

JOUR 5280 Advanced Video Journalism

PKG 4: In-depth PKG in your chosen beat

Overview: This final PKG will be an in-depth story from the beat you've been covering all semester. This must be a **character-driven story**. "Tell stories through real people," as I've been saying all semester. Therefore, you must have a strong central character at the heart of your PKG. This must be a "regular person" (not corporate or government official) who is deeply affected by the issues you're covering. In addition, you'll need supporting, on-camera sources who provide critical information and context.

This will also be your final opportunity to demonstrate all the video production skills you've developed this semester. Your PKG should be a dazzling display of videography (including lighting, composition and audio recording), writing and editing!

Ethics: Follow the NPPA code of ethics and other guidelines in your syllabus, as well as those discussed in class and posted on <https://shumwayvideo.com>.

Collaboration: This is a solo project, but you can get a classmate to assist you with shooting/lighting/audio recording. This will be a big help shooting important interviews, especially active interviews. Having a videographer will allow you to interact with characters and focus on interviewing them. **When it comes to writing and editing the PKG, you must do all of that by yourself.**

Part 1: Story Pitch (20 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 unemployment")
2. What's the "peg" for the story: why this story? why now?
3. Who is your main character – the person you'll feature most prominently in the story?
4. Who are your supporting characters/sources?
5. 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.
6. Which classmate, if any, will assist you with shooting?
7. Briefly outline your visual approach
 - o How will you illustrate the story with b-roll?
 - o Will you need additional visuals (graphics, photos, etc.)? How will you obtain them?
 - o How will you shoot interviews (which locations? active, stationary or both?)

Part 2: PKG (100 points)

Your PKG can either be a NAT sound PKG or a narrated PKG. Your decision should be based on the subject matter and characters.

A **narrated PKG** might look and sound like a "60 Minutes" or "[CBS Sunday Morning](#)" story. Watch those shows for good examples of in-depth video stories. I don't expect your PKGs to be as elaborate visually, but you can learn a lot from watching them. You can also watch some of [Tom Rinaldi's stories on ESPN](#). He's a master at doing long feature stories.

Think of a **NAT sound PKG** as a [short documentary film](#) in which the characters explain their situation through SOTs and nat sound. The b-roll (and photos) show us what their situation is like and how they act and interact with other characters. The video takes us *inside* the story. It all has to make sense without a reporter's narration.

Required PKG Elements & Technical Standards:

Review the production techniques we've covered this semester, and review our [Story Guidelines](#). Your story must meet the following standards:

- TRT: total running time must be between 2:00 and 4:00. 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.
 - On-camera soundbites from at least **four** people (you should interview more than four, but at least four 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 voice track if you do a narrated PKG.
- 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: "yournameP4".mp4 (ex: ChrisShumwayP4.mp4)