How Do I Get a Crew?

For the “basic” stories, get your producer to tell you exactly what show you can do this piece in, then tell the desk that you are shooting something for that show, and ask when can you get a crew. Be flexible!

For the “big” stories, have your news director or executive producer tell the desk that you are working on a priority project.

I Got the Crew! What do I shoot? (Part 1)

THE INTERVIEW: show reporter involvement

Get a "set up" shot…such as you and your subject walking together into his/her office.

Get a "reversal" – a shot from behind your subject looking at you. Don't nod or talk on this shot!

Get a "two-shot" of you two talking, from several different angles and distances.

Get a question or two with you on camera (ask it again, but shoot it differently).

I Got the Crew! What do I shoot? (Part 2)

THE B-ROLL: shoot as much of this as possible after the interview

Watch what your photographer is shooting. You two are partners. Don't be afraid to discuss your ideas and make suggestions.

Get more than just static shots – get pans and zooms.

Shoot things that your subject talked about.

I Got the Crew! What do I shoot? (Part 3)

YOUR STANDUP

Don't stand still: somehow work in some movement. Either you move, or the camera moves.

In general, don't open the piece with a standup, unless it's necessary to convey information important to the beginning of the piece.

If you have nothing relevant to say in a standup, don't shoot one just for more face time.

Shoot a tease, and make sure your producer knows that you shot a tease.

Producing Your Piece

Remember: I.O.W.

Identify

Organize

Write

Producing Your Piece

- **Identify** Organize Write

As you shoot your interview and b-roll, make mental notes about the most important shots and sound bites you get.

Producing Your Piece

- Identify **Organize** Write

Organize the material you identified into "beginning, middle or end of the piece" elements. Most important: start the piece with compelling natural sound, video or a strong sound bite.

Producing Your Piece

- Identify Organize **Write**

Once you have identified and organized your elements, write to these elements. Remember to write "into and out of" your sound bites, and use lots of natural sound.

Critical: The "WOW" Factor

Your goal is to make a news anchor or viewer think: "WOW!" -- Alan Frank, President, Post-Newsweek Stations.

Compelling information and visuals, combined with enthusiastic writing and presentation, will rub off on your viewers.

Critical: The "WOW" Factor

You accomplish this with simple explanations that show what you are talking about in physical ways people can relate to. For example, don't blow people away with enormous distances. Instead, relate large distances to round trips between New York and Los Angeles, or the distance to the moon. Getting too technical works in reverse – you look dumber. Just keep it simple without patronizing. If you blow away your audience, you lose them.