



# Video Reporting: A Crash Course

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## 1. Planning Your Video

- The Story
- The Image
- The Audio

## 2. Filming Your Video

- Interpersonal Aspects
- Technical Aspects

## 3. Producing Your Video

- Video Software
- Production Essentials



# What Is & Why Social Reporting?

<http://www.dlgn-f2f2011.ch/>

Take advantage of web technologies and social media

- People contribute media content (text, photo, video, audio, polls, quizzes) ...
- That is then shared on the web ...
- Inviting the audience to participate in the dialogue.



- Stimulates participation
- Creates ownership
- Lowers cost of reporting



# Why Use Video?

- Video combines text, image and sound in one message.
- The seduction of an argumentation is enhanced through audio-visual material.
- Takes advantage of our film literacy.

But

- Video won't replace text!
- Filming people may kill the discussion.
- Principles of good communication need to be applied.

# 1. Planning Your Video: **The Story**

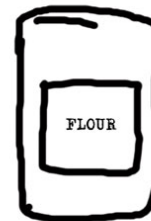
## A. The Principles

- Seduce your audience!
- Who is your audience?
- Express yourself clearly
- Structure your message around its objective
- One information at a time!

FAKE BLOOD  
RECIPE

3x

Corn  
or  
Glucos



(Or Corn Starch  
to thicken)

*story map*



(Add blue to  
darken)



## B. The 5 Ws

Why?

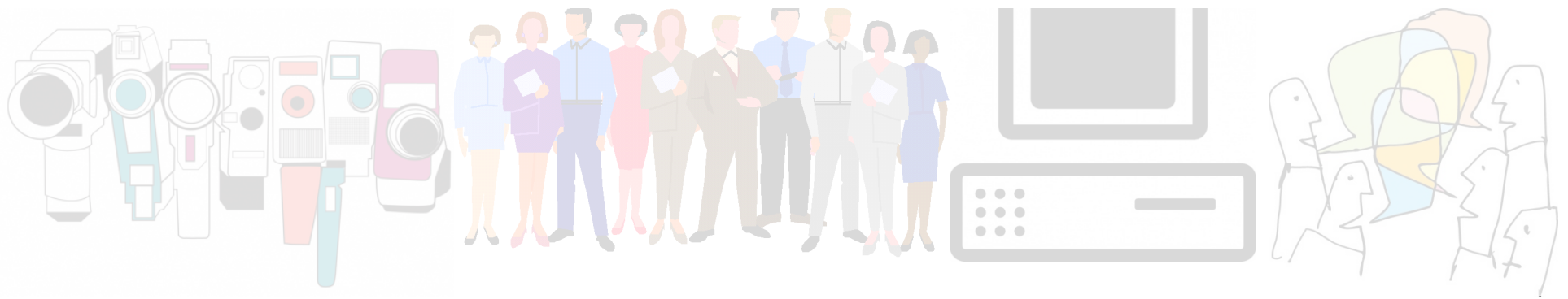
What?

Where?

Who?

When?





## C. Structuring Your Message

- Video news report

Introduction into the topic -  
with key messages

1st Comment

2nd (counter) Comment

Shots to illustrate your point

Conclusion





## C. Structuring Your Message

- Story telling

Introduction of characters

Their starting position

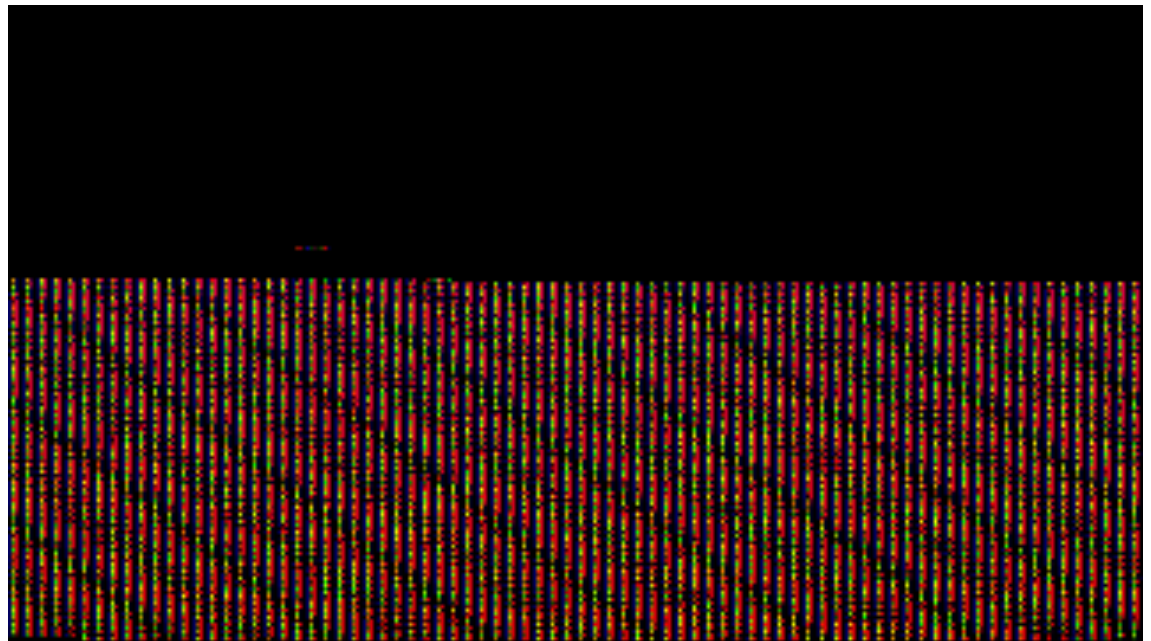
Their motivation

The goal / objective to reach

The obstacles

The action / solution

The end







# 1. Planning Your Video: **Image & Audio**

The image and audio supports the story / message.

- Images and sounds tell addition information - but shouldn't distract.
- Don't miss the action! min.  $\frac{1}{2}$  of your images should be close-ups.
- Min. 20 sec. shots.
- Background noise; music; special effects