

**MAKE SURE
YOUR IS MAIN
STORY AND ASFs
ARE IN!**



My twin sister Paige and I.



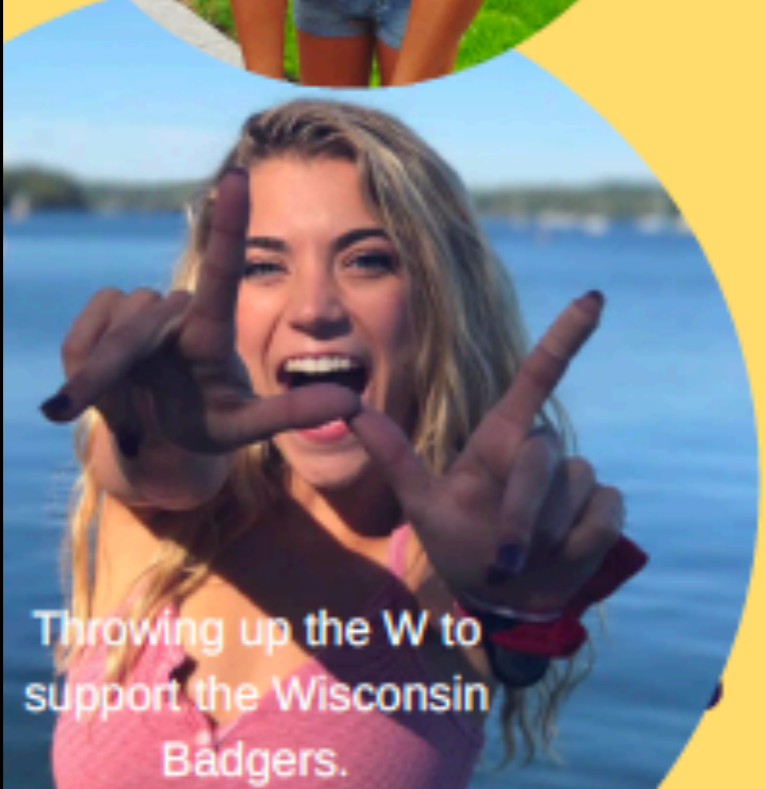
My best friend Milo and his favorite chicken toy.



The I spent my summer working at a crepe restaurant that I absolutely love!



I am a die-hard Chicago White Sox fan.



Throwing up the W to support the Wisconsin Badgers.

THIS IS ME

Lex Olson



FIVE THINGS TO KNOW ABOUT JENNA PODGORSKI



**St. Jude Children's
Research Hospital**

Finding cures. Saving children.

Had a summer internship
at St. Jude Children's
Research Hospital



Huge fan of coffee,
coffee mugs and
coffee shops



Philanthropy Chair for Tri
Delta, planning events to
benefit St. Jude Children's
Research Hospital



Favorite Social Media
Platforms: Instagram
and Spotify

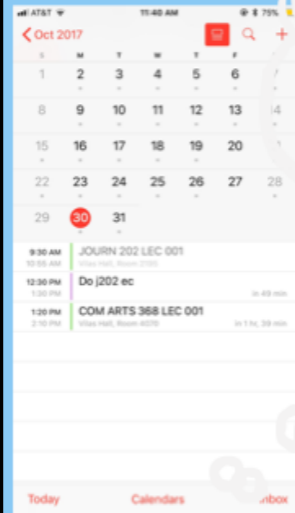
love 
YOUR
melon

Public Relations Manager
and UW-Madison Campus
Crew Member for Love
Your Melon

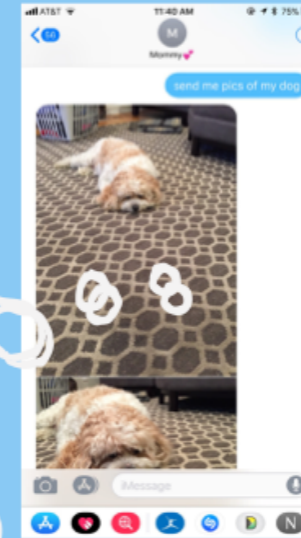


Top 5 Things to Know About Me Today

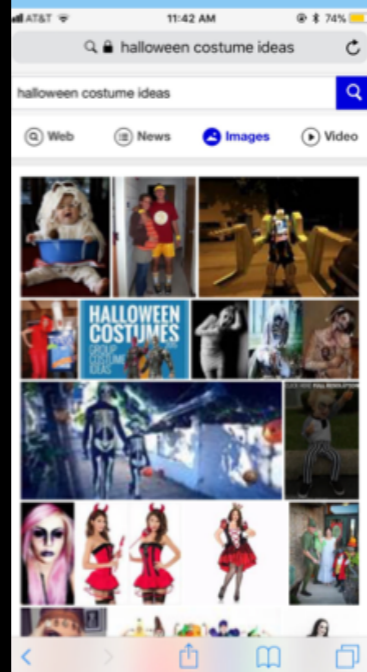
TOP 5 THINGS ABOUT ABBY LIPMAN



Mondays I only have two classes, making it one of my easier days.



I miss my dog so my mom sent me photos of him.



I'm still looking for a Halloween costume.



Today is one of my best friend's 20th birthday.



Today is cold, so I wore gloves and a hat.

Day	High	Low
Monday TODAY	44	30
Tuesday	41	28
Wednesday	47	43
Thursday	51	33
Friday	46	37
Saturday	46	43
Sunday	61	50
Monday	53	36
Tuesday	41	29

J202 MASS COMMUNICATION PRACTICES

AUDIO AND VIDEO
STORYTELLING

THIS WEEK IN LAB

WORK WITH AUDIO AND VIDEO

Work in groups to create audio and video stories about the Stoughton train crash

THIS WEEK IN YOUR IS

Your audio story and print
layouts are due by lecture
next Monday

OFFICE HOURS

Get help with your print layouts
and websites

**Today's mission:
Give listeners the chance to
hear
— and see —
directly from
the characters in the story**

Today's Mission and J202 Learning goals:

- Telling stories across platforms
- Think critically (asking the right questions in interviews, collecting and analyzing information, and putting together information)
- Ethics in storytelling

[https://www.dropbox.com/
sh/kyut8vxi7i42xy1/AAAHEk
JV3D9PLBDRYgc6twyFa?dl
=0&preview=UW_J-
School_FINAL.mp4](https://www.dropbox.com/sh/kyut8vxi7i42xy1/AAAHEkJV3D9PLBDRYgc6twyFa?dl=0&preview=UW_J-School_FINAL.mp4)

THE POWER OF AUDIO

- Focusing on the ear

SOUND TYPES: NATURAL

- NATSOT
- puts at scene
- boosts interaction

SOUND TYPES: SOUNDBITE

- SOT
- provides facts
- adds credibility
- adds emotion

SOUND TYPES: VOICEOVER

- VO
- provides bridge
- enables comprehension

SOUND TYPES

PLAY ▶

CNN kicker

AUDIO ADVANTAGES: ADS



- personal
- market segmentation
- cheaper
- repetitive
- pervasive
- mental imagery
- support marketing



Remember, any orthopaedic experience is shaped by the people who take care of you.

Without a caring staff of doctors, nurses and physical therapists to help you recover, does it feel like you might as well go it alone? At Columbia St. Mary's, we're dedicated to a higher level of patient care. We're known for it. And for the advances we pioneered. Our Orthopaedic Group performed the first hip replacement in Wisconsin. Rest assured, you'll be treated by people who have a passion for patient care. And maybe that's the best break of all.

For more information call 414-963-WELL.
Or visit us at www.columbia-stmarys.org

 **Columbia St. Mary's**
A Passion for Patient Care

AUDIO ADVANTAGES: NEWS

- immediate
- personal
- pervasive
- cheaper
- easier



AUDIO DISADVANTAGES

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

AUDIO WRITING

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



NPR weather story

CLARITY IN AUDIO: LANGUAGE

- everyday words
- conversational, informal
- concise

CLARITY IN AUDIO: STYLE

- short sentences, phrases
- subject-verb-object

CLARITY IN AUDIO: ATTRIBUTION

- name/context before info
- less formal titles

CLARITY IN AUDIO: IDEAS

- single central theme
- hit idea immediately

AUDIO LEADS: DON'T

- past tense
- unfamiliar name
- numbers
- quotation
- long intro phrase
- wordiness
- question

AUDIO LEADS: DO

- most immediate point
- fresh angle
- short sentence
- present tense
- conversational tone

COMMON PROBLEMS

- excessive modifiers,
phrases
- excessive alliteration
- passive voice
- weak verbs
- spoken quotations

AUDIO ADS: MUSIC

- improves memorability
- promotes brand ID
- sets buying mood
- breaks clutter
- hook notes and memorable devices

AUDIO ADS: AMBIENT SOUND

- builds mental imagery
- connects to creative concept



AUDIO ADS: SOUND EFFECTS

- establish creative concept
- grab attention
- use restraint
- clutter, cliches, clamor



AUDIO ADS: CHARACTERS



- lend credibility
- promote mental imagery

AUDIO STORIES: SOUNDBITES

- interview with active listening
- direct questions
- rephrase to re-get
- VO = facts
- bites = feeling, emotion, interpretation
- audible breathing, responses



LaCrosse
Living Wills

ELEMENTS OF VIDEO

- VO: Voice over (narration)
- SOT: Sound on tape (soundbites)
- NATSOT: Natural sound

- BRoll: Supplemental video

RULES FOR AD VIDEO

Use single creative concept
Visuals and music should match
Originality



STORYTELLING



FOCUS: WIDE



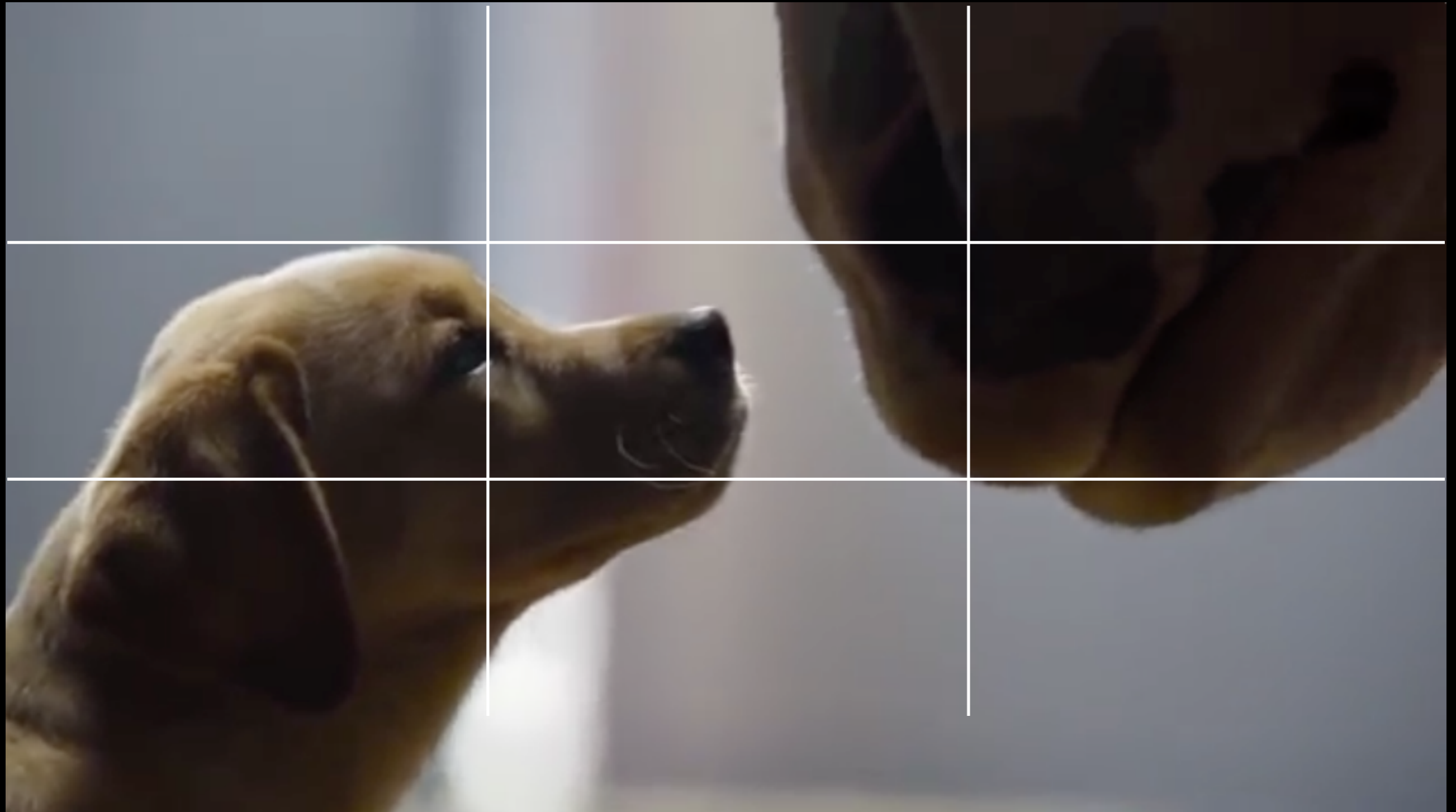
FOCUS: MEDIUM



FOCUS: TIGHT



RULE OF THIRDS



TRANSITIONS



PAN



POWER OF VIDEO

- sight/sound combination
- motion
- characters
- emotion

Old Spice

RULES FOR NEWS VIDEO

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



Snow shoveling

RULES FOR WRITING

- Use active voice
- Simple direct lead (20 syllables)
- Subject-verb-object
- Mix narrative with soundbites, nat
- Run soundbites @12 seconds

RULES FOR WRITING

- Include one idea for every sentence
- Introduce speaker before the soundbite
- You have limited time —
keep it tight

AIM FOR
CONVERSATIONAL,
NOT INFORMAL

**PRESENT
SOUNDBITES WITH
OBJECTIVITY**

Ryan claims...

Schumer complains...

*beware of bias

BROADCAST VOICE

- Think about pacing
- Practice by listening to yourself
- Stand up if you can
- Be aware of different sounds

ETHICS

- OK to edit out vocal tics
(um, ah, sneeze, cough)
- Audio and video have to be authentic
- Make sure you have rights
to music

Adam Schragger, WISC-TV



IN BROADCAST WRITING,
SMALL WORDS CAN COMMUNICATE
LARGE IDEAS



1. ONE TO ONE RELATIONSHIP



If your mother, father or roommate asked you, "What happened in class today?" chances are you wouldn't answer, "Well, the guest speaker clearly articulated the proper procedure on how to write for the broadcast audience, underscoring the significant and substantive differences between it and the written world for print journalism." No, hopefully, you'd say something like, "We had a reporter in to discuss how to write for television news." Write the way you talk.



magic.piktochart.com/output/5102753

[-broadcast-writing-tips](#)

What questions did the reporter have to ask to get these soundbites?

What did the photojournalist have to do to get those shots

Remembering Ryan



Happy Birthday, Alexis

The Holy Herd