



# INTERNATIONAL STANDARDS FOR SCHOLASTIC BROADCAST JOURNALISM

---

## CATEGORIES

1. [Reporting](#)
2. [Writing and Narration](#)
3. [Shooting Video and Audio](#)
4. [Editing Video and Audio](#)
5. [Producing](#)
6. [Camera Presence](#)



## 1. Reporting

**STN B1.1-** Identify the focus for your story. The focus for a feature story may center around a central compelling character or event. The focus for a news story may center around a conflict with multiple sides/perspectives.

Stages- Pre-Production, Production, Post-Production

Concepts- Storytelling, Script Writing, Human Interest, Credibility

**STN B1.2-** Conduct research to better understand the story and provide context for the viewer. Gather information from more than one credible source.

Stages- Pre-Production

Concepts- Storytelling, Script Writing, Credibility, Integrity, Courage, Topic Newsworthiness

**STN B1.3-** Identify interview subject(s) that are credible sources for your story.

Stages- Pre-Production, Production, Post-Production

Concepts- Credibility, Interview Subject Quality, Storytelling

**STN B1.4-** Identify interview subject(s) that generate a high level of engagement.

Stages- Pre-Production, Production

Concepts- Interview Subject Quality, Storytelling, Human Interest

**STN B1.5-** Confirm that all information being reported is accurate. The reporter must remain objective while covering all sides to a story.

Stages- Production, Post-Production

Concepts- Integrity, Courage, Credibility

## 2. WRITING AND NARRATION

**STN B2.1-** Prepare questions that need to be answered in your story starting with the 5 W's and H (who, what, where, when, why/how). Questions should provide opportunity for the subject(s) to explain/describe. Personal context from your interview subject(s) provides a human interest quality to your story.

Stages- Pre-Production

Concepts- Storytelling, Script Writing, Interview Subject Quality, Human Interest, Credibility

**STN B2.2-** Provide effective structure and flow with a beginning, middle, and end to the story.

Stages- Production, Post-Production

Concepts- Storytelling, Script Writing, Credibility, Segue/Transitions, Creativity, Human Interest

**STN B2.3-** Write effective reveals where you identify new information or share a unique experience to the viewer.

Stages- Production, Post-Production

Concepts- Storytelling, Script Writing, Credibility, Segue/Transitions, Creativity, Human Interest

**STN B2.4-** Write with a clear voice and conversational tone. Use active verbs and smooth transitions from one point of the story to the next.

Stages- Production, Post-Production

Concepts- Voicing, Storytelling, Script Writing, Credibility, Segue/Transitions, Creativity, Human Interest

**STN B2.5-** Voice with correct pronunciation along with good pacing. Use annunciation and inflection to provide human interest or dramatic impact.

Stages- Production, Post-Production

Concepts- Storytelling, Script writing, Creativity, Human Interest, Voicing, Annunciation/Inflection, Pronunciation, Dramatic Impact

### 3. SHOOTING VIDEO AND AUDIO

**STN B3.1-** Identify time, place, and locations for your b-roll, interviews, and stand-ups. Consider the desired look, style, lighting, and shot composition for your story.

Stages- Pre-Production

Concepts- Storytelling, Lighting, Look/Style/Shot Composition, Continuity, Creativity

**STN B3.2-** Sketch a storyboard in order to plan your shots. Consider rule of thirds' framing, depth of field, point of view, etc.

Stages- Pre-Production

Concepts- Storytelling, Lighting, Look/Style/Shot Composition, Continuity, Creativity

**STN B3.3-** Tell the story visually through steady, focused, and well-composed shots. Include compelling sequences and take the viewer where the human eye can't go.

Stages- Production

Concepts- Storytelling, Camera/Direction, Look/Style/Shot Composition, Continuity, Creativity

**STN B3.4-** Capture well-lit visuals that are crisp and clear. Videographers should adjust the lens to optimize the picture quality. Creative lighting can provide a desired look and feel to the story.

Stages- Pre-Production, Production

Concepts- Lighting, Storytelling, Camera/Direction, Look/Style/Shot Composition, Continuity, Creativity

**STN B3.5-** Tell the story with sound through clean and clear soundbites, natural sound moments, and natural sound pops. Identify internal and external microphones that will capture the desired sound.

Stages- Pre-Production, Production

Concepts- Sound, Natural Sound, Storytelling, Camera/Direction, Continuity, Creativity

## 4. EDITING VIDEO AND AUDIO

**STN B4.1-** Edit smooth sequences and transitions. Avoid common editing mistakes which include jump cuts and flash frames. Editing should not distract from the focus of the story.

Stages- Post-Production

Concepts- Editing, Storytelling, Continuity, Creativity

**STN B4.2-** Create using unique editing techniques to tell the story. These techniques could include unique perspectives, surprises, or unexpected outcomes.

Stages- Post-Production

Concepts- Creativity, Editing, Storytelling

**STN B4.3-** Provide a high level of production value. A high production value shows an effort to move beyond simple production techniques in order to achieve more difficult levels of production.

Stages- Production, Post-Production

Concepts- Complexity, Editing, Storytelling, Creativity

**STN B4.4-** Create and edit graphics/effects in the video that add to the production value.

Graphics/Effects should not distract from telling the story. Titles and other textual elements should be balanced and must be grammatically correct.

Stages- Production, Post-Production

Concepts- Complexity, Editing, Storytelling, Creativity

**STN B4.5-** Balance audio at a consistent level throughout the video. Voice tracks, soundbites, and natural sound do not compete with each other. Natural sound moments that contribute to the story should be included in the video. Music may also be utilized if music helps tell the story. Music should not distract from the focus of the story. Follow copyright law when using music.

Stages- Production, Post-Production

Concepts- Sound, Audio/Music, Nat Sound, Editing, Storytelling, Creativity, Continuity, Clarity

## 5. PRODUCING

**STN B5.1-** Coordinate with your production staff and compile content for a newscast. Organize your rundown based on what is most important, new, developing, breaking, etc.

Stages- Pre-Production, Production

Concepts- Complexity, Newsworthiness, Courage, Continuity

**STN B5.2-** Multi-task by monitoring for breaking news, communicating with reporters, managing production staff, editing content, finalizing scripts, and meeting the newscast total run time.

Stages- Pre-Production, Production

Concepts- Editing, Integrity, Script Writing, Newsworthiness, Storytelling, Camera/Direction

**STN B5.3-** Create graphics using correct grammar and punctuation. Ensure that names are spelled correctly. Create graphics that are visually designed to enhance the newscast.

Stages- Pre-Production, Production

Concepts- Editing, Graphics, Credibility, Complexity, Storytelling

**STN B5.4-** Utilize social media in order to interact with your viewers. Identify what is trending and whether it holds news value for your audience. Ensure accuracy by finding multiple sources to verify social media content.

Stages- Pre-Production, Production

Concepts- Credibility, Integrity, Storytelling, Newsworthiness

**STN B5.5-** Collaborate with your staff upon show completion to identify what went wrong, what went right, and what can be improved for next time.

Stages- Post-Production

Concepts- Courage, Complexity, Storytelling, Newsworthiness, Continuity

## 6. CAMERA PRESENCE

**STN B6.1-** Dress appropriately for the necessary role whether it be anchor, reporter, actor, analyst, etc. Makeup is also used when necessary.

Stages- Production

Concepts- Camera Presence, Talent/Acting/Performance

**STN B6.2-** Display confidence through maintaining eye contact and providing positive body language towards the camera.

Stages- Production

Concepts- Camera Presence, Talent/Acting/Performance

**STN B6.3-** Speak with correct pronunciation along with good pacing. Use enunciation and inflection to provide human interest or dramatic impact.

Stages- Production

Concepts- Talent/Acting/Performance, Voicing, Enunciation/Inflection, Pronunciation, Dramatic Impact

**STN B6.4-** Speak with a unique delivery style that contributes to the telling of the story but doesn't distract from it.

Stages- Production

Concepts- Talent/Acting/Performance, Voicing, Enunciation/Inflection, Pronunciation, Dramatic Impact

**STN B6.5-** Speak with unique mic skills when conducting live interviews. Mic skills include the ability to provide an introduction, strike a live conversation, react and respond, and time the interview to meet the desired total run time.

Stages- Production

Concepts- Mic Skills, Talent/Acting/Performance, Interview Subject Quality, Enunciation/Inflection, Pronunciation, Dramatic Impact