

Video Journalism

How to make a Pitch Project.

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1. Have an idea. Everything's a story and everyone is a story. Always feel free to start out simple.



Look For the Helpers

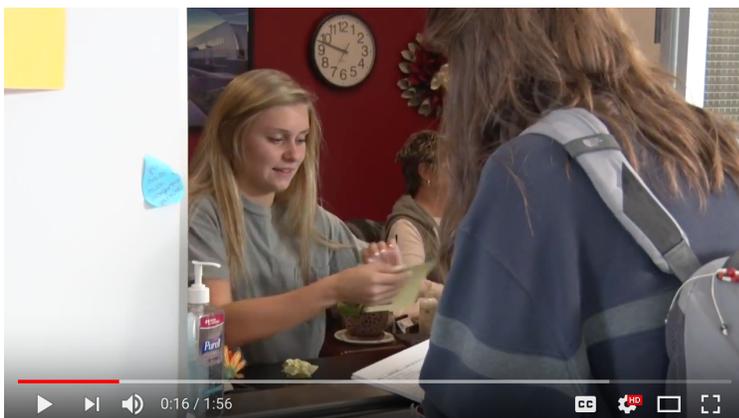
2. Try to shoot it all in one day. The sooner you have all of the footage, the quicker you'll be able to finish the video. All camera shots should be still shots; only the people or objects in the shot should be moving.



3. Film the intro **after** you have all of the footage to make sure all your information is accurate.
4. When you write the intro, have the host tell the viewers who they are, where they are, and what they will be reporting on. **For example: Good morning, Alpharetta, I'm Matthew George, if you've ever wondered where to find help around Alpharetta High School; you need to look no further than our very own Work Base Learning Program.**



5. A voice-over with b-roll should come in right after the intro, explain what the story is about in grave detail while making it short and simple. **For example: Work Base Learning is a program that allows students to have real world experience in the work force through internships outside of the class room.** (preferably, include more than one sentence)





6. Lead into any interviews by stating the name of the person, their position/title, and what they are about to talk about. **For example: Jessica Jones, a senior at Alpharetta High School, uses Work Base Learning as an opportunity to focus on her interest in Spanish.**
7. Put a lower third on the people you have interviewed. You should put a lower third on the host during the intro as well.



8. After an interview you should include more information about the topic with a voice-over and more b-roll. (One or two sentences minimum)
9. If possible, get more than one interview. It's important to have more than one point of view.
10. The order of editing should be: intro, voice-over, interview, voice-over, interview, and then conclusion.

11. The concluding statement should be a scripted voice-over explaining what you just talked about, who you just talked about, and why it was important to talk about. **For example: Here at Alpharetta High School, teachers and staff encourage students to be prepared for the real world. Work Base Learning is a successful program used to enhance student's employability skills while allowing them to lend a helping hand. I'm Matthew George with The Morning Show.**

Links to video examples:

<https://www.youtube.com/watch?v=PFZ9cpuyp-I&t=18s>

<https://www.youtube.com/watch?v=92rq7M7JssI&t=18s>

<https://www.youtube.com/watch?v=WvCYMMM1fck&t=19s>