

## JOUR 5280 Advanced Video Journalism

### PKG 2: Beat PKG – 72 hour deadline

**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.

### Overview

This assignment will test your ability to produce a fresh, relevant local news PKG in your beat within a very short time frame. This will be much more like working on a news story in a real newsroom. You'll have 72 hours to find a story to cover, shoot the story, write the story and edit the story! This assignment is based on feedback from previous students who said they needed to be better prepared to produce "day turn" PKGs for a professional broadcast or digital publication.

### PKG requirements (100 possible points)

This can either be a nat sound PKG or a narrated PKG. Your decision will depend on the type of story and your raw material!

Review the production techniques we've covered this semester, and review our [Story Guidelines](#). Your story must also 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 two people (you should interview more than two, but at least two 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 if you do this type of story.
- 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)