Introduction for Faculty Colleagues

About the Course
This assignment is meant to bring the trinity of word, picture and sound into a synthesis for School of Communications students. Television news reporting uses pictures and sounds as well as words and is a distinctly different skill that old-fashioned print journalism. It is a particular format that integrates the three tools of visual communication. This assignment is meant to practice that integration of skills while at the same time introduce the students to topical story lines.

The Assignment I Distribute to Students

COM 351 – TV News Reporting
Short Assignment #1

This year is the centennial of the First World War.

Consider the assignment editor feels the centennial is a news worthy topic in this TV market because of the number of retired military living here. You have been assigned the story.

Using the trinity of words, pictures and sounds that constitute visual broadcast news, select an aspect of the early months of World War One and tell other Elon students about it. The story will take the format of a broadcast news package. Your story length is not to exceed two minutes excluding the anchor desk introduction. During those two minutes you will include:

Demographic appeal.
Two soundbites.
No more than 00:20 of stock video.
A standup bridge.
Natural Sound.
Examples

1.) June 28, 1914 is a day that changed the word. Tell Elon students why it changed the world using word, picture and sound.

2.) Did you have a personal connection to The First World War? Tell Elon students about that connection using word, picture and sound.

3.) Tell Elon students about the trench warfare as a military tactic using the First World War as your entre to the subject.

4.) Go to the Elon bookstore and search for books about World War One. Tell students these books exist and give context to the anniversary of the war.

5.) Go to Elon music department and ask professor about relationship of modern music to World War One.

6.) Go to Elon art department and ask professor about relationship of modern art to World War One.

This assignment will be graded in totality. Some might have better stand up bridges than others while another group may have superior interviews both in choice and content. The totality of the piece will also be considered in relationship to the prescribed elements of the visual piece.

Resources that will help you construct your work are public domain videos about World War One as found on the internet. Other examples shown in class are meant to serve as a template. Feel free to use these templates as outlines for your own work. Keep an eye for:

- Compelling Video
- Clarity of Message
- Market standards
- Engaging Story

Grading Rubric

<table>
<thead>
<tr>
<th>REQUIRED</th>
<th>BARELY</th>
<th>GOOD</th>
<th>VERY GOOD</th>
<th>OUTSTANDING</th>
</tr>
</thead>
</table>

SOUND BITES

NATURAL SOUND

B ROLL
SEGUES
SUPERS
STANDUP
EDITING