

Broadcasting Mass Communication: Audio and Video

J202

Week 11

Broadcast advantages

- ✦ ads
 - ✦ personal
 - ✦ market segmentation
 - ✦ cheaper
 - ✦ repetitive
 - ✦ pervasive (but be wary of iThreats)
 - ✦ mental imagery and engagement
 - ✦ support marketing
 - ✦ Hospital campaign examples

Broadcast advantages

- ✦ stories
 - ✦ immediate
 - ✦ horse's mouth
 - ✦ pervasive
 - ✦ easier
 - ✦ “you were there” quality

Broadcast disadvantages

- ✦ clutter
- ✦ lack of control
- ✦ itchy trigger fingers
- ✦ fleeting medium
- ✦ mental processing
- ✦ distractions
- ✦ so goal = attention + retention

Audio content

- ✦ 3 elements
 - ✦ voice
 - ✦ music
 - ✦ sound effects
- ✦ 4 elements for video (pictures!)
- ✦ voice in stories
 - ✦ narration, soundbites
- ✦ voice in ads
 - ✦ announcer, characters, lyrics

Broadcast content

- ✦ natural or ambient sound; B-roll
 - ✦ NATSOT
 - ✦ Puts you at the scene
 - ✦ More interactive
- ✦ soundbite or interview
 - ✦ SOT
 - ✦ Facts and credibility
 - ✦ Video attribution
- ✦ narration or voiceover
 - ✦ VO
 - ✦ Bridge and comprehension

Broadcast writing

- ✦ clarity of language
 - ✦ everyday words
 - ✦ conversational, informal
 - ✦ concise
- ✦ clarity of style
 - ✦ short sentences, phrases
 - ✦ subject-verb-object

Broadcast writing

- ✦ clarity of ideas
 - ✦ single central theme
 - ✦ hit idea immediately
- ✦ clarity of attribution
 - ✦ state at beginning of info
 - ✦ less formal titles
 - ✦ prefer bites to spoken quotes
 - ✦ don't overwrite the bite!

Broadcast writing

- ✦ for ear, not eye
- ✦ simplicity and clarity
- ✦ convey essence in limited time
 - ✦ 16 lines = 1 min
- ✦ Rule of 20
- ✦ story in 3 words
- ✦ pronunciation
 - ✦ s, th, ing
 - ✦ contractions

Broadcast leads

✦ do not lead with

✦ unfamiliar name

✦ numbers

✦ quotation

✦ long intro phrase

✦ wordiness

✦ question

✦ do lead with

✦ most immediate point

✦ fresh angle

✦ short sentence

✦ present tense

✦ conversational tone

Common problems

- ✦ excessive modifiers, phrases
- ✦ excessive alliteration
- ✦ judgmental alternatives to “says”
 - ✦ insists, claims, implies, grumbles
- ✦ who is talking?
- ✦ passive voice
- ✦ weak verbs
- ✦ past-tense leads
- ✦ spoken quotations
- ✦ tricky contractions

Broadcast effects in ads

- ✦ music Pampers
 - ✦ improves memorability
 - ✦ promotes brand ID
 - ✦ sets buying mood
 - ✦ breaks clutter
 - ✦ hook notes and memorable devices
- ✦ ambient sound
 - ✦ builds mental imagery
 - ✦ connects to creative concept

Broadcast effects in ads

- ✦ sound effects
 - ✦ establish creative concept
 - ✦ grab attention
 - ✦ use restraint
 - ✦ clutter, cliches, clamor
- ✦ characters
 - ✦ lend credibility
 - ✦ promote mental imagery

Soundbites and performance in stories

- ✦ interview with active listening
- ✦ direct questions for useful bites
- ✦ rephrase question if bite was lacking
- ✦ VO = facts
- ✦ bites = feeling, emotion, interpretation
- ✦ audible breathing, responses
- ✦ practice, practice, practice

Broadcast sound and ethics

- ✦ editing
- ✦ audible garbage
- ✦ changing meaning
- ✦ context
- ✦ music
- ✦ balance, fairness
- ✦ profanity

Let's avoid....

CONAN

Weeknights **11/10c**



And While This Is Useful...

Rules for news video

- ✦ tell a story
- ✦ make it visual
- ✦ make it audible
- ✦ let action speak
- ✦ emphasize emotion
- ✦ make facts visible

Rules for ad video

- ✦ single creative concept
- ✦ visuals to match
- ✦ music to match
- ✦ originality



Video pacing

- ✦ timeline tells story
- ✦ reinforces creative concept

Video shooting tips

- ✦ hold shots > 10 sec.
- ✦ keep steady
 - ✦ tripod
- ✦ get camera close
- ✦ fill the frame
- ✦ follow still composition
- ✦ camera to shadow side
- ✦ always monitor sound

Video shooting tips

- ✦ shoot sequences, cutaways
- ✦ wide-medium-tight for every shot
 - ✦ tight for transition
- ✦ establishing and closing shot
- ✦ camera movement
 - ✦ zoom, pan, tilt
 - ✦ hold 10 seconds either side
- ✦ your movement