

Broadcast News

Fall 2008

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Multimedia YouTube Report Project—Due: Thursday, December 4

The Internet offers various ways to share and receive news, information, advertising and entertainment. Journalism is taking advantage of these new opportunities. On the Internet, you can not only read news (as you do with newspapers and magazines), you can also hear it (radio news), and see it (television news). And then there are the interactive opportunities to participate in polls, surveys, to make and share comments, and even to post your own views and journalism via blogs, podcasts and video postings.

Your assignment will involve creating a multimedia report using your digital audio recorder and a digital camera to take still shots. If you can upload photos to your Facebook account, you can do this project!

Your multimedia report will be part slide show and part audio report. The idea is you will use parts of interviews (soundbites) you record and put them with still photographs or images and text/titling to tell or report a news or feature story. Music can also be used.

And the idea is that this is a stand alone report in that it tells an entire story, it does not need an introduction. Use Window Movie Maker's titling feature to write the facts, information, and names of people we hear from in your report.

The topic will be of your choosing. It must be a subject with legitimate news value. It must be a real event, happening, issue, human interest story, etc. It cannot be fake or made up. The interviews must be real and authentic, same with the photos; they cannot be staged, contrived or overly rehearsed.

You will be shown several examples of this type of multimedia reporting. Some locally produced examples are the following:

- Ravenel Bridge "Open House"-- This five minute production can be accessed on You Tube at

<http://www.youtube.com/watch?v=I6Y4rie-dOs>

- "Music Under the Oaks" on the Cistern Yard

<http://www.youtube.com/watch?v=JpVYVndahjk>

- Public Relations Conference in Salt Lake City

<http://www.youtube.com/watch?v=e4WB4cLTcTY>

- Cooper River Bridge Run

<http://www.youtube.com/watch?v=IyQPVuzfw0U>

- To see a good example of full blown Multimedia Reporting by one "sojo" (solo journalist) who is at the forefront of this emerging field, go to Yahoo.com. Do a search of the name "Kevin Sites" and you'll access his "In the Hot Zone" multimedia website. Or go directly to it via: <http://hotzone.yahoo.com/>

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Specifics of your Multimedia Report:

- Report can be fairly easily produced on Windows Movie Maker
- Bring in the various photos and audio clips you need through Movie Maker's import audio and images feature
- You do not voice this report...instead you let the pictures, soundbites and text tell the story. You can also add music and natural sound to enhance the report
- You are to post your report on YouTube (www.youtube.com). You need to establish an account before you can do this. It is free. Audio file must be converted from the Movie Maker project mode to the "save to my computer" wmv audio file mode.
- The idea is that this Multimedia Report is self explanatory, so you don't have to turn in a script or any written material—just post it in on YouTube
- It should be at least two or three minutes from start to finish
- You must have soundbites from at least three different people
- It needs to include titles and text. There should be an opening title and closing credits. Have "The End" at the end if you like, but also include your name as the producer, photographer, etc. and any other necessary credits such as recognition of any music or songs you may use, or thanks to the people you interviewed or people who helped you with your report.
- Text/words should be interwoven throughout the report to include facts, details, information, etc relevant to your report.
- Soundbites should also be "supered" with the person's name and title/position
- There should be several audio soundbites in your report
- Try to use "natural" or "nat" sound that is part of your story. Use these sounds under the images. Monitor the sound level—you may want the sound up full or at a lower volume depending on how you want it to sound
- Music can also be used to enhance the production/presentation. Copyrighted music should be credited, usually at the end of the production.

Tips to Enhance your Production:

- Keep individual photographs short—three-to-five seconds—to keep the pace quick
- Same with soundbites—watch their length and be careful of using ones that are too long. With longer soundbites, cover parts of them with photos.
- Try to tell a story with your pictures, your text and your soundbites.
- Keep writing concise and clear
- Use the creative aspects available to you with Windows Movie Maker: transitions, special effects, fonts, colors, and the many titling options
- Have fun, be creative, but also be accurate, fair, balanced and complete!
- Don't forget, this is a (new) form of journalism so it (and you) must adhere to the important journalistic principles of fairness, balance, accuracy, and objectivity

Also note: For putting up people's names to go with their soundbites, use "News Banner" in the Title Animation part under "Make titles or credits" under "Edit movie." "Ticker tape" reached the same way will scroll your text along the bottom. You can adjust speed based on how you lengthen and shorten this title feature in your storyboard (transition line).

Also note: Don't wait until last minute to post to YouTube. It can sometimes take hours for a video to upload. We want to be able to view your report on YouTube during class the morning it is due, so keep that in mind. Better to upload to YouTube no later than the night before.

