NNN SPORTS COMPREHENSIVE GUIDE

I.   The Cameras

We have two of them. We also have two tripods. You should take very good care of them because we're a television show, didn't think that needed to be explained. Why did you ask.

The camera should contain:

1. Camera
2. Lens Cap
3. Battery
4. Battery Charger
5. Lavalier Microphone (in case)
6. XLR Cable
7. Stick Microphone
8. Microphone Flag

Let us know if it doesn't have one of those above things. Please remember to charge the battery after you are done with the camera and before you hand it off to the next person. The lavalier microphone is the preferred manner of recording sound for interviews. Definitely use it any time you are doing a sit-down or any one-on-one. If you are in a scrum, hold out the stick mic as close to the subject's face as you can. It's perfectly fine if the microphone shows up in the shot. Put the flag on it to show our swag.

Make sure you double-check that the battery is charged, the camera turns on, and the microphones work before you go out into the field. REMEMBER TO BRING YOUR SD CARD.

There are four main things you need to keep track of to make sure that your video turns out stellar:

I. THE **IRIS**
    A. Adjust your filters (the clickers on the left side of the camera: OFF, 1/4, 1/16, 1/64) on the left side of the camera. The higher the fraction, the brighter your footage will be. You need to have these up when shooting outside during the day and lower filter (if any at all) when inside.
        1. Bright, sunny environments usually call for a higher filter (1/16, 1/64). Darker, indoor environments are just the opposite (0, 1/4).
        2. If you're shooting in the same light, use manual iris (by pressing the IRIS button on the left side of the camera). Keep the iris at the same level for all of your shots. This ensures that they do not look different.
II. THE WHITE BALANCE
    A. Shoot something that is white **in the same light that you are shooting in** to white balance. Take a piece of paper with you and hold it up when you get to where you are going to shoot. While the camera is on something white, hold the **AWB** button below the lens on the front of the camera and the screen should read **AWB (A/B)CH ACTIVE**. Once it is done, the screen will read **AWB (A/B)Ch OK**. Every time you change locations, white balance.
III. THE AUDIO
    A. Ensure that the camera is picking up sound. You should be able to see levels jumping up and down at the bottom part of the screen. If you are shooting a game or practice and you want natural sound, both channels on the side of the

camera should be set to **INT** (internal). If you have a microphone plugged into one of the inputs (usually **INPUT 1**), then make sure that Channel 1 is set to that input. As well, ensure that the input you are using for the microphone is set to **MIC** and not to **LINE**.

IV.   THE FOCUS

    A. You can adjust this with the switch on the left side of the camera that says **FOCUS**. M is for manual and A is for automatic.

        1. If you are shooting an interview or any other non-moving subject, use manual focus. Zoom in on the face of your subject and adjust the focus correctly by using the ring around the lens until it clear.

        2. If you are shooting a game or anything else with a moving subject, use auto focus.
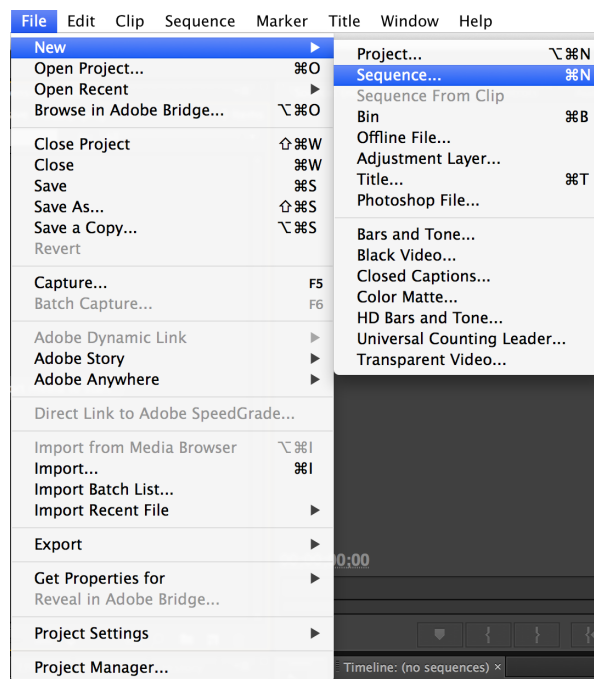
II. The Editing

We use Adobe Premiere. It might be scary at first, but it isn't too difficult once you get the hang of it. Here are some basic steps:
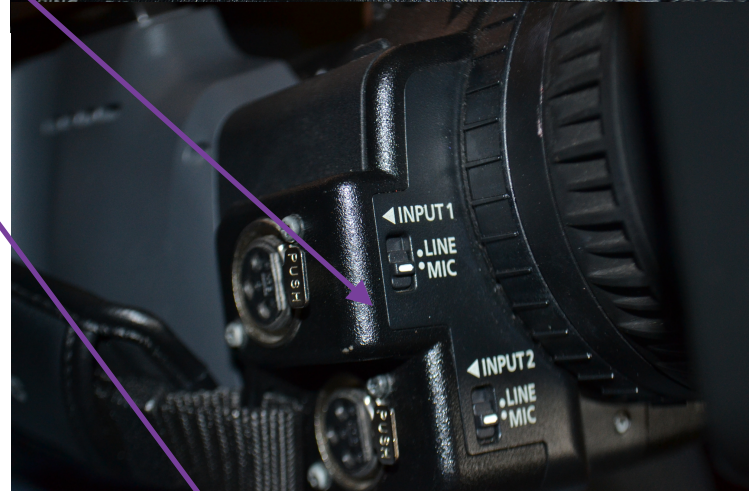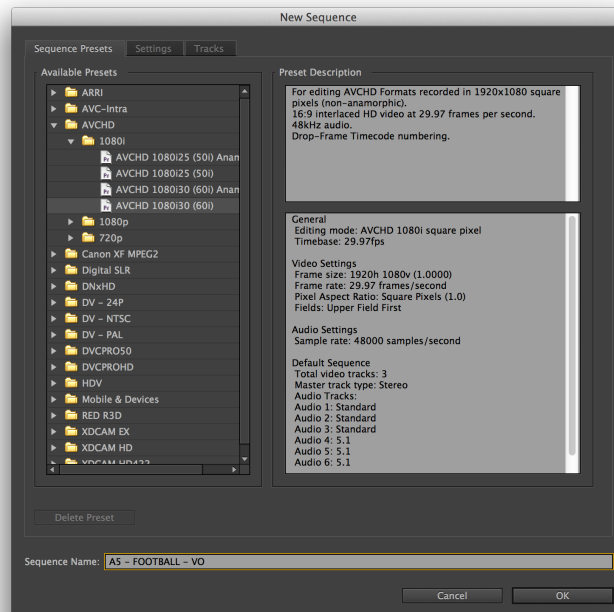
1. Open Premiere Pro, a new project, and save it as whatever you are working on.
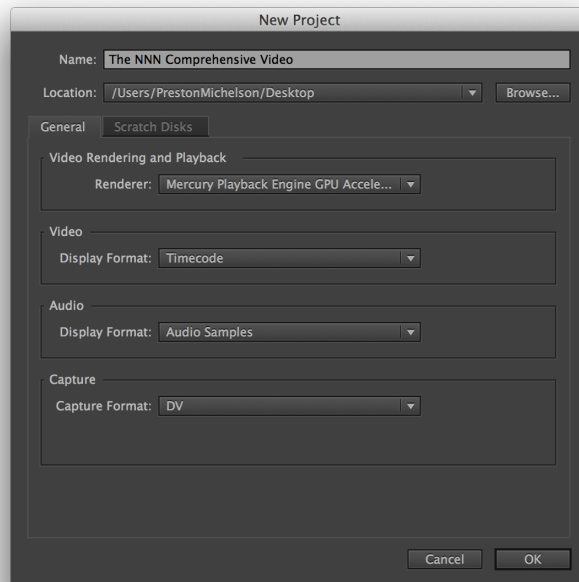

2. Go to File -> New Sequence (Ctrl+N) (Cmd+N for Mac)

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3. Then you get a list of folders. Click on AVCHD > 1080i > AVCHD 1080i30 (60i)
    i. Name your sequence based on what you are cutting for the show. Name it
       "Page Number (found in ENPS) - STORY SLUG - STORY TYPE". (ex. A5 -
   FOOTBALL - VO).

4. BEFORE you import your clips, go to Edit > Preferences > Audio (or Premiere Pro >
    Preferences > Audio for Mac) and change all of the "Default Audio Tracks" to mono
    so that you can import different audio levels separately.

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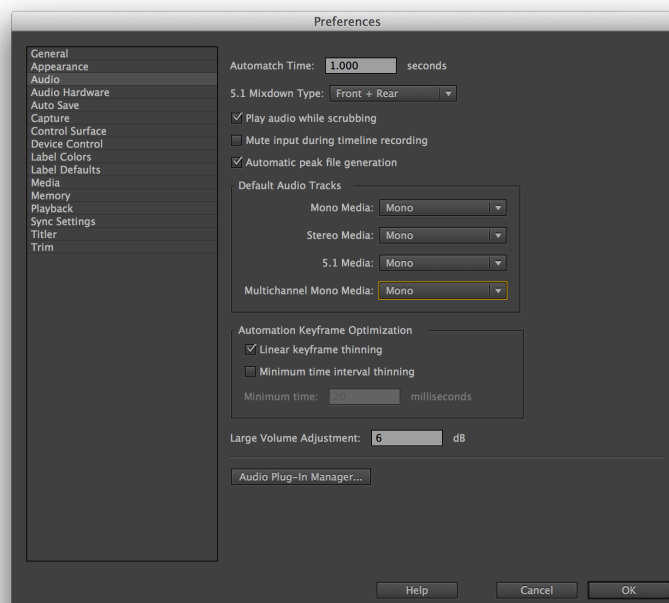
5. Go to File > Import, find your videos, and open them. (If Adobe Premiere tells you your sequence settings are incorrect when you drag footage into your timeline, click on "Change Sequence Settings.")
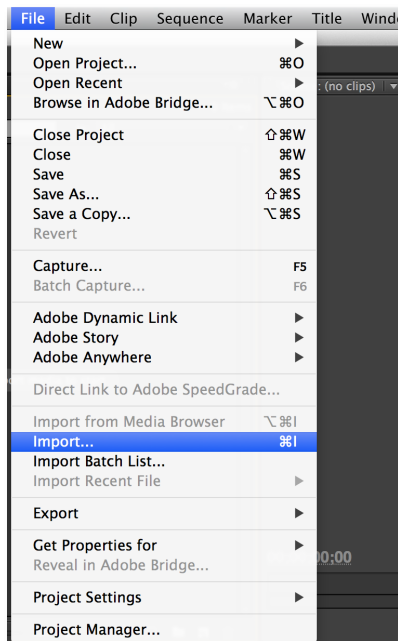
6. All your video transitions should be 10 frames. You can create a transition by right-clicking on the front or end of your video clip (depending when you want the transition) and choosing "Apply Default Transitions." You can change the length by double-clicking the transition itself and by typing in 10. (You can also go to Edit > Preferences > General > Change "Video Transition Default Duration" to 10 to permanently make that change.)
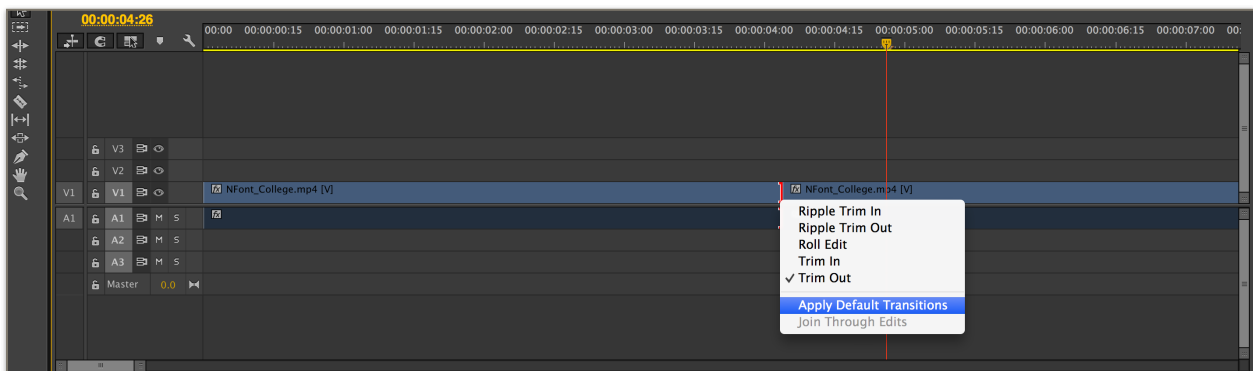
a.   The two transitions that we use are "Cross Dissolve" and "Slide." "Slide" is for when you are going from SOT to SOT without any b-roll. "Cross Dissolve" is for basically anything else.

NOTES:

- You need pad at both the beginning and end of your piece. Have around 1 second of pad at the beginning of your video because it will begin playing before it actually airs. If there is audio, unlink the audio and video by right-clicking on the clip and pressing "Unlink." Then drag the video about one second before the audio starts.
- You need AT LEAST five second of pad at the end of all video. Stretch the video as long as you can.
- If you're cutting highlights, one great way to get pad is to slow your final clip down to around 75%.

PACKAGE/VOSOT GUIDELINES:

As a general rule, each package should be approximately 1:30 in length. It should include:

a.   2-3 interviews
b.   A stand-up! You will be doing this professionally and it is a great way to get yourself on camera for the show. So try to film one while you're at practice or after you've done interviews.
   1. There are two main types of stand-ups that you'll use: a close and a bridge. Only use a close (to finish your package) if you already know how you're going to end your story). Use a bridge to connect one SOT to another. Typically, a bridge is easier.
c. Sign Off – Finish your package or stand-up with a sign off. This should be "Your name, NNN Sports."
   1. The exception is if you are doing an anchor package or if the reporter is on set for their story. Then no sign off is needed because they will be there to intro and close their story.

A VOSOT should include:
   a.   A VO
      a.   A 30 second script in ENPS for the anchor to read
      b.   30 seconds of recent, related B Roll to go over the script (don't forget pad)

    b. A SOT

        a. A 15 second video sound-byte that is related to the story (don't forget pad)

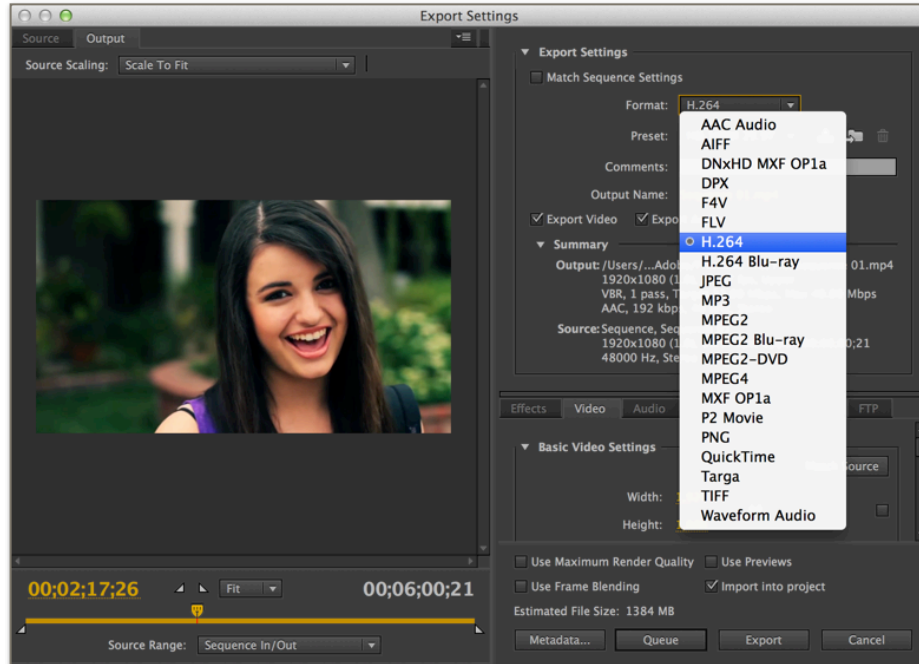   b. A lower third identifying the speaker

III. The Exporting

Generally, every line on ENPS is its own file. That means you'll be exporting each part of your story separately (VO should be one file, SOT another, PKG is all one thing).
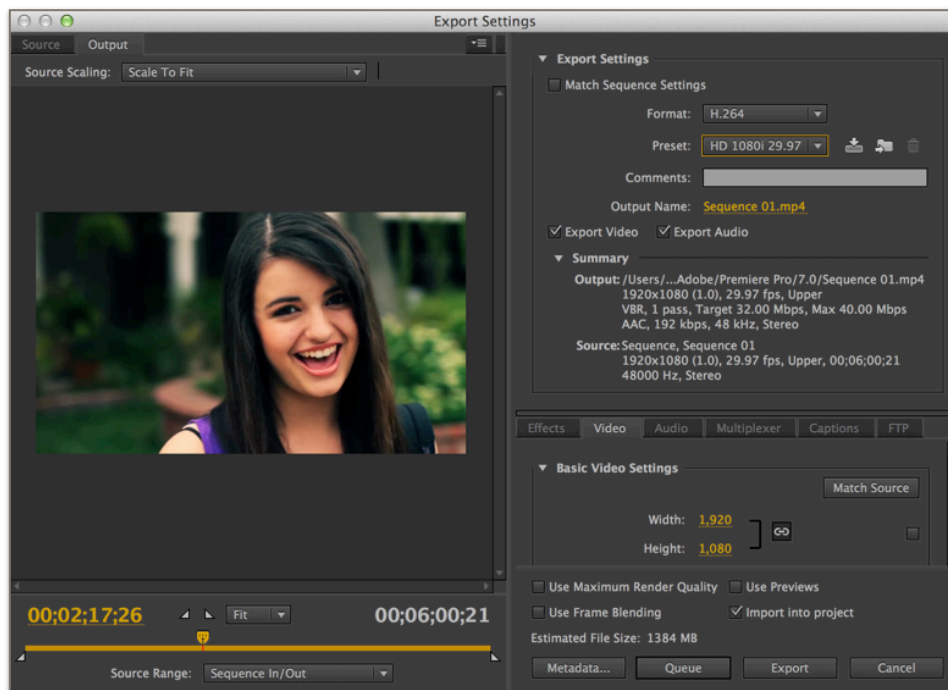
1. Go to File->Export->Media (Ctrl+M).
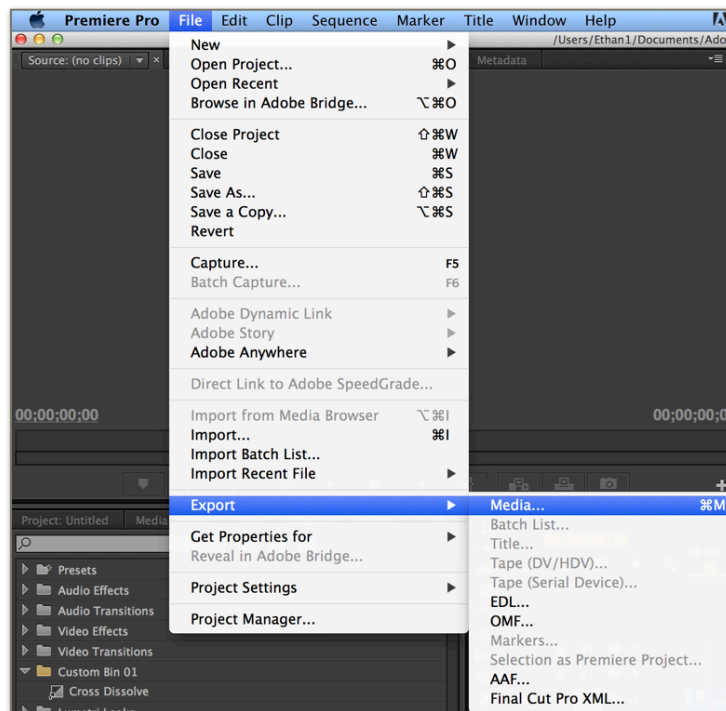
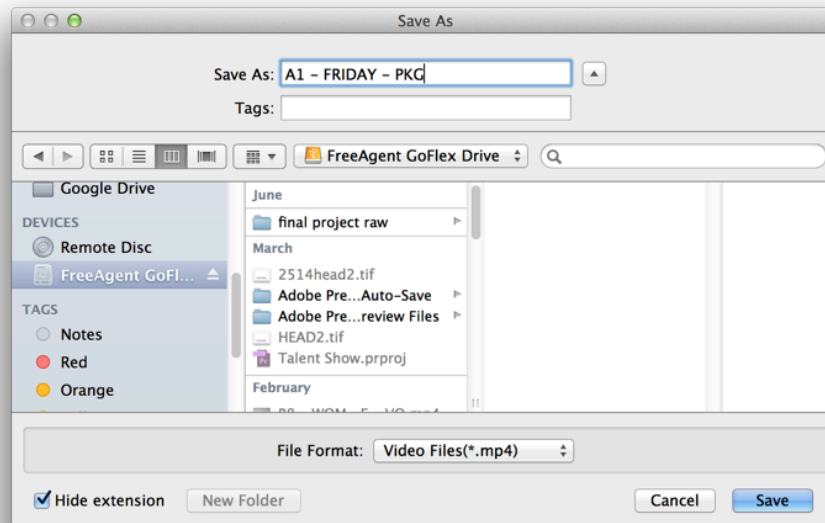2. On the top, right side, click the drop-down menu for Format and select H.264.

3. Change the Preset to HD 1080i 29.97 if exporting for the show. Use the YouTube 720p or 1080p option if it is only for the web.

4. Click on the Output Name

    a. Make sure the file is being saved in the same format as earlier ("PAGE NUMBER – STORY SLUG – STORY TYPE").

    b. Confirm that it's exporting to your hard drive.

5. Hit export!
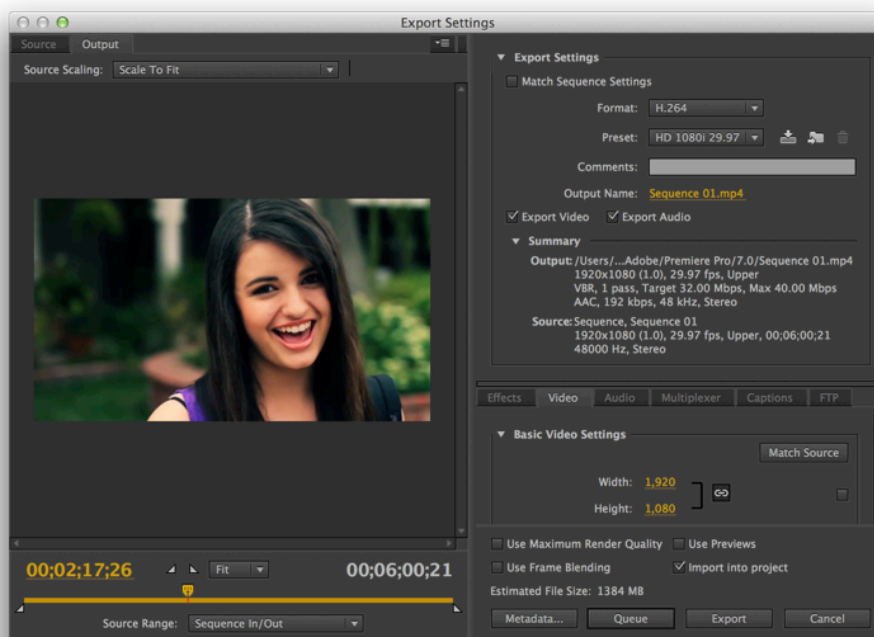
6. While the file is exporting, find "Connect to Autocue" on the desktop.
   a. Username: "media"; Password: "media49"
   b. Go to SPORTSNIGHT->Show Day (i.e. 10 – 17 – 2013)

7. Drag all of the files for your story into the Autocue folder after they're done exporting.

8. Make sure to change the estimated duration of whatever you just cut in ENPS to exactly how long it is so that the producer knows.

V. The Executive Board and The Responsibilities

Board Positions and Responsibilities:

Producers (Executive and Associate)
These are crucial roles. The Executive Producers are responsible for putting together the show each week. They will be responsible for making the rundown and deciding what content goes into the show every week. This will include working with the Sports Directors on bigger picture issues relating to NNN Sports and SportsNight. They will also be responsible for cutting footage and writing scripts when necessary. They will assist in making sure that staff members responsible for content each week get their work done. Having 3 or 4 producers will ensure that producers do not have to work each week. They will be expected to provide direction to staffers/reporters with stories if necessary.

Associate Producers will be responsible for assisting the Executive Producers with all of the above. They will be responsible for making sure a section of the show is ready for air and will work with the Assignment Editors to make sure reporters are completing their assignments for the week.

Online Editor

¿SAY WHAT?

TV shows have their own lingo. Here's a good *rundown* to help translate:

- **PKG** - Package (a video story usually consisting of 2-3 interviews as well as b-roll footage)
- **B-Roll** - Supplemental footage to fill in gaps and to make a video more visually appealing.
- **VO** - Voiceover. Footage rolls while anchors talk over it.
- **Nat Sound** - Natural sound. Whatever sound the camera records.
- **Donut** - Usually follows highlights from a big game. The order: stand-up report from a reporter, post-game press conference clips, closing stand-up report.
- **ENPS** - Stands for Electronic News Production System. It's the way we organize our content and write our scripts. It is an application that only works on the computers in the studio and the edit bays.
- Rundown - The second-by-second accounting of the show. It is created and maintained in ENPS.

This position coordinates the sports section of NNNtv.org. He or she is responsible for organizing content production for the website. The online editor makes sure that there are reporters on call to be able to publish video or text pieces about breaking news items and will potentially also facilitate the production of original content for the website.

Assignment Editor

The assignment editor is in charge of making sure staffers complete all of their assigned tasks each week. The Assignment Editor will be in contact with reporters responsible for content each week. This includes not only packages, but also highlights, VOs, SOTs, etc. The assignment editor will work in tandem with the producers, telling them what stories will and will not get done for the upcoming show. Ideally, the assignment editor would make a Google Doc to keep track of weekly stories and cameras.

Director of Social Media

The Director of Social Media will be in charge of the NNN Sports Twitter and Facebook pages. This includes not only NNN Sports updates, but any general news updates on Northwestern Athletics reported either by us or another media organization. This person will ensure that NNN Sports is a "must-follow" for those who watch Northwestern athletics. The Director of Social Media will also be in charge of making sure that every major sporting event gets live-tweeted either on-site or remotely. This person will also have the creative freedom to come up with new ideas for the NNN Sports Twitter and Facebook Pages.

VI. The Graphics

Having a consistent style is very important to the show. Please view the graphics below and pay attention to the style.

Note name in all-caps. For a reporter include twitter account. For other speaker include either title or statistic/fact, depending on how well-known the person is.

Use this one during highlights. Note the background colors of the teams and the mascots are in yellow. We use it at the beginning of the play, fading in and out. It should say what the score is at the start of the play.

Use this one for "teases" before commercial breaks.

This is the main format for full-screens. There are a few things to note. The top headline should read as is with a hyphen between the sport and the teams. If the teams are ranked, it should look like #14 Northwestern at #12 Oregon. Also, it should only be at or vs. with a period. Moving lower, there is a banner underneath each team's scores. You should change the color to match the school's colors. That is a layer on the photoshop file. Also note the record of the team. In "text goes here," write some relevant statistics or story lines. For example, team stats, notable single player stats, or story lines such as winning/losing streaks or injuries etc.