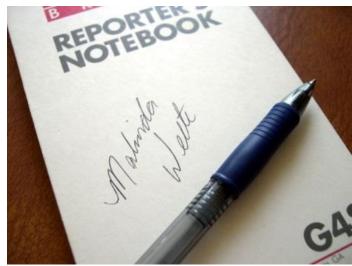
The Best Practices For A Professional News Package

by Joshua Eure

The first tip for any reporter looking to master their craft is to develop credible news sources.

 Keep plenty of business cards on hand at all times and pass them out.

Build relationships



Prep The Package

- Determine if there is any file video that you will need prior to exiting the newsroom.
- Have a conversation with your photographer about the characters you need to talk too.



Characters & Sound bites:

It goes without saying that you will need "official" sound bites for most if not all packages.

Typically these will include people of authority, i.e. public information officers, government officials, or a certified spokesperson.



Voiceover Track

Keep the track tight. Your track will act as the glue that pieces your character's sound bites together.



B-roll

The video content that you and your photographer shoot is just as important as the manner in which it is shot. Remember: you are on deadline and time management is critical to your success. That being said, you want to make sure that you get the "money shot."



More tips

- Be flexible and allow the storyline to develop.
- Stay focused on one theme and message.
 If you have information that is relevant to another aspect of the story, consider out-boarding and let the producer use that information as part of your set-up.

Breaking News