, previous news reports from credible sources, scientific data, public opinion research, court cases, legislation, etc.
5. Briefly outline your visual approach
   - How will you illustrate the story with b-roll?
   - Will you need additional visuals (graphics, photos, etc.)? How will you obtain them?
   - How will you shoot interviews (which locations? active, stationary or both?)

Part 2: PKG (100 points)
This must be a narrated PKG with the following elements.

Required PKG Elements & Technical Standards:
Review the production techniques we've covered this semester, and review our Story Guidelines. Your story must meet these 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:
   - Compelling b-roll sequences with natural sound.
   - On-camera soundbites from at least three people (you should interview more than three, but at least three people must speak on camera in your PKG)
   - A lower-third graphic for each person that has a SOT, plus the reporter if you do a stand-up.
   - A clear, well-written, well recorded narration track.
- All video must be properly white balanced and exposed. Shots must be in focus, steady and well framed
- Soundbites and narration 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 Bulldog 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: ChrisShumwayP1.mp4)