



# **Panther 4 News Handbook**

## **2021 - 2022 Edition**

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YouTube Live Feed: [CLHS Video Productions](#)

*Mission Statement*: It is the goal of the Panther 4 News crew to produce a high quality, engaging and informative daily news program that showcases the diverse population and talents found at Cypress Lake High.



*Equipment Rules*: You are encouraged to check out any equipment as needed, however you must agree to the following conditions

1. You are financially responsible for any and all equipment you check out
  - If it is lost, stolen, or broken while in your care you must pay for a replacement of equal or greater value
2. You maintain the care and condition of the camera
  - Batteries on charge
  - Lens caps returned
  - Tripod plates attached to tripod NOT camera
3. You provide **YOUR OWN SD Card**

*Behavior Expectations*: You represent the entire class when you step outside the studio. You will conduct yourself in a professional and non-disruptive manner. Failure to do so will result in your privileges being revoked.

- Bring a Press Pass with you when you leave the Center property.

*Film Club*: Film Club is a place for you to experiment with filming ideas and/or editing time. It will occur when I'm available and as needed with prior arrangements made with Mrs. Amos

# Panther 4 News Expectations

## Assignments:

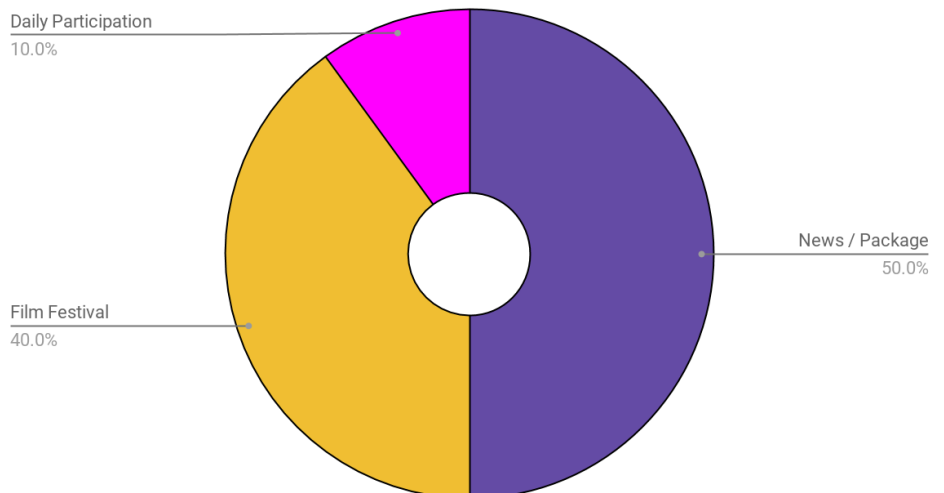
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Weeks 1-2	Get studio and control room ready for broadcast	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news
Weeks 3-4	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news
Weeks 5-6	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news
Weeks 7-8	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news	Produce the News OR a <b>well produced</b> package for the news
End of quarter	A <b>high quality</b> film festival submission	A <b>high quality</b> film festival submission	A <b>high quality</b> film festival submission	Work on the Senior <b>Graduation Video</b>

10 % Daily Participation: you must be present to participate so attendance and tardies will impact your quarterly grade.

40% Film Festival Entry: must fit into one of the prescribed categories and demonstrate a level of quality expected for submission.

50% Daily News Show OR Package work: deadlines and performance expectations must be met.

Grade Breakdown



## *Produce the news:* Expectations

Jobs	Descriptions
<b>Studio:</b> Main Anchor	<ol style="list-style-type: none"> <li>1. Gather all new news from the student email, google classroom, Sharepoint calendar</li> <li>2. Edit old script by removing any old or irrelevant information</li> <li>3. Add new content to script, including new packages to run</li> <li>4. Communicate with Graphics person about what needs to be created for the show</li> <li>5. Print copies of script- 1 for Producer, 2-3 for Anchors as needed</li> <li>6. Run throughs begin at 8am- verify the pronunciation of any unfamiliar words</li> <li>7. Professional appearance and delivery of news content- slow, clear speaking</li> <li>8. Manage all mic cables for safety and ease for next day</li> </ol>
<b>Studio:</b> Sports Anchor	<ol style="list-style-type: none"> <li>1. Communicate with coaches (either face to face or via email) to gather newest scores and/or outstanding plays from the previous night's games</li> <li>2. Gather all new news from Sharepoint calendar</li> <li>3. Edit old script by removing any old or irrelevant information</li> <li>4. Add new content to script, including new packages to run</li> <li>5. Communicate with Graphics person about what needs to be created for the show</li> <li>6. Run throughs begin at 8am- verify the pronunciation of any unfamiliar words</li> <li>7. Professional appearance and delivery of news content- slow, clear speaking</li> <li>8. Manage all mic cables for safety and ease for next day</li> </ol>
<b>Studio:</b> Floor Director	<ol style="list-style-type: none"> <li>1. Manage all camera and lighting equipment, including white balance, level tripod, replacing burnt out bulbs</li> <li>2. Maintain a professional working environment in the studio- no extras on set to cause distraction</li> <li>3. Assist anchors as needed</li> <li>4. Communicate information from the Control Room</li> <li>5. Run cameras during broadcast, maintaining head room and proper framing</li> <li>6. Shut down studio, remove old scripts from anchor desks</li> </ol>
<b>Control Room:</b> Show Producer	<ol style="list-style-type: none"> <li>1. Run the Tricaster</li> <li>2. Load Packages and Graphics to be aired</li> <li>3. Manage audio levels of packages to meet audio levels of anchors</li> <li>4. Communicate timing cues with Floor Director, Audio Technician, and Teleprompter</li> <li>5. Manage Live Stream feed to YouTube</li> <li>6. Air on time, end on time- use full run throughs to gage timing required</li> <li>7. Shut down Control Room as needed</li> </ol>
<b>Control Room:</b> Graphics	<ol style="list-style-type: none"> <li>1. Communicate with anchors to determine the graphics needed for the show</li> <li>2. Create graphics using proper aspect ratio- 1080 X 720</li> <li>3. Spell Check EVERYTHING. Do it again!</li> <li>4. Maintain readability- proper font and color scheme</li> <li>5. Follow naming conventions and save to proper location</li> <li>6. Load Powerpoint with required sports graphics</li> <li>7. Run graphic computer during broadcast as needed</li> </ol>
<b>Control Room:</b> Audio	<ol style="list-style-type: none"> <li>1. Maintain consistent audio level for anchors</li> <li>2. Mute anchors during packages</li> <li>3. Follow all timing cues from the Show Producer</li> <li>4. Switch between Tricaster and Slide show output at the beginning and end of every show</li> </ol>
<b>Control Room:</b> Tele- prompter	<ol style="list-style-type: none"> <li>1. Load the daily script into the teleprompter program</li> <li>2. Maintain appropriate settings - 20 margins and secondary monitor flipped horizontal</li> <li>3. Run teleprompter at an appropriate speed during run throughs and broadcast</li> <li>4. Make edits as needed prior to broadcast - phonetic spelling for the anchors or last minute news additions</li> </ol>



## *News Package:* Expectations

1. Each person is responsible for their own package.
  - you may and should utilize other students for help, but only 1 person gets credit for the package  
*UNLESS* you get prior approval due to length / complexity of package
2. Content must contain information appropriate for broadcast
  - keep it professional- silliness is saved for film festival entries or ***specific*** situations
3. Content must be presented in a visually engaging format
  - use b-roll footage to supplement overall information
4. Filming must be stable with proper framing
  - fist height above head
  - rule of thirds as appropriate
5. ALWAYS save your raw footage to your folder BEFORE you start the Premiere project!
6. Computer screen recordings must be of the highest quality possible and at a speed the viewer can follow
7. Voice overs must be of a pleasing quality and volume- use the sound booth!
8. Audio must be at an appropriate volume
  - increase/decrease audio gain if needed, but do not distort
  - no wind distortion
  - no traffic/background noise
  - no mechanical buzzing/humming
9. Editing must conform to aspect ratio conventions
  - 1920 X 1080 for broadcast
  - H.264 export
  - keep Premiere working file in your folder, export final video to the appropriate Package folder
10. Saving with proper naming conventions
  - Last\_TwoWord
11. Meet all deadline expectations

*Film Festival Entry:* You may NOT do the same category multiple times without teacher approval

Category	Description
Animation	Characters created on film, video, or computer. Includes 2D and 3D animation using clay, objects or models.
Comedy	Tells a story using humor as the primary theme or delivery method. Should incorporate comedic elements such as misunderstandings, sight gags or satire.
Documentary	A video that provides a view of real events and people. Documentaries should be fact-based and provide an unbiased record of actual events, places or people.
Instructional	A video that uses any form of instruction or teaching in order for the viewer to learn a new skill or craft. This can be done as a step-by-step system or some other creative way. The purpose of the video must clearly be to instruct the viewer to learn a new thing, not to sway the viewers opinion on a subject and not to simply inform.
Music Video	A video set to original or non-original music. Remember, a good music video tells a story.
News Package	Any original news story produced by a single individual reporting on a single story, though a reporter with a videographer is acceptable. A package consists of interviews and a voice over with B-roll, and may include a stand-up from the reporter.
PSA	A video exactly 30, 45 or 60 seconds in length with the clear goal of swaying the viewer's opinion on a certain topic. PSAs should have a clear "call-to-action."
PSA- Social Norming	This is a special category sponsored by the Lee County School District's Student Services outreach program and The Norm Project. This program prevention initiative seeks to correct misperceptions about alcohol and drug use. Many students perceive a higher level of alcohol, tobacco, and drug use among their peers. What that means is that most teens believe that their friends are drinking and doing drugs but the truth is that majority of Lee County teens are NOT using alcohol and other drugs. The Norm Project uses this factual information to promote healthy behaviors that accurately reflect what's really going on in our schools, or the "norm." PSA's entered in this category should reflect the Social Norming initiative.
Short Film	Tells a complete short story in a creative way using emotion and feeling as the primary delivery tool with dramatic, humorous or colorful elements. Tells a complete short story in a creative way using emotion and feeling as the primary delivery tool with dramatic, humorous or colorful elements.
Sports	A regularly scheduled or special presentation of a sporting event, highlight features or sports news and information. Can be done in the style of Sports Center or ESPN or can be a package or original news story about a sporting event or team.