Think ... Investigate ... Write ... Capture ... Publish ... Convey...

Young Reporters for the environment
How do we share news?
Formats used for sharing news?

Articles, Photos and Videos
What is a Reporter?

A reporter is a person who collects, writes, photographs, processes, edits or comments on news or other topical information to the public.

What is investigative journalism?

A form of journalism in which reporters deeply investigate through research and planning a single topic of interest.
Young Reporters for the Environment (YRE) aims to empower young people to take a stand on local sustainable development issues they feel strongly about.

Provide a platform to articulate these issues through the media of writing, photography or video.
The 4 pillars of YRE

- Investigate
- Disseminate
- Report
- Research solutions
Types of Projects

The article must not be longer than 1000 words and should include a title. 3 photos, graphs or drawings may be added to support the article.

The photo (or a series of 3-5 photos) should be of good quality. A short text (50 words max.) can be used to explain the link between the photo and sustainable development.

The video clip should not be longer than 3 mins, and feature a local investigation / campaign.
Videography
Videos:

- Videos are sometimes referred to as audio visuals (AV). They provide a medium to combine images and sound used to captivate an audience.

- A video is the recording, production, editing and broadcasting of moving visual images.

- There are different types of videos ranging from live action, movies, animation, stop motion, sketches, etc.
Planning and producing a good video...
Make/draw a storyboard and write a script.

The storyboard is a very important part of the pre-production process because it clearly conveys how the story will flow, as you can see how your shots work together.

It will also help you to:

- Understand how your idea will work out.
- Organise your shots.
- Identify any errors or missing pieces of information.
- Decide on any media/equipment/props/actors you will need.
- Arrange dialogues accordingly.
- Save time in having to shoot any missing scenes.
1. Use Plenty of Light

- If you’re filming in natural light, do your best to get your footage in the morning or evening, when the light is softer. If you do have to film in the middle of the day, try to do so on a cloudy day, or find a shady area for softer light.
- If you’re filming indoors, avoid overhead lighting – it can cast shadows on your subjects’ faces. Windows are a good natural light source. You can also use a large lamp or two to cast the type of light you want.
2. Use a Clean Background

- Use a solid-coloured background.
- Make sure your subject stands away from the backdrop to avoid casting shadows on it.
- Do not film with a window or another reflective surface in the background of your shot. You could catch the camera in the reflection.
- A light source like a window behind your subject can make the subject look dark and shadowy.
Production: Location

• When and whenever possible, try to shoot videos on location.

• Make sure to choose a day with the right weather conditions for filming.

• Filming on location requires a lot of planning.
3. Choose a Good Video Editing Program

Key features when choosing a video editor:

- The ability to add **text** to video
- The ability to **trim** and crop videos
- Scene **transitions**
- Adding **filters**
- A library of stock videos and **sounds**
- Use a solid-coloured background.
4. Keep Your Editing Simple

- Using **noise** cancelling to clean up any background noise.
- Adjusting the **lighting** a little if you need to.
- Cutting out awkward **pauses** and silences.
- Adding background **music** and transitions.
5. Prioritize Crisp, Clear Audio

• Your audio quality is actually more important than your professional video quality.

• Unclear audio is enough to make anybody hit the “back” button within a few seconds of starting to play a video.

• While shooting your video you need to make sure that any audio you are recording is clearly audible. Most of the times this can be achieved by using an external microphone.
Microphones:

Microphones are very important if you are going to film using sound. Alternatively one can use a voice over and then insert the audio in the movie during post production.

- Boom Microphone (directional)
- Shotgun Microphone
- Wireless Microphone and receiver
- Handheld Microphone
6. Avoid Shaky Footage.

- It’s hard to hold a camera completely steady. Use a tripod, or set your camera on a sturdy surface.
- Do not move your camera unless you have to.
- Rather than moving the camera if you have to change perspective, it’s better to cut from one shot to another.
7. Understand the Rule of Thirds
Production: Rule of thirds

The **rule of thirds** is a concept in video and **film** production in which the frame is divided into nine imaginary sections (two vertical and two horizontal lines).

Points (or lines) of interest should occur at 1/3 or 2/3 of the way up (or across) the frame.
8. Use Your Phone the Right Way

- Use the camera on the back of your phone. The front camera’s quality is not as good on most phones.
- Record in landscape mode (that is, horizontally instead of vertically). This will give you footage that looks good on larger devices, not just phone screens.
- If your phone has a feature that allows you to overlay a grid on your screen, use it. This will help you keep your phone level and avoid tilted footage.
9. Work On Your Camera Presence

• Appearing nervous, fidgety, or uncomfortable on camera will **distract** viewers from your message.

• **Stand up straight.** Keep your shoulders back and your muscles relaxed.

• **Don’t** cross your arms.

• **Smile,** especially at the beginning of your video.

• Slow down slightly when you talk, and **speak clearly.**

• Try using **props** to keep your hands occupied.

• **Practice,** practice, practice. Watch footage of yourself and identify the areas where you could improve.
10. Shoot from a Variety of Angles

Cutting from one angle to another is a good (and simple) way to add visual interest to your professional videos.
Production: Shot Angle

Camera angles, and degree of those angles, can totally change the meaning of a shot.

- **Eye level shot - neutral**
- **Low angle shot - power**
- **High angle shot – inferiority/fear**
- **Dutch tilt shot - disorientation**
- **Overhead (90°) shot - immersive**
- **Ground shot – action/movement**
Production: Resolution

The video resolution you require for shooting is directly linked to how you wish to screen your finished film.

The main video resolutions are:

- 360p (a low-resolution best suited to viewing on mobile devices) is 480 pixels across by 360 pixels
- 480p (a standard resolution for burning to DVDs) is 720×480 pixels
- 720p (an HD resolution for TV) is 1280×720 pixels
- 1080p (aka ‘Full HD’, a resolution for TV) is 1920×1080 pixels
- Ultra HD 4K (a 16:9 TV resolution for 4K broadcast) is 3840×2160 pixels
- Cinema 4K (a resolution for 1.9:1 cinema projection) is 4096×2160 pixels
Post Production: Editing

Movie editing software will enable you to join all of your shots together and enhance the quality of your movie productions.

Some software is free to use while others you need to purchase

- Windows Video Editor 2021
- VideoPad
- Cyberlink PowerDirector
- Adobe Premier Pro
- Corel VideoStudio
- Pinnacle Studio
- Sony Vegas
- Final Cut (Apple)
Post Production: Main Features

A video editing software will allow you to:

• Trim – cut unnecessary pieces from your shots
• Split – divide your shots into more pieces
• Cropping – Using part of the pictures in your shots
• Re-sequencing – Changing the order of your shots
• Fade in and out – Allowing shots to fade in or out slowly
• Cross dissolve – having one shot fading out while the other is fading in
• Colour correction – Fixing the colors of your shot
• Video Speed – Increase or decrease playback speed of video
• Reverse – Play video in reverse
• Transitions – adding an effect between one shot and the other
• Effects – add effects (b&w, old movie, sepia, iris, split screen)
• Add text – used for titles, sub-titles, end credits
• Add sound – used for voice overs, background music,
• Render – Finish and export your final movie
Post Production: Main Working Space

- Movie Production
- Imported media
- Preview Window
- Timeline
- Effects
- Video Track 1
- Audio Track 1
- Video Clip
- Editing
11. Promote Your Videos

- Upload your videos to the channels your target audience uses.
- Write good descriptions, use keywords, and tag your videos correctly.
- Publish new videos regularly.
- Respond to comments, answer questions, and thank viewers for taking the time to watch your videos.
Film makers can do the following:

1. get cheap free scores by composing and performing it themselves.
2. getting an unsigned band to perform
3. acquire the movie rights to an existing band by contacting them through their agent.
4. **Using Creative Commons music is the best route!**

**THE RULE IS: IF YOU DID NOT CREATE IT OR BUY IT THEN IT IS NOT YOURS!**
Campaign Video
Reportage video
1. Is your video under 3 minutes long?
2. Does it have a title?
3. Is it artistically and technically well done?
4. Did you use a promotional campaign or public service announcement style for your video?
5. If you used any facts or statistics in your video, did you cite your sources in a credit roll or a separate a 'References' list?
6. Did you create at least 70% of the video content on your own?
7. Does your video address the historical, economic, social, and/or political implications of your topic through an environmental lens?
8. Does your video show a link between local and global issues or events?
9. Does your video show solutions to an environmental problem or help raise awareness about an environmental issue?
10. Did you choose an original or creative topic for your video?
11. Did you do research, conduct interviews and leave your school to make the video?
12. Did you share your video:
   a) Through your own social media channels?
   b) At your school?
   c) With your National Operator?
   d) With your local or national newspapers, radio stations or TV channels?
13. If you shared your video, do you have evidence of this to give to your National Operator?
Criteria for reportage video

1. Is your video under 3 minutes long?
2. Does it have a title?
3. Is it artistically and technically well done?
4. Does your video have a structure, for example, an introduction and conclusion?
5. Is your video a truthful representation of reality?
6. If you used any facts or statistics in your video, did you cite your sources in a credit roll or a separate a ‘References’ list?
7. Did you create at least 70% of the video content on your own?
8. Does your video address the historical, economic, social, and/or political implications of your topic through an environmental lens?
9. Does your video show a link between local and global issues or events?
10. If your video shows an environmental problem, do you also share realistic solutions for it?
11. Did you choose an original or creative topic for your video?
12. Did you do research, conduct interviews and leave your school to make the video?
13. Did you share your video:
   a) Through your own social media channels?
   b) At your school?
   c) With your National Operator?
   d) With your local or national newspapers, radio stations or TV channels?
14. If you shared your video, do you have evidence of this to give to your National Operator?
Environmental journalists wanted!

Do you have what it takes?