

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 to.



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**