COM356 **Reporting plan/mission statement/interviewing/storyboards** 4/18/25

By next week, April 25, you should have drafted the following in preparation for your final video and the interviews that will form an important component of your final video (3 to 5 minutes in length; see details below). Since our time frame is compressed, this is not a required assignment, just guidelines on how to proceed. Bring it to class if you want to next week, and I’ll try to get back to you on it then. Realistically, you might want to have shot what you need before next class if you can.

* A “mission statement” that answers the following basic questions: What is the overall purpose, or story, of the video? What are your specific goals in telling this story? What components will you need and how will you organize them (see storyboard idea below)?
* Planning with your partner to review footage, schedule editing session as needed (remember we have Holroyd 167 for access to Adobe Premiere from 3:15-4:45 on 4/18, 4/25 and 5/2; I can also reserve it for time during exam week)
* A detailed list of questions you plan on asking; see my handout for tips on how to prepare for and conduct interviews; you should have a *written* list of at least 10 good questions coming in that could apply to various interviews; see GOSS in my handout
* Names or descriptions of anticipated contacts and numbers/lengths of expected interviews; for this you need to envision how the final video will look; include a verbal description of what you are going for (e.g. opening of outside of La Salle building, statement of problem with expert, cut to inside of office etc.) which you can sketch out as a storyboard using basic boxes and notes:

Note that you may already have content available for the final video: slides you have taken for your individual slideshows, any other stills you have, text slides, etc.

* [OPTIONAL]: Print your reporting plan including a rough storyboard and bring it to class next week, April 25

Also here is Steve Buttry’s reporting and writing checklist from PBS’s Media Shift blog (lots of lists):

**While Reporting**

* Ask sources to spell name and title; then verify what you wrote
* Record or transcribe interviews
* When someone cites numbers, ask for (and check) source
* Ask “how do you know that?”
* Seek documentation
* Verify claims with reliable sources
* Save links and other research
* Ask sources what other reports got wrong

**While writing**

* Note facts that need further verification
* Cut and paste (with attribution) quotes from digital documents.

**Final Checks Before Submission**

* Numbers & math (have someone check your math)
* Names (check vs. notes and one other source)
* Titles (people, books etc.)
* Locations
* Compare quotes to notes/recording/transcript
* Check attribution (insert link if from the web)
* Definitions
* Verify URLs (check them and check whether cited content is still there)
* Phone numbers (call them)
* Spelling & Grammar
* Spellchecker Errors
* Have you assumed anything? (If so, verify, hedge or remove.)
* If you have any doubts, recheck with the original source.
* Where your understanding is weak, read the final copy to someone who does understand.

**When finished**

Correct any errors you found in your archives, databases or other resources you control (but be certain you have verified the new information).

**COM356 Video requirements**:

1. Your video should be between 3 and 5 minutes in length. Your visuals will be graded in part on this [rubric](http://www.lasalle.edu/~beatty/402/gradingrubric_video.docx), so the length you decide upon should be what is appropriate for the arc of your story
2. Inclusion of at least one expert source, at least one subject (could be a knowledgeable student), some data from any source (consider adding text slides or include it in the narration)
3. Identification of each source (lower thirds, narration, etc.), final credit slide with possible team roles and other credits e.g. stills, music (Creative Commons)
4. Audio mix of narration, interviews, nat sound, music (see Jamendo) with reasonable levels
5. Logical story flow with introduction, conclusion, transitions between segments
6. Voiceover matches visuals
7. Visual mix of stills where appropriate and video
8. Image quality and variety that incorporates rubric items, such as one of the BBC 5-shot sequence or Kobre’s 5-shots (Wide shot Medium shot, close-up, reaction shot of observers, point-of-view through your character’s eyes), the Vimeo Video School shots
9. Consistent use of HD quality, 16 X 9 aspect ratio (handout to come).