

VIDEOTAPING

TIPS



The outline follows the same "pattern" that your editorial should have.

introduction



body



conclusion



WRITING TIPS



Writers To Do List

1. Each line in your outline should be expanded into a complete sentence
2. You must explain WHERE each fact or detail in the BODY section came from. It "proves" to your audience you are using the truth to support your opinion.
3. Arrange your sentences to match the outline, from top to bottom.
4. Make sure some of the vocabulary words from the crossword puzzles appear in the editorial. The use of "correct" terms builds a "trust" between you and your audience. They will believe you.
5. Make sure some of the answers to the multiple choice questions appear in the editorial. The questions were focused on the major issues so if you include the answers, you will definitely be focused on the main topic.
6. Make sure your conclusion asks the audience to consider and hopefully adopt your opinion. An editorial tries to change a person's mind. Make them see things "your way."

Speakers To Do List

1. Rehearse the editorial several times before you record it.
2. Speak slowly, pausing at the end of each sentence and longer for each paragraph.
3. Printout a copy of your editorial using larger fonts, so the pages can be used as cue cards. Have someone stand next to the camera holding them for you. As you read, it will appear you are looking directly into the camera, with the editorial memorized.
4. Speak in a loud, clear voice in a quiet room. Use a microphone if one can be attached to the video camera. If not, then stand very close to the camera's mike.
5. Do Not Stand IN FRONT OF WINDOWS. Have a light source IN FRONT OF YOU so the recorded image will be clear, bright and appealing.
6. Do Not wear any STRIPES or CHECKS. These pattern do not record well on videotape.
7. Always remember you are speaking directly to your audience. People will listen to what you say so BELIEVE IN YOUR OPINION, YOURSELF and the fact that if you feel strongly enough about some issue, you can change minds and shape public opinion.
8. Speak up. Speak loud. Be proud.