

TEN COMMANDMENTS OF VIDEO REPORTING

- I. Thou shalt take the viewer to the story (captivate).
- II. Thou shalt humanize (central character).
- III. Thou shalt strive for spontaneity (avoid technical sound bites).
- IV. Thou shalt create the illusions of intimacy and depth.
- V. Thou shalt seek the simple truths (what is "the story" and where is "the conflict").
- VI. Thou shalt not do gratuitous or statuesque stand ups.
- VII. The reporter in NEVER the story.
- VIII. Thou shalt think pacing (rule of three's).
 1. Synchronize picture and words
 2. No more than 4 sentences at a time
 3. Let natural sound flow
- IX. Remember literary devices (beginning, middle, end).
 1. prologues, flashbacks
 2. Build a crescendo
- X. Sometimes you just need to break the rules (odd stories).

***THESE 10 COMMANDMENTS WERE PROVIDED DURING TRAINING AT THE MPF VIDEO SEMINAR ON THE CAMPUS OF THE UNIVERSITY OF MISSOURI WITH KYLE GREELEY AND GARY GRIGSBY

All great stories have a great ending.

- strong open -
- natural sound, very important--
- minimize technology (lavalier mics if possible)
- remember the rules of three (above)--

Don't let the technique get in the way of the story.

Why do viewers want & need to know about it?

How will they be affected?

How can I best tell the story?

What are the 3 most important points to visually prove?

What is the most-affective place for an on-camera interview?

How can the lead grab the viewers attention?

How will the opening grab viewers attention?

How can the report be made distinctive?

How can I make the story more exciting for the viewer?

How will I close the story? How will I make that close memorable?
How can I follow-up on the story?
What web extra can add value to the story?

NEVER open or close with a stand-up.

Use stand-up as a bridge to intro

--a new character

--a new location

--a new theme

--or make a demonstration

Stand-up should be environmentally related to the story

Be aware of your surroundings

Keep it short (two sentences, if possible)

Avoid pans and zooms

Opening Shot - Grab attention

Closing Shot - Make Lasting Memory

Avoid - today and tomorrow references.

Portraying message

1. overall visual simplicity
2. simple lighting (beware of light)
3. absence of visual distractions
4. high emotional level
5. looking room to allow for movement (front of character)
6. take the camera where the eye goes
7. look for story design elements
8. eliminate visual clutter

eyes control your ears. Watch for signs in video that may take mind off of listening.