

<h1>World's Worst News Package Script</h1>	<p>Copyright 2010 by Phillip L. Harris All Rights Reserved</p>
<p>Legend:</p>	<p>Black, normal text = characters, shooting script  <i>Black, normal italics text = stage directions</i>  <u>Blue underlined = YouTube address for music</u>  <b>BLACK TEXT, PURPLE HIGHLIGHT, ALL CAPS = WHAT FOLLOWS IS NOTE TO SPECIFIC TECH PERSON</b>  <b>BLACK TEXT, YELLOW HIGHLIGHT, ALL CAPS = TECHNICAL NOTE ON EXACTLY HOW TO SHOOT OR EDIT, ETC., THIS SHOT</b>  <b>BOLD RED ALL CAPS THE SPECIFIC ERROR THIS SHOT DEMONSTRATES – TEACHER USE</b>  <b>BOLD GREEN = SPECIFIC CG TEXT</b></p>

Video	Audio
<p>#1</p> <p><b>EDITOR:</b> PROVIDE SOME KIND OF TOTALLY INAPPROPRIATE BUT COPYRIGHT FREE MUSIC STYLE ON A BLACK BACKGROUND. MAKE IT AN ABRUPT CUT IN IN THE MIDDLE OF A MUSICAL PHRASE AND ABRUPT CUT OUT OF AUDIO. CUT THE MUSIC BEFORE REPORTER BEGINS SPEAKING.</p> <p>Very slow fade in on John Smith hallway full shot</p> <p><b>CG OPERATOR:</b></p> <p><b>LOWER THIRD:</b></p> <p>_____,</p> <p>DO NOT PUT FURTHER IDENTIFICATION BESIDES NAME</p>	<p>Scene 1</p> <p><u>Reporter:</u> (standing in front of school as students get off busses in the background going into the building. Reporter should be dressed nicely – collared clean and pressed shirt, perhaps even a tie) THIS IS _____</p> <p>REPORTING ON A CRITICAL ISSUE THAT AFFECTS EVERY STUDENT IN SCHOOL:</p> <p><b>ERRORS:</b></p> <ol style="list-style-type: none"> <li>1. NEWS PACKAGE DOESN'T REQUIRE MUSIC INTRODUCTION</li> <li>2. ABRUPT UP CUTS AND DOWN CUTS OF MUSIC</li> <li>3. INAPPROPRIATE MUSIC IN RELATION TO STORY</li> <li>4. MUSIC BEGINNING AND ENDING NOT TIGHT WITH VIDEO</li> <li>5. VIDEO FADE IN IS INAPPROPRIATE FOR A NEWS PACKAGE</li> <li>6. LOWER THIRD NAME NEEDS IDENTIFIER INFORMATION SUCH AS “REPORTER – EYEWITNESS NEWS”</li> </ol>

<p>#1a Cut to CU of empty, deflated backpack leaning up against the lockers</p>	
<p>#2 Jump cut to extremely full backpack in exact same position</p> <p><b>EDITOR:</b> CUT OFF THE “ACT” OF EXACT.</p>	<p>Scene 1b <u>Reporter:</u> WELL, THE HEAVY BACKPACK TO BE EXACT. <b>ERROR:</b> 1. WORDS CUT OFF AT END OF EDIT. 2. JUMP CUT</p>
<p>#3 Shot of crowded hallway with kids walking wearing backpacks <b>VIDEOGRAPHER:</b> SHOOT THIS SHOT WITH THE IRIS PARTIALLY CLOSED MAKING IT LOOK LIKE IT’S TOO DARK TO SHOOT A GOOD PICTURE. OR IF YOU HAVE THE ABILITY TO REDUCE THE LIGHTING IN THE HALLWAY SIGNIFICANTLY – (TAKE OUT 2/3 OF THE LIGHTS IN THE HALL)... DON’T MAKE ACTUAL HALLWAY RIDICULOUSLY UNREALISTICALLY DARK THOUGH, THE IDEA IS TO SHOW KIDS NOT TO SHOOT IF IT’S NOT LIGHT ENOUGH TO GET A GOOD PICTURE. <b>EDITOR:</b> INCREASE THIS DARK SHOT BY INCREASING THE VIDEO LUMENENCE. THIS INCREASE, OF COURSE, WILL CAUSE THE IMAGE TO LOOK WASHED OUT</p>	<p>Scene 2 <u>Reporter:</u> [VO] (<i>Students walking through hallway during class change wearing backpacks</i>) IT SEEMS THAT STUDENTS HAVE ALWAYS HAD TO CARRY THEIR BOOKS WITH THEM FROM CLASSROOM TO CLASSROOM. REGARDLESS OF THE AGE OF THE PERSON CARRYING IT, <b>ERROR:</b> 1. IF YOU DON’T HAVE ENOUGH LIGHT TO SHOOT A GOOD PICTURE, SHOOT SOMEWHERE WHERE THERE IS ENOUGH LIGHT 2. REMEMBER IF YOU SHOOT IT DARK, EVEN IF YOU TRY TO FIX IT IN POST PRODUCTION ON AN EDITOR, ALL YOU’LL GET IS A WASHED OUT IMAGE.</p>
<p>#4</p>	<p>Scene 3a</p>

<p>CU Scientific metric scale and a piece of paper placed on it and weighed</p> <p><b>EDITOR: THE TIMING OF THE AUDIO AND THE VIDEO OF THIS ENTIRE SCENE SHOULD BE JUST A BIT OFF. FOR EXAMPLE REPORTER SAYS "WEIGHT" BUT CUT TO THE WEIGHT COMES AS HE HAS ALREADY STARTED SAYING "AND LOTS..." UNDERSTAND? THE IDEA IS TO MAKE THIS SCENE CONFUSING TO THE VIEWER.</b></p>	<p><u>Reporter:</u> [VO] (<i>piece of paper placed on scale and weighed</i>) PAPER HAS A FINITE</p>
<p>#5 CU of displayed weight</p>	<p>Scene 3b <u>Reporter:</u> [VO] WEIGHT.</p>
<p>#6 CU of bathroom scale</p>	<p>Scene 3c <u>Reporter:</u> [VO] (<i>place a large textbook like History or Government and ZI on scale to show weight</i>) AND LOTS OF PAPER IN THE FORM OF A PUBLISHED BOOK HAS LOTS OF WEIGHT.</p>
<p>#7 MS Reporter squatting by scale with set Elementary books being weighed</p> <p>ZI on scale display to show weight increase and bathroom scale</p>	<p>Scene 3d <u>Reporter:</u> (<i>holding the set of books in his hand</i>)WE PICKED UP A SET OF BOOKS.</p> <p>(<i>stack books one at a time rather rapidly on scale</i>) FROM AN ELEMENTARY SCHOOL THAT STUDENTS MIGHT HAVE TO CARRY HOME AND WEIGHED THE LOAD</p>
<p>#8 CU Middle school books in stack ZI on total weight</p>	<p>Scene 3e <u>Reporter:</u> [VO] NEXT, WE WENT TO A LOCAL MIDDLE SCHOOL</p>
<p>#9 CU High school books in stack ZI on total weight</p>	<p>Scene 3f <u>Reporter:</u> [VO] AND A LOCAL HIGH SCHOOL AND WEIGHED THE BOOKS ALSO. <b>ERROR:</b></p>

	<p><b>1. THE TIMING OF THE PREVIOUS “WEIGHING” CUTS DOES NOT MATCH UP WITH THE AUDIO TO DELIVER A CLEAR MESSAGE</b></p>
<p><b>SHOTS 10 THRU 13 HAVE BEEN ELIMINATED</b></p>	<p><b>SCENE 4 HAS BEEN ELIMINATED</b></p>
<p>#14 Classroom - MS of Reporter <b>VIDEOGRAPHER: CLIP A LAPEL MIC BY PINCHING SOME OF THE REPORTER’S T-SHIRT AT ABOUT THE CENTER OF HIS CHEST. THIS SHOULD LOOK LAZY AND SLOPPY.</b></p>	<p>Scene 5a <u>Reporter:</u> <i>(reporter in totally different clothing, perhaps a t-shirt with a lapel mic clipped to the t-shirt by pinching a bit of the shirt on his chest and clipping the mic there. Reporter standing by student desk with backpack on it)</i> STUDENTS ALL HAVE BACKPACKS. LET’S EMPTY A TYPICAL BACKPACK TO SEE WHAT’S INSIDE.</p> <p><b>ERROR:</b></p> <p><b>1. REPORTER WEARING TOTALLY DIFFERENT CLOTHING – ERROR IN CONTINUITY.</b></p> <p><b>2. EXTREMELY UNPROFESSIONAL AND TACKY TO CLIP A LAPEL MIC TO T-SHIRT. ALWAYS WEAR SOMETHING WHERE THE LAPEL CAN BE CLIPPED CLEANLY WITHOUT WRINKLING THE CLOTHING. CLIPPING AT THE NECK ON T-SHIRTS AND SWEATERS, ETC. LOOKS VERY BAD – WHO TALKS OUT OF THEIR NECK?</b></p>
<p>#14a cut to cu of backback/table slightly to concentrate on his hands to show clearly what he pulls out. <b>VIDEOGRAPHER/AUDIO PERSON: DO NOT RECORD THIS AUDIO IN THE CLASSROOM. RECORD THE VIDEO IN THE CLASSROOM AND LATER IN AN ENTIRELY DIFFERENT ROOM – PREFERABLY A VERY SMALL</b></p>	<p>Scene 5b Reporter: FIRST, OF COURSE, THERE ARE THE BOOKS, THE NOTEBOOKS, AND THE SCHOOL SUPPLIES SUCH AS PENS, CALCULATORS, AND PENCILS. OFTEN, THE EVER-PRESENT WATER BOTTLE IS PLACED IN THE BACKPACK WITH, OF COURSE, THE OCCASIONAL LUNCH OR SNACK. FINALLY, THE IMPORTANT CELL PHONE AND THE IPOD. ALL THIS WEIGHT ADDS UP.</p>

<p>ROOM-SAY, A CLOSET, HAVE THE “REPORTER” SAY THE AUDIO. HERE’S THE KEY TO MAKING THIS ERROR WORK -- -SHOOT THE VIDEO WITH HIM TAKING THINGS OUT OF THE BACKPACK IN A TOTALLY DIFFERENT ORDER THAN THE AUDIO WHICH HE SAYS IN THE ORDER OF THIS SCRIPT</p> <p><b>EDITOR:</b> RAISE THE AUDIO LEVEL OF THIS SCENE FAR ABOVE THE REST OF THE NEWS STORY. I WANT THE AUDIO OVER-RECORDED</p>	<p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li>1. AUDIO CONTENT DOES NOT MATCH VIDEO CONTENT</li> <li>2. AUDIO QUALITY IS TOTALLY DIFFERENT SUDDENLY (BECAUSE HE WAS IN A LARGE CLASSROOM AND NOW IS SPEAKING IN A CLOSET )– AUDIO MISMATCH.</li> <li>3. AUDIO IS OVER-RECORDED – CANNOT BE FIXED IN POST PRODUCTION</li> </ol>
<p>#15</p> <p>Classroom MS Rapid cuts or fast motion of hands repacking items into backpack.</p> <p><b>EDITOR:</b> LOWER THE AUDIO LEVEL OF THIS SCENE FAR BELOW THE REST OF THE NEWS STORY</p>	<p>Scene 5c</p> <p><u>Reporter:</u> [VO] (<i>the hands repack the backpack until it is outrageously stuffed</i>) EVERYONE IN HIGH SCHOOL KNOWS THAT EVERY ONCE IN A WHILE ALL YOUR TEACHERS ASSIGN HOMEWORK ON THE SAME DAY. PACKING THE BACKPACK REACHES THE OUTER LIMITS ON THOSE DAYS.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li>1. UNDER-RECORDED AUDIO</li> </ol>
<p>#16</p> <p>Classroom – 2 shot and gives it to a small freshman girl to put on</p> <p><b>EDITOR:</b> RAISE THE AUDIO LEVEL OF THIS SCENE FAR ABOVE THE REST OF THE NEWS STORY</p>	<p>Scene 5d</p> <p><u>Reporter:</u> (<i>a small freshman girl walks into shot and Reporter gives the full backpack to her. She puts it on and staggers from the weight</i> ) POOR _____ (girl’s name) IS CARRYING A TOTAL OF 36 LBS ON HER BACK! TALK ABOUT A WEIGHTY EDUCATION!</p>
<p>#17</p> <p>LS ext .crowd shot</p> <p><b>VIDEOGRAPHER:</b> DO NOT USE A TRIPOD. MAKE THIS SHOT SHAKEY TO DEMONSTRATE WHY TRIPODS ARE RECOMMENDED. <b>DO NOT MAKE IT COMICALLY JERKY!</b> JUST MAKE IT POOR</p>	<p>Scene 6</p> <p><u>Reporter:</u> [VO] (<i>outside building before or after school with extras wearing huge backpacks</i>) WITH MORE AND MORE CLASSES BEING REQUIRED IN HIGH SCHOOL, MANY STUDENTS HAVE TO CARRY 6 OR MORE TEXTBOOKS NOT COUNTING ALL THE EXTRAS EACH DAY. THESE HEAVY LOADS ARE BECOMING A REAL PAIN IN THE NECK, LITERALLY.</p>

<p>CAMERAWORK LIKE A CAMERAMAN WHO WAS TOO LAZY TO USE A TRIPOD. IT NEEDS TO BE NOTICEABLE THAT NO TRIPOD WAS USED. ALSO PLEASE SHOOT THIS WITH INSUFFICIENT HEADROOM.</p>	<p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. ALWAYS USE A TRIPOD. ONLY GO HAND-HELD IN AN ABSOLUTELY NO OTHER WAY SITUATION.</b></li> <li><b>2. NOT ENOUGH HEAD ROOM.</b></li> </ol>
<p>#18a Graphic displaying one line at a time as appropriate: <b>CG OPERATOR: PLEASE USE DARK RED LETTERS ON A BLACK BACKGROUND FOR THIS AND PLEASE VARY THE COLOR OF LETTERS FOR EACH OF THE FOLLOWING SEQUENCE OF GRAPHICS.</b> <b>SURVEY POPULATION</b> <b>117</b></p>	<p>Scene 7a <u>Reporter:</u> [VO] WE CONDUCTED A SURVEY OF 117 STUDENTS</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. DO NOT USE RED AS A COLOR FOR GRAPHICS. IT IS VERY DIFFICULT TO KEEP FROM BLEEDING AND LOOKING OUT OF FOCUS.</b></li> <li><b>2. RED LETTERS AGAINST A BLACK BACKGROUND DO NOT PROVIDE ENOUGH CONTRAST RATIO TO MAKE THE LETTERS CLEAR. THE WHOLE IMAGE SEEMS UNPLEASANTLY DARK.</b></li> </ol>
<p>#18b <b>50% CARRIED 4 BOOKS</b></p>	<p>Scene 7b <u>Reporter:</u> [VO] AND FOUND THAT THE AVERAGE STUDENT CARRIED 4 BOOKS EACH DAY</p>
<p>#18c <b>78% CARRIED 5 BOOKS</b></p>	<p>Scene 7c <u>Reporter:</u> [VO] WITH THE SECOND HIGHEST PERCENTAGE CARRYING 5.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. THE MATH OF THESE TWO GRAPHICS DOES NOT ADD UP. IT IS INCORRECT AND AN EMBARRASSING MISTAKE.</b></li> </ol>
<p>#18d <b>61% HAVE BACK PAIN</b></p>	<p>Scene 7d <u>Reporter:</u> [VO] ALSO, 61% PERCENT OF STUDENTS SAID THEY HAD BACK PROBLEMS BECAUSE OF OVERWEIGHT</p>

	<p>BOOK BAGS.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. WHATEVER COLOR SCHEME YOU CHOOSE, KEEP IT CONSISTENT THROUGHOUT A COMPLETE SEQUENCE OF GRAPHICS.</b></li> </ol>
<p>#19 Location long shot of high school students nearly bent double walking to school, Oh, if it could only be snowing with wind howling –how cheesy would that be!....</p> <p><b>EDITOR:</b> RUN THE FOLLOWING MUSIC UNDER THIS SCENE – BE SURE TO INCLUDE THE “HOOK” OF THE OPENING OF THE SONG THAT EVERYONE IS FAMILIAR WITH – THIS IS THE RUSSIAN FOLK SONG “VOLGA BOATMAN SONG” AND IS IN PUBLIC DOMAIN.”</p> <p><a href="http://www.youtube.com/watch?v=YZ6QJWpkvzs">http://www.youtube.com/watch?v=YZ6QJWpkvzs</a></p> <p><b>EDITOR:</b> THE MUSIC SHOULD BE LOUDER THAN THE VOICE TO SHOW ERROR OF MUSIC TOO “HOT”</p> <p>ALSO, EDITOR PLEASE REMOVE ALL CHROMA TO MAKE THIS SCENE BLACK AND WHITE. FINALLY, END THE SCENE CUTTING THE MUSIC ABRUPTLY OFF.</p>	<p>Scene 8 <u>Reporter:</u> [VO]</p> <p>IT IS SOMETIMES PAINFUL TO JUST CARRY THIS LOAD TO AND FROM SCHOOL – ESPECIALLY IF YOU WALK INSTEAD OF RIDE THE BUS. REMEMBER STUDENTS WHO LIVE LESS THAN ONE MILE FROM SCHOOL ARE NOT PROVIDED BUS SERVICE.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. MUSIC IS TOO LOUD COMPARED TO DIALOG</b></li> <li><b>2. MUSIC TO INCREASE MOOD IN A NEWS PACKAGE IS POOR JOURNALISM</b></li> <li><b>3. BLACK AND WHITE SHOULD NOT BE USED IN A NEWS STORY. BLACK AND WHITE IMAGES IN MODERN TELEVISION ARE NOT VIEWED AS ARTISTIC EXCEPT IN THE RARE MUSIC VIDEO, OTHERWISE THEY’RE VIEWED AS ERRORS IN JUDGEMENT</b></li> <li><b>4. MUSIC ABRUPTLY CUT OFF.</b></li> </ol>
<p>#20a</p> <p><b>EDITOR:</b> INSERT A SHOT OF A TREE OR ANYTHING ELSE YOU MIGHT HAVE OF SOMETHING TOTALLY</p>	<p>Scene 9A</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. TOTALLY UNRELATED VIDEO. THIS IS WHAT HAPPENS WHEN</b></li> </ol>

<p>UNRELATED TO THIS STORY. LET IT LAST FOR 1 SECOND.</p>	<p><b>YOU ARE SHOOTING ON A TAPE WHICH HAS NOT BEEN BLACKED SO THERE'S FOOTAGE STILL ON IT FROM THE LAST TIME IT WAS USED. THEN SOMEONE USES THE SCENE IN EDITING AND DOESN'T SET THE IN/OUT POINTS TIGHTLY ENOUGH TO ELIMINATE IT.</b></p> <p><b>2. ANY SHOT LESS THAN 3 SECONDS IS GOING TO APPEAR TO BE AN ERROR.</b></p>
<p>#20b Hallway shot Reporter in foreground students in background changing classes and wearing backpacks. <b>VIDEOGRAPHER: BEGIN WITH MEDIUM SHOT, ZOOM IN TO CLOSEUP AND ZOOM BACK OUT AGAIN. IF YOU HAVE TIME, BEGIN A SECOND ZOOM IN.</b></p>	<p>Scene 9b Reporter: <i>(in foreground and class change going on behind him.) (reporter holds microphone with hand at the top of the shaft just under the head of the mic, holds it very close to his lips like a rock singer)</i> <u>Reporter:</u> THE 5 MINUTES STUDENTS HAVE BETWEEN CLASSES IS USUALLY NOT ENOUGH FOR THEM TO HURRY TO THEIR LOCKERS TO EXCHANGE BOOKS AND BACK TO CLASS ESPECIALLY IF THE CLASSES ARE ON DIFFERENT FLOORS. THEREFORE, MOST STUDENTS CARRY THEIR BACKPACKS ALL DAY.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. HOLDING THE MICROPHONE INCORRECTLY</b></li> <li><b>2. HOLDING MICROPHONE INCORRECT DISTANCE FROM THE MOUTH</b></li> <li><b>3. UNNECESSARY ZOOMING – YOU CAN USE A ZOOM IN OR A ZOOM OUT BUT NOT BOTH! IT IS DIZZYING FOR THE AUDIENCE.</b></li> </ol>
<p>#21a Group shot 4 girls facing each other by lockers. 2 leaning with backs on lockers facing other 2 standing in front of them. All wearing full backpacks.</p>	<p>Scene 10a <u>Reporter:</u> [VO] ALL THESE FULLY PACKED BAGS HANGING OFF STUDENTS' BACKS DOUBLE THE AMOUNT OF SQUARE FOOTAGE EACH STUDENT OCCUPIES WHEN WALKING THROUGH CROWDED</p>

<p>(Student with back pack makes abrupt turnaround to leave and backpack hits another student knocking her 3<sup>rd</sup> girl with back to locker. 4<sup>th</sup> girls with back to locker, just looks on.)</p> <p><b>DIRECTOR:</b> LOOK AT THE VIDEO ON THE DVD. THIS IS EXACTLY HOW I'D LIKE THIS STAGED. GIRLS STANDING NOT TALKING TO EACH OTHER – BAD ACTORS WAITING FOR CUE – WITH NO MOTIVATION, GIRL WITH BACKPACK TURNS AND WHACKS OTHER GIRL BUMPING HER INTO 3<sup>RD</sup> GIRL. 4<sup>TH</sup> GIRLS JUST STANDS THERE WITH VALLEY GIRL GRIN OF “WHAT DO I DO NOW?” ONLY SOMEONE TRULY “SPECIAL” WOULD EVER THINK THIS WAS NOT STAGED!</p>	<p>HALLWAYS</p> <p>AND THAT CAN GET A LITTLE CROWDED.</p> <p><b>ERROR:</b>  <b>SHOT IS OBVIOUSLY STAGED – NEVER STAGE A SHOT FOR THE NEWS! YOU'RE CREDIBILITY WILL GO TO ZERO!</b></p>
<p>#22a  Exterior shot of a medical facility with MS of reporter standing in foreground</p> <p><b>VIDEOGRAPHER:</b>  DO NOT PERFORM A WHITE BALANCE. WE WANT THIS TO BE BLUE TINTED.</p> <p><b>EDITOR:</b> IF THE IMAGE IS NOT BLUE-TINTED ENOUGH, MAKE IT MORE BLUE BY MANIPULATING THE IMAGE IN THE EDITOR. ALSO PLEASE</p>	<p>Scene 11a  <u>Reporter:</u> THERE IS SIGNIFICANT EVIDENCE PROVING THAT HEAVY BACKPACKS CONTRIBUTE TO BACK PAIN IN CHILDREN.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li>1. CAMERA WAS NOT WHITE BALANCED</li> <li>2. TRIPOD NOT LEVELED.</li> </ol>

<p>SET UP THE TRIPOD WITHOUT LEVELING IT. TILT THE HORIZON ENOUGH FOR THE AUDIENCE TO KNOW IT IS AN ERROR. <b>DO NOT TILT IT COMICALLY.</b></p>	
<p>#22b  Jump cut to identical MS of reporter now holding a sign.  <b>VIDEOGRAPHER: KEEP THIS SHOT NOT WHITE BALANCED AS WELL.</b></p> <p><b>EDITOR: I KNOW THIS IS A JUMP CUT FROM THE PREVIOUS SHOT. THAT IS INTENTIONAL</b></p> <p><b>EDITOR: FADE OUT AT THE END OF THIS SHOT</b></p>	<p>Scene 11b  <i>(Holding a handwritten with Sharpie sign saying American Acemy of Orthopedic Surguns <b>Note: misspell the sign as indicated above</b>)</i> THE AMERICAN ACADEMY OF ORTHOPEDIC SURGEONS RECOMMENDS THAT BACKPACKS SHOULD NOT EXCEED 15-20% OF THEIR BODY WEIGHT.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. HANDWRITTEN SIGNS LOOK AWFUL ON TV</b></li> <li><b>2. ANY MISPELLINGS ON ANY GRAPHIC ARE UNFORGIVEABLE</b></li> <li><b>3. JUMP CUT</b></li> <li><b>4. HAND COVERING PART OF THE GRAPHIC TEXT</b></li> </ol>
<p>#23  <b>EDITOR: FADE IN AT THE TOP OF THIS SHOT</b></p> <p><b>VIDEOGRAPHER: INCLUDE DISEMBODIED HAND OF REPORTER HOLDING A MIC TOWARD SMITH</b></p>	<p>Scene 12</p>

**AUDIO PERSON:** HAVE SOMETHING MECHANICAL MAKING A HUM OR SOME KIND OF NOISE IN THE BACKGROUND.

**CG OPERATOR:** USE A VARIETY OF FONTS FOR THE NEXT FEW LOWER THIRD GRAPHICS. MAKE SURE AT LEAST ONE OF THEM IS A FANCY SCRIPT THAT IS HARD TO READ ON TV.

**DR. JOHN SMITH,  
CHIROPRACTOR**

**DIRECTOR:** (IT WOULD BE GREAT IF DR. IS BESIDE A SKELETON. SEE THE DVD). DOCTOR NEEDS TO BE SPEAKING IN COMPLETE MONOTONE. WRITE THE WORDS DOCTOR SPEAKS ON POSTERBOARD AND HAVE THE DOCTOR READ IT.

CU Dr. Smith in appropriate medical looking environment  
Lower third graphic

Smith: THE SPINAL ALIGNMENT PROBLEMS ASSOCIATED WITH YOUNG PEOPLE CARRYING HEAVY LOADS IS SIGNIFICANT. FULLY 25% OF MY PRACTICE IS DEVOTED TO TREATING PEOPLE UNDER 21 WITH BACK PAIN.

**ERROR:**

- 1. FADES MERELY SLOW DOWN THE PACE OF A GOOD STORY. DON'T USE THEM.**
- 2. NEVER SHOW DISEMBODIED HAND HOLDING A MICROPHONE – BETTER YET, TRY NOT TO SHOW THE MICROPHONE AT ALL UNLESS IT IS A LAPEL MIC.**
- 3. AUDIO DOES NOT MATCH QUALITY OF THE REST OF THE STORY**

<p>#24  CU ANOTHER DOCTOR!!  Doctor in appropriate classroom environment. Lower third graphic:  <b>DR. BILL JONES,  PEDIATRICIAN  VIDEOGRAPHER:</b>  <b>MAKE THIS SHOT TOO CLOSE. WE NEED TO SEE HIS EYES MOVING FROM LEFT TO RIGHT AS HE READS.</b>  <b>EDITOR: MAKE AUDIO TOO HIGH BECAUSE THE MIC IS TOO CLOSE.</b></p>	<p>Scene 13  <u>Jones:</u> (holding the mic in his own hand and talking with the mic right by his lips. Dr. Jones needs to be reading his words, moreover he needs to sound like he is reading and we need to see his eyes moving left to right as he reads) NON PADDED STRAPS CAN CAUSE NERVE COMPRESSION IN THE SHOULDERS AND CARRYING TOO MUCH WEIGHT CONTRIBUTES TO POOR DISK ALIGNMENT AND LEADS TO MUSCLE STRAIN AND FATIGUE.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. DO NOT VARY FONT OF GRAPHICS IN LOWER THIRDS.</b></li> <li><b>2. DO NOT USE A FONT THAT IS TOO FANCY AND DIFFICULT TO READ</b></li> <li><b>3. THE AUDIENCE SHOULD NEVER NOTICE THAT THE PERSON ON CAMERA IS READING HIS LINES. WATCH HIS EYES!</b></li> <li><b>4. DO NOT GIVE MIC TO THE GUEST TO HOLD IN HIS HAND! YOU'VE LOST CONTROL OF THE INTERVIEW!</b></li> <li><b>5. FONT COVERS TALENT'S MOUTH!</b></li> </ol>
<p>#25  CU PARENT in home</p> <p><b>CG OPERATOR:</b>  <b>LOWER THIRD GRAPHIC:</b>  <b>Jane Smith  Parent</b></p> <p><b>VIDEOGRAPHER: SHOOT THIS SHOT DURING THE DAYTIME WITH STEWART ON A CHAIR IN FRONT OF A WINDOW WITH NO CURTAINS. HAVE THE SHOT WIDE ENOUGH THAT THE BRIGHT SUNLIGHT COMING IN THE WINDOW</b></p>	<p>Scene 14  <u>Parent:</u> I'VE SPOKEN TO THE SCHOOL BOARD ON MORE THAN ONE OCCASION ABOUT REDUCING THE LOAD STUDENTS MUST CARRY AND THE DAMAGE IT IS CAUSING. AT THE VERY LEAST AN EXTRA BOOKS SHOULD BE PURCHASED SO EACH STUDENT CAN HAVE BOOKS WHICH REMAIN AT HOME AND A CLASS SET WHICH REMAINS AT SCHOOL IN THE CLASSROOM.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. NEVER SHOOT A SUBJECT AGAINST A BRIGHTER</b></li> </ol>

<p>POPS THE CONTRAST RATIO BUT DO NOT LET THIS BECOME A SILHOUETTE SHOT, WE NEED TO JUST BARELY SEE HER</p>	<p><b>BACKGROUND. IT POPS THE CONTRAST RATIO AND MAKES DETAILS OF THE SUBJECT DIFFICULT OR IMPOSSIBLE TO SEE</b></p>
<p>#26 CU GUIDANCE COUNSELOR in office setting Lower Third : <b>MRS. SHELLY SUMMERS, GUIDANCE DEPARTMENT HEAD PEBBLESTONE DESERT SECONDARY SCHOOL</b> <b>CG OPERATOR:</b> THIS LOWER THIRD HAS WAY TOO MANY WORDS ON IT. IN ORDER TO FIT ALL OF THEM ON THE LOWER THIRD YOU'LL HAVE TO REDUCE THE FONT TO QUITE SMALL – TOO SMALL TO BE READ EASILY – THAT IS THE ERROR NEEDED HERE. <b>VIDEOGRAPHER:</b> SHOOT THIS SHOT SO CLOSE THAT ONLY THE LADY'S EYEBROWS TO BOTTOM LIP ARE IN THE FRAME OF THE PICTURE. A POOR SHOT IS WHAT WE'RE LOOKING FOR.  <b>VIDEOGRAPHER:</b> DO NOT USE ANY MIC OTHER THAN THE CAMERA MIC THIS IS SUPPOSED TO BE BAD AUDIO.  <b>EDITOR:</b> MAKE CERTAIN THAT THE SCENE BEGINS WITH THE WORD SPOKEN BY THE CAMERAMAN SAYING "OK, TALK." THIS IS A BAD EDIT</p>	<p>Scene 15 <u>CAMERAMAN:</u> [VO] .....OK, TALK. <u>GUIDANCE COUNSELOR:</u> I'VE BEEN TRYING TO LOBBY PUBLISHERS TO RELEASE THEIR BOOKS ON CD-ROM SO STUDENTS WOULDN'T HAVE TO CARRY BOOKS AT ALL. I BELIEVE THAT THE PUBLISHER WHO STARTS THE WAVE OF THE FUTURE BY DOING THIS WILL BE LONG REMEMBERED AS A PIONEER.  <b>ERROR:</b></p> <ol style="list-style-type: none"> <li>1. <b>DO NOT USE CAMERA MIC</b></li> <li>2. <b>OFF STAGE AUDIO CUE NOT REMOVED IN EDITING</b></li> <li>3. <b>LOWER THIRD GRAPHIC IS TOO WORDY AND FONT IS TOO SMALL TO BE READ EASILY.</b></li> </ol>

<p>NOT TRIMMED PROPERLY.</p>	
<p>#27 Studio shot – Reporter in limbo lighting</p> <p><b>VIDEOGRAPHER: SHOOT THIS OUT OF FOCUS.</b></p>	<p>Scene 16a <u>Reporter:</u> REMEMBER THAT WEIGHT OF BOOKS IN ELEMENTARY SCHOOL? WELL, THE AVERAGE</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. DO NOT RETURN TO PREVIOUSLY DISCUSSED CONCEPTS – SHOWS DISORGANIZATION ON THE PART OF THE REPORTER.</b></li> <li><b>2. OUT OF FOCUS SHOT</b></li> </ol>
<p>#28a</p> <p><b>CG OPERATOR: FOR THIS GRAPHIC USE A MEDIUM GRAY BACKGROUND AND SLIGHTLY LIGHTER GRAY LETTERS. WE'RE TRYING TO MAKE THE CONTRAST RATIO TOO SMALL. DO NOT PUT AN EDGE ON THE LETTERS TO HELP THEM STAND OUT. DO THE SAME FOR THE NEXT 2 GRAPHICS SHOTS 28B AND 28C</b> Graphic appears one line at a time as appropriate: <b>AVG, 5<sup>TH</sup> GRADER – 70 LBS</b></p>	<p>Scene 16b <u>Reporter:</u> [VO] ELEMENTARY SCHOOL 5<sup>TH</sup> GRADER WEIGHS 70 LBS.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. NOT ENOUGH CONTRAST IN GRAPHIC BETWEEN BACKGROUND AND LETTERS</b></li> <li><b>2. ANEDGE AND/OR DROP SHADOW ON THE LETTERS WILL MAKE THEM STAND OUT MORE</b></li> <li><b>3. PUNCTUATION INCORRECT</b></li> <li><b>4. ABBREVIATION INCORRECT</b></li> </ol>
<p>#28b Add to graphic: <b>BOOKS WEIGH – 32 LBS</b></p>	<p>Scene 16c <u>Reporter:</u> [VO] THE FULL LOAD OF BOOKS A 5<sup>TH</sup> GRADER MIGHT CARRY WEIGHS 32 LBS.</p>
<p>#28c Add to graphic:</p>	<p>Scene 16d <u>Reporter:</u> [VO] INSTEAD OF THE</p>

<p><b>RECC. WEIGHT – 14 LBS</b></p>	<p>RECOMMENDED MAXIMUM OF 14 LBS.</p> <p><b>ERROR:</b></p> <p><b>1. STATISTICS ARE INCONSISTENT WITH THOSE GIVEN EARLIER WHEN MIDDLE SCHOOL BOOKS WERE WEIGHED ON A SCALE.</b></p>
<p>#29</p> <p><b>DIRECTOR:</b> FOR THIS BRIEF SEQUENCE – JOHN IS A HIGH SCHOOL STUDENT, MR. MILLER IS HIS DAD, AND BILLY IS JOHN’S ELEMENTARY SCHOOL AGE VERY SMALL BROTHER. LOIS IS ANOTHER REPORTER HOSTING THE STUDIO SHOOT.</p>	<p>Scene 17</p> <p>(Studio interview set. Inverted V. Lois at apex and John on her right with Mr. Miller on her left. Billy sitting on floor with his backpack in front of him.)</p>
<p>#30a</p> <p>3 shot</p> <p><b>EDITOR:</b> PLACE A HEADER ON THE TOP OF THIS SCENE OF ABOUT 2 SECONDS OF HER JUST STANDING THERE BEFORE SHE BEGINS SPEAKING. THIS IS TO SHOW AN EDIT THAT IS NOT TIGHT ENOUGH.</p>	<p>Scene 17a</p> <p><u>Lois:</u> (<i>speaking extremely rapidly – much too fast to easily understood</i>)</p> <p>WE’RE HERE WITH TWO MEMBERS OF SENIOR CLASS PRESIDENT JOHN MILLER’S FAMILY: HI JOHN, BILLY, AND MR. MILLER. (<i>turning to John</i>) JOHN, WHY DON’T YOU TELL OUR AUDIENCE ABOUT YOUR LITTLE BROTHER?</p> <p><b>ERROR:</b></p> <p><b>1. SPEAKING TOO RAPIDLY TO BE UNDERSTOOD BY AUDIENCE</b></p>
<p>#31</p> <p><b>EDITOR:</b> INSERT ONE SECOND OF VIDEO NOISE HERE.</p>	<p>Scene 18</p> <p><b>ERROR:</b></p> <p><b>1. BAD EDIT.</b></p>
<p>#32a</p> <p>MS John with Billy in foreground. ZO to include Billy when he walks</p>	<p>Scene 19a</p> <p><u>John:</u> ALL THE WEIGHT OF BOOKS IS BAD ENOUGH FOR US IN HIGH SCHOOL BUT MY</p>

<p>around bent double.</p>	<p>LITTLE BROTHER IS, WELL, LITTLE. HE ONLY WEIGHS 52 LBS AND IS IN 5<sup>TH</sup> GRADE. <i>(who does what John says when John says it)</i> BILLY, PUT ON YOUR BACK PACK AND SHOW EVERYONE HOW YOU HAVE TO WALK WHEN YOU'RE WEARING IT? (HE DOES AS JOHN KEEPS TALKING) WHEN HE WALKS TO THE BUS STOP HE HAS TO BEND WAY FORWARD JUST SO HE DOESN'T FALL OVER BACKWARDS.</p>
<p>#32b CU Lois</p> <p><b>VIDEOGRAPHER:</b> VIRTUALLY NO NOSE ROOM IN THE SHOT</p>	<p>Scene 19b <u>Lois:</u> <i>(turning to Mr. Miller):</i> MR. MILLER, WHAT IS YOUR REACTION TO THIS?</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. POOR SHOT COMPOSITION – NO NOSE ROOM</b></li> </ol>
<p>Pan right to CU of Mr. Miller</p> <p><b>VIDEOGRAPHER:</b> MAKE THIS PAN INAPPROPRIATELY RAPID – SO RAPID THAT YOU GO PAST MR. MILLER AND HAVE TO PAN BACK TO GET HIM.</p>	<p>Scene 19c <u>Mr. Miller:</u> WELL I COMPLAINED TO THE PRINCIPAL ABOUT IT. <i>(Billy still slowly, painfully walking back and forth in front of the group)</i></p> <p>THE PRINCIPAL SAID THERE WAS NOTHING HE COULD DO AND SUGGESTED THAT I BUY A SET OF BOOKS TO KEEP AT HOME. SO I GOT THE PUBLISHING INFORMATION AND TRIED TO ORDER BOOKS BUT COULDN'T GET 3 OF THEM BECAUSE THE SCHOOL IS USING BOOKS SO OLD THEY'RE OUT OF PRINT. I'M TRYING TO GET FIND THEM ON THE INTERNET NOW.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. RAPID OR "WHIP" PANS ARE DISTRACTING.</b></li> <li><b>2. DON'T USE A PAN WHEN A CUT TO THE ENDING SHOT WOULD LOOK NEATER THAN PANNING ACROSS DEAD SPACE BETWEEN SUBJECTS.</b></li> </ol>
<p>#33 Exterior LS of elementary kids walking to school with big packs</p>	<p>Scene 20 <u>Reporter:</u> WE WERE ABLE TO OBTAIN SOME HOME</p>

<p><b>EDITOR: RUN THE FOLLOWING MUSIC UNDER THIS SCENE – BE SURE TO INCLUDE THE “HOOK” OF THE OPENING OF THE SONG THAT EVERYONE IS FAMILIAR WITH</b> –</p> <p><a href="http://www.youtube.com/watch?v=YZ6QJWpkvzs">http://www.youtube.com/watch?v=YZ6QJWpkvzs</a></p>	<p>MOVIE FOOTAGE OF SOME ELEMENTARY SCHOOL WALKERS HEADING TO SCHOOL ONE MORNING THIS WEEK.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. NEVER USE THE SAME PIECE OF VIDEO A SECOND TIME IN A SINGLE STORY!</b></li> </ol>
<p>#34a</p> <p>Exterior MS Lois outside in about 6 inches in front of a featureless brick wall in bright sunlight. Her large distracting shadow is on the wall beside her. Keep this same shot throughout all but the last graphic advertising the store at the end of the program.</p> <p><b>VIDEOGRAPHER: PUT TOO MUCH HEAD ROOM ON THIS SHOT</b></p> <p><b>CG OPERATOR: WHEN THIS GRAPHIC IS FINISHED IT WILL HAVE HOPEFULLY ONLY 5 LINES. ALSO CHOOSE A COLOR FOR THE FONT THAT IS TOO CLOSE TO THE COLOR AND BRIGHTNESS LEVEL OF THE BACKGROUND. THIS WILL MAKE THE WORDS DIFFICULT (NOT IMPOSSIBLE) TO READ BECAUSE OF LACK OF CONTRAST WITH THE BACKGROUND</b></p>	<p>Scene 21</p> <p><u>Lois:</u> <i>(dressed inappropriately for a reporter – shorts and a t-shirt (NO LOGOS OR WRITING UNLESS IT’S A HOMEMADE T-SHIRT WITH WRITING ON IT – THAT WOULD BE TERRIFIC!) sandals or the like. The sunlight is so bright in her face, she is squinting)</i> CHILDREN ARE ESPECIALLY PRONE TO BACK PROBLEMS IN MIDDLE SCHOOL, WHEN THE MOST BOOKS ARE REQUIRED USUALLY. I DON’T THINK THAT BOOKS ARE GOING AWAY ANYTIME SOON SO WE DO HAVE A FEW TIPS TO HELP STUDENTS TO COPE WITH HEAVY BACKPACKS.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. INAPPROPRIATE DRESS FOR A REPORTER</b></li> <li><b>2. BRICK DESIGN NOT GOOD BACKGROUND</b></li> <li><b>3. REPORTER FLAT AGAINST WALL—NO DEPTH</b></li> <li><b>4. LOCATION OF STAND-UP NOT RELATED TO TOPIC</b></li> <li><b>5. BRIGHT SUN CAUSES HARSH SHADOWS AND SQUINTING</b></li> <li><b>6. SHOT DOESN’T CHANGE EXCEPT FOR GRAPHIC</b></li> <li><b>7. GRAPHIC OVER TOP OF PEOPLE NOT GOOD AND ALSO NEAR SAME COLOR AS BRICK</b></li> </ol>
<p>#35</p>	<p>Scene 21b</p>

<p>Graphic: <b>ONLY NECESSITIES</b></p>	<p><u>Lois</u>: KEEP YOUR BACKPACK FILLED WITH ONLY NECESSITIES</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>COLOR AND BRIGHTNESS TOO CLOSE TO THE COLOR AND BRIGHTNESS OF THE BACKGROUND.</b></li> <li><b>POOR SHOT COMPOSITION - TOO MUCH HEADROOM</b></li> </ol>
<p>#35b <b>CG OPERATOR: ADD EACH SUCCESSIVE GRAPHIC BELOW THE ONE BEFORE IT SO IT ENDS UP BEING A LIST. DISTRIBUTE WEIGHT</b></p>	<p>Scene 21c <u>Lois</u>: KEEP THE WEIGHT DISTRIBUTED EVENLY (<i>Apparently, the person by the camera holding cue cards is not changing them quickly enough! Lois nods to that person to change the card.</i>)</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>REPORTER IS CLEARLY READING TEXT WITH UNNATURAL PAUSES, ACTUALLY CUES SOMEONE TO CHANGE THE GRAPHIC WITH A GESTURE.</b></li> </ol>
<p>#35c <b>CARRY SOME IN YOUR ARMS</b></p>	<p>Scene 21d <u>Lois</u>: CONSIDER CARRYING SOME OF YOUR BOOKS IN YOUR ARMS CLUTCHED AGAINST YOUR CHEST TO BALANCE THE WEIGHT FRONT TO BACK ON YOUR SPINE.</p>
<p>#35d <b>WIDE PADDED STRAPS</b></p>	<p>Scene 21e <u>Lois</u>: SELECT A BACKPACK WITH FEATURES THAT PREVENT YOU FROM INJURING YOUR BACK, LIKE WIDE AND THICKLY PADDED SHOULDER STRAPS</p>

<p>#35e <b>PADDED BACK</b></p>	<p>Scene 21f <u>Lois</u>: AND A PADDED BACK</p>
<p>#36 New graphic: <b>MORTON'S OFFICE SUPPLY 311 MAIN ST. IN RAGING RIVER OPEN 9-9 MON-SAT. 1-800-555-2345 MANAGER: BILL MORTON "CARRYING ALL THE SUPPLIES YOU'LL EVER NEED FOR SCHOOL OR THE OFFICE" BEST PRICE GUARANTEE CG OPERATOR: PUT ALL THIS INFORMATION ON THE SCREEN AT ONCE. ADD MORE INFORMATION IF YOU LIKE TO MAKE THE SCREEN MORE CROWDED EDITOR: CUT TO BLACK AS SOON AS LOIS STOPS SPEAKING. THIS WILL MEAN THAT THE GRAPHIC IS NOT ON SCREEN LONG ENOUGH TO BE READ AND UNDERSTOOD.</b></p>	<p>Scene 21g <u>Lois</u>: [VO] THE PERFECT BACKPACK CAN BE FOUND AT MORTON'S OFFICE SUPPLY ON MAIN STREET DOWNTOWN - A STUDENT'S BEST FRIEND.</p> <p><b>ERROR:</b></p> <ol style="list-style-type: none"> <li><b>1. A BLATANT ADVERTISEMENT ENDORSEMENT OF A PRIVATE BUSINESS – UNETHICAL AND BIASED</b></li> <li><b>2. TOO MUCH INFORMATION ON SCREEN AT ONCE</b></li> <li><b>3. TOO MANY LINES – NO MORE THAN 5 WORDS PER LINE AND 5 LINES PER PAGE IS THE RULE</b></li> <li><b>4. GRAPHIC NOT ON SCREEN LONG ENOUGH TO BE READ.</b></li> </ol>
<p>Black screen</p>	<p><b>ERROR: NO CLOSE</b></p>