

15V - BROADCAST NEWS PACKAGE (VIDEO SUBMISSION)

Create a broadcast news package 1.5 minutes minimum, 2.5 minutes maximum that reports on the full events of the SJC Finals at Penn State University.

You can and should shoot video during the press conference and afternoon speaker— but respectfully and without interfering with any activities on stage.

Go to the PSPA website via www.paschoolpress.org/SJCFinalsUpload by Thursday, April 4 at 6:00 PM to submit your video.

Items to consider:

- ✓ Students are required to use their own gear
- ✓ Shoot much more than you think you'll need
- ✓ Use a tripod (if available to you)
- ✓ Use a handheld mic (if available to you)
- ✓ Use an auxiliary light source (if available to you)
- ✓ Record video at 1080p (30 or 60fps)
- ✓ Upload video to YouTube at 1080p (30 or 60fps)

15V - BROADCAST NEWS PACKAGE (VIDEO SUBMISSION) - 56 possible points

SOUND BITES Sound bites are framed using the rule of thirds, with proper headroom and look space. Audio levels of sound bites match the audio levels of the rest of the news package (audio near zero dB). Angle of interviewee is not too much of a profile to the camera.	4	3	2	1	0
LIGHTING Lighting for sound bites is adequate. There is good use of natural light or available light. Sound bytes are not shot against windows or other bright backlighting.	4	3	2	1	0
VIDEO B-ROLL Good shot composition, varied shots (wide, medium, closeups). The number of b-roll shots and the pacing of different shots used is adequate. The b-roll shots used align with what is being heard in the voiceover or sound bite. Lack of unnecessary camera movement (shots are steady, not shaking). There isn't an overuse of panning and tilting.	4	3	2	1	0
EDITING Video is free of jump cuts. A dip-to-white (or similar convention) is used to indicate that a sound bite has been edited (When the sound bite is not seen in its entirety if the individual is on screen throughout the sound bite). Video is free of empty/black frames. Sound bites are not cut off mid-sentence. Shots in the video change every few seconds to maintain visual interest (shots used are not too short and not too long). B-roll is seen for long sound bites. Visuals help tell the story.	4	3	2	1	0
SOUND/AUDIO B-roll utilizes natural sound well. Natural Sound levels are not too low or too high. Audio levels are consistent throughout the package with overall levels near zero dB without overload.	4	3	2	1	0
LOWER THIRD (L3) GRAPHICS Typeface and formatting for the lower third graphics are consistent throughout the package. L3s appear on the screen for an appropriate amount of time. L3s look professional. Only Sans-Serif Typeface is used. L3s are easy to read for the viewer.	4	3	2	1	0
VOICEOVER (VO) VO uses correct grammar. VO is in a conversational style. Story is factually accurate. VO is recorded in a strong voice (good volume) using crisp, clear, consonants, with ENTHUSIASM and no trail offs (getting lower in volume near the end of sentences). VO level is near zero dB (as loud as it can be without overload). Mouth is not too close to the mic or too far away when recording the VO. VO doesn't repeat words and phrases that are also heard in a sound bite. Mistakes in VO are edited out (stuttering, tongue twists, etc.). No significant lip smack/breathing is heard. Pace is not too fast/too slow. VO does not contain noise (hiss, fans, hum, etc.)	4	3	2	1	0
STORY STRUCTURE The story has a beginning, middle and ending. The beginning hooks (grabs the attention of) the viewer. Story is engaging and keeps the viewer interested throughout the package.	4	3	2	1	0
ON CAMERA STANDUP Reporter is seen on camera for a portion of the news package. Reporter makes good eye contact with the camera. Camera follows the reporter smoothly (if reporter is in motion during the standup). Reporter is positive and enthusiastic in the standup using hand gestures as they speak.	4	3	2	1	0
ENDING The ending wraps up the story, and includes either a "for Panther News, I'm Bob Saget" or "I'm Bob Saget for Panther News" using the reporter's name and news organization's name. 4 if in compliance, 0 if not.	4	x	x	x	0
NO MUSIC No music is incorporated into the news package (there should be no music used) 4 if in compliance, 0 if not.	4	x	x	x	0
CORRECT VIDEO FORMAT Video is shot and uploaded in 1080p (30 or 60fps) format. No black bars are visible. There are no distortions or obvious incorrect aspect ratios. 4 if in compliance, 0 if not.	4	x	x	x	0
CORRECT TIME ALLOTMENT Package is between 1:30 and 2:30 in length. 4 if in compliance, 0 if not.	4	x	x	x	0
STILL PHOTOGRAPHY If used (not required), photographs should have subtle motion applied (a gradual increase in size) while it's seen on screen. In the case of a vertical photo, a slightly blurred and enlarged background should be placed behind the photo as the photo grows. No black bars should be seen. 4 if in compliance, 0 if not. If no photos are used, use a score of 4.	4	x	x	x	0

4 = excellent 3 = good 2 = average 1 = poor 0 = element is missing or does not meet the criteria for judging