

## Lesson Plan

# Feature Story Project

## Project Summary

Students will produce an in-depth feature story for broadcast on their high school news show

- Total Project Time - 3 to 4 weeks
- Total Run Time - 1:30 to 3:00 minutes depending on newscast format
- Standards: STN B1.1, STN B1.2, STN B1.3, STN B1.4, STN B1.5, STN B2.1, STN B2.2, STN B2.3, STN B2.4, STN B2.5, STN B3.1, STN B3.2, STN B3.3, STN B3.4, STN B3.5, STN B4.1, STN B4.2, STN B4.3, STN B4.4, STN B4.5, STN B6.3, STN B6.4
- Subject/Pathway/Industry
  - A/V Technology & Film Career Pathway (CTE)
  - Broadcast Journalism

## Performance Objectives

### PRE-PRODUCTION GOALS

1. Determine a focus, treatment, and potential main character
2. Research, plan, and schedule interviews and b roll tapings

### PRODUCTION GOALS

1. Understand and determine the appropriate equipment needed to gather audio and video for your particular story
2. Tape properly composed and well-lit interviews with main character and any other appropriate supporting characters
3. Tape b roll and nat sound that connects to the focus and scope of the interviews using appropriate composition and framing.
4. Gather up any other related media, photos, home videos, website links, etc.

### POST-PRODUCTION GOALS

1. Log and import all gathered media to your computer workstation/laptop
2. Transcribe all interviews and select appropriate soundbites
3. Write and record a reporter track to tie your soundbites together
4. Assemble sound bites, reporter tracks, b roll and nat sound into a coherent edit timeline

## Resources & Equipment

1. Feature Story Paperwork Packet: See below
2. Internet access for research and communications
3. Video camcorder with an external mic jack, external microphones, headphones, tripod, battery power, and media storage (SD cards, hard drives, tapes, etc...)
4. Computer workstation equipped for video editing. The most useful software includes Final Cut Pro, Adobe Premiere Pro, and Avid Media Composer

## Industry Testimony

*"The best kind of story is not what shows or tells you, but helps you experience,"*

**- Bob Dotson, NBC News**

## Assessment

Assessment will be based on the criteria in the Journalism Story - Evaluation Rubric seen on the next page. The adviser will view the story and then sit down with students individually to share their critique.

## Contact

Shared by Justin Ford

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### Journalism Story - Evaluation Rubric

5 = Superior    4 = Good    3 = Average    2 = Needs Attention    1 = Unacceptable

<p><b>TECHNICAL EVALUATION (VIDEO)</b></p> <p>_____ B-Roll color, focus, lighting</p> <p>_____ Shots steady, used of tripod</p> <p>_____ Composition, perspective, creative angles</p> <p>_____ Use of sequencing (wide, medium, tight)</p> <p>_____ Interview color, focus, lighting</p>	<p><b>WRITING EVALUATION (STORY)</b></p> <p>_____ Script conversational, active voice</p> <p>_____ Story focus and structure (beg-mid-end)</p> <p>_____ Thorough, pertinent information provided</p> <p>_____ Story leaves a strong, lasting impression</p> <p>_____ Topic appropriate, newsworthy</p>
<p><b>TECHNICAL EVALUATION (AUDIO)</b></p> <p>_____ Soundbite quality</p> <p>_____ Reporter track quality</p> <p>_____ NAT sound quality</p> <p>_____ Sounds mixed and leveled correctly</p> <p>_____ Sound elements organized in timeline</p>	<p><b>EDITING EVALUATION (STORY)</b></p> <p>_____ Project organization and timeline settings</p> <p>_____ Shot selection, flow (video tells story)</p> <p>_____ Opening clip and outgoing clip</p> <p>_____ Moving shots NOT edited back to back</p> <p>_____ Timeline (sequence) organization</p>
<p>_____ <b>TOTAL SCORE</b></p>	

**95-100 = SUPERIOR** – EXCELLENT. Above and beyond the standards. No issues or deficiencies.

**94-85 = GOOD** – ABOVE AVERAGE. Meets the standards. Few, if any, issues or deficiencies.

**84-75 = AVERAGE** – AVERAGE. Meets the standards in most areas. Some issues or deficiencies.

**74-65 = NEEDS ATTENTION** – BELOW AVERAGE. Doesn't meet the standards. Many issues.

**Below 65 = UNACCEPTABLE** - INCOMPLETE. Doesn't meet the standards. Too many issues.

**COMMENTS:**

## Feature Story Paperwork - Packet



### ALL STORIES REQUIRE PAPERWORK

- Treatment Outline
- Typed Interview Transcriptions
- Typed Audio Script
- Self Critique
- Story Completion Form

### PROJECT PROCEDURES

1. Submit a Treatment Outline
2. Schedule and reserve equipment
3. Shoot/Write/Edit
4. Export story for broadcast and internet
5. Submit Feature Story Paperwork
6. Schedule for Broadcast
7. Sit down for one-on-one Teacher Critique



## Interview Transcriptions

### Directions

- Using Google Docs, type out your interviews – Every word!
- Type out each interview separately
- Identify each speaker, spell their first and last name correctly
- Be sure to include the entire question and response
- Double space between each response
- Share the interview transcription google doc with your instructor

**Useful Tip:** Try printing an extra copy of your transcriptions and cutting them into strips with a pair of scissors, one interview answer per strip (if the answer is really long, figure out where you can split it up). Then, see if you can organize the strips into some categories that tie into your focus. Next, weed out the repetitive and unusable strips (but don't throw them away). Once you've determined the best strips to use, move them around like a puzzle until you find a good order. One or more of those strips are going to feel like the first soundbite in your story! Use the unused strips to help you write your reporter tracks.

### Typed Audio Script

1. Choose and order your soundbites.
2. Write reporter track to tie it together.

**Reporter Track (VO):** Opening Hook, write to your video and sound

**Main Character (SB):** Type out the entire soundbite, emotional bite that humanizes character, pulls viewer in

**Reporter Track (VO):** Lead into your bites, but don't give them away! Avoid repetitiveness.

**Main Character (SB):** Try to use your subjective bites where characters tell you how they feel or give opinion that backs up the point.

**Reporter Stand-up:** Consider a stand-up to transition your story, or lead into a surprise or revelation. Sometimes you don't have b roll to show your audience, recycle a bite, turn it into a stand-up.

**Supporting Character (SB):** Use supporting characters if they ADD to the story or back up a point you are trying to make.

**Reporter Track (VO):** Close with a tag. ("Reporting for Student Television Network, I'm [your name].")



**Story Completion Form** - print and file with your adviser

Story Name: \_\_\_\_\_ Date Completed: \_\_\_\_\_

Reporter Name: \_\_\_\_\_

Photographer Name: \_\_\_\_\_

Other Credits: \_\_\_\_\_

Soundbite Names/Titles (in order of appearance w/ correct spellings): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Editing Checklist	Post-Production Procedures
<ul style="list-style-type: none"> <li><input type="checkbox"/> Story begins with :05 sec of pre-roll</li> <li><input type="checkbox"/> First soundbite is long enough for a lower thirds title.</li> <li><input type="checkbox"/> Story audio is CLEAN and LEVELED</li> <li><input type="checkbox"/> Story is free from copyrighted music</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Segment exported to an appropriate file for broadcast</li> <li><input type="checkbox"/> Production Paperwork completed</li> <li><input type="checkbox"/> Computer desktop &amp; workspace is clean and organized.</li> </ul>

Write an anchor/host lead-in for your segment...